

FEATURED SPEAKER



Ken Kozielski

Vice President, Customer Experience



ORLANDO HEALTH

1

From Concept to Reality:
CX Management at Orlando Health

Orlando Health Symposium Session Moving to the Driver's Seat

Ken Kozielski
Orlando Health
Vice President, Customer Experience

NRC Health Symposium | Rhythm of understanding | #NRCSymp 2

2

Unrequited Love for Making it Better



3

If these moguls couldn't figure it out, how will we?

Harvard
Business
Review

Economics & Society | Why Haven Healthcare Failed

Why Haven Healthcare Failed

by John S. Toussaint

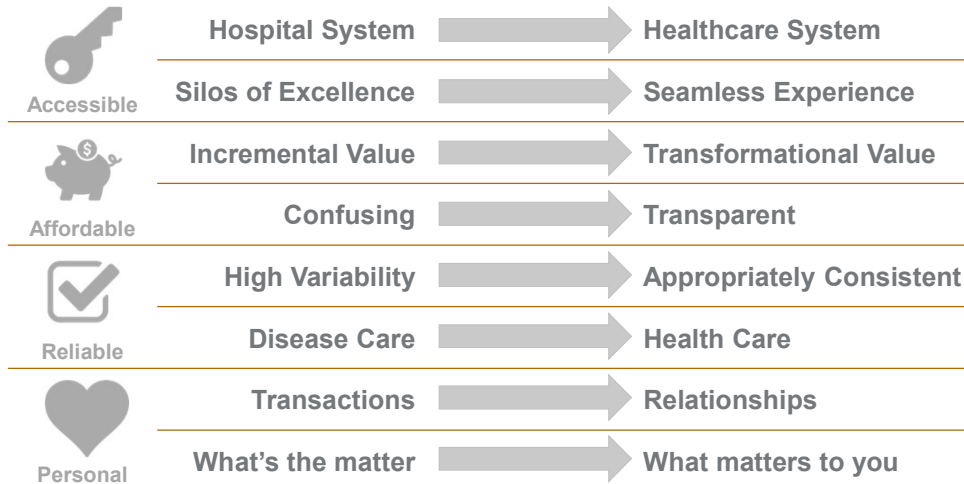
January 06, 2021



Perverse incentives. We still live in a world where the larger portion of hospitals' beds that are utilized, the more they get paid. Consequently, the U.S. health system is focused on treating sickness rather than preventing illness in the first place.

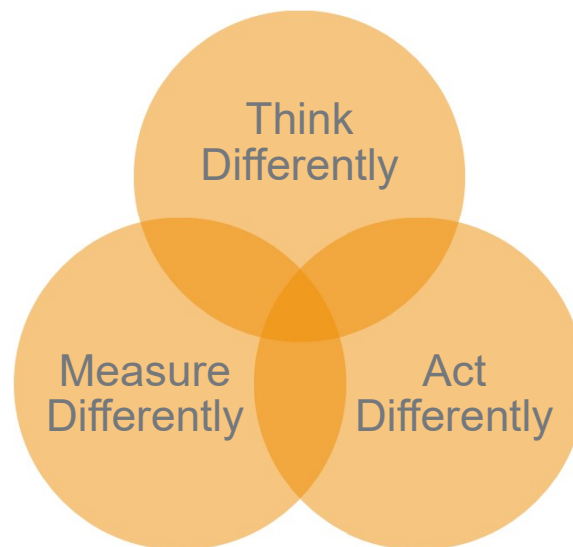
4

Driving to a customer-oriented version of healthcare



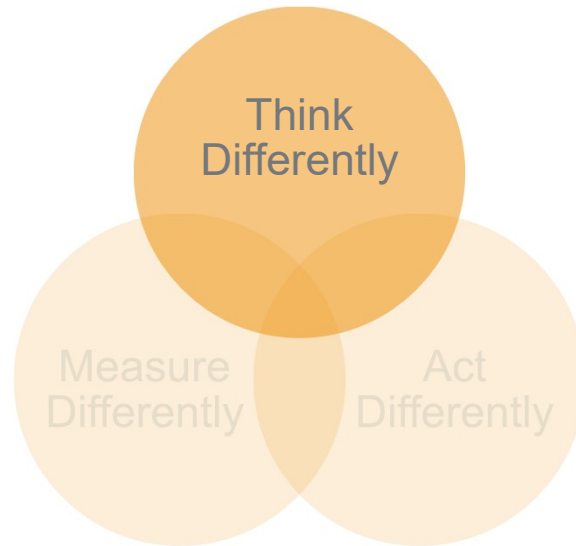
5

Principles for Moving into the Driver's Seat



6

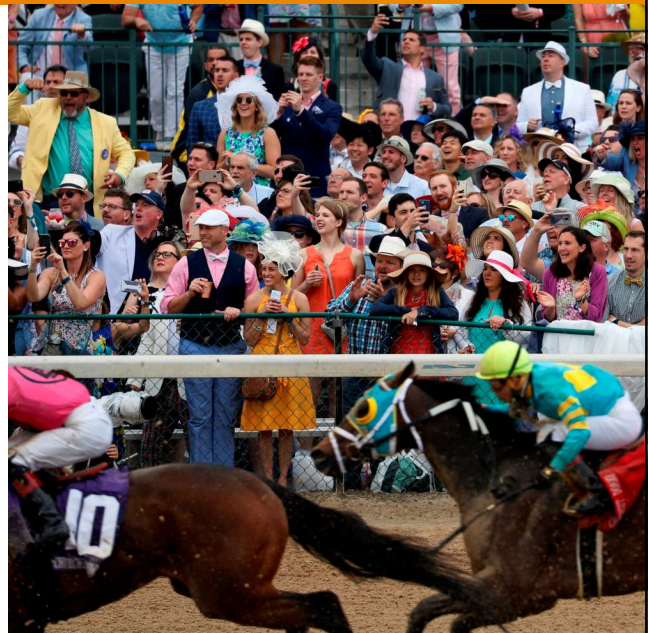
Principles for Moving into the Driver's Seat



7

Think Differently Principle #1 Elevate your definition of success

If you aim for the lowest common denominator, the **best** you can hope to achieve is the best lowest common denominator



8

Think Differently Principle #2 Create eureka moments

People will be more likely to subscribe to a new idea if they think they were the one to think of it first.

→ Make a splash!



9

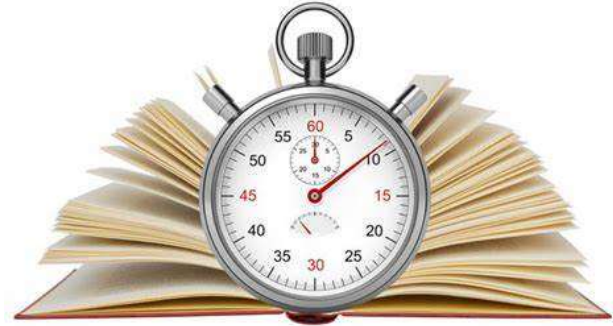


10

Think Differently Principle #3

Build on your strengths

It is easier to get better at the things you already do well than to try to excel at the things you don't.



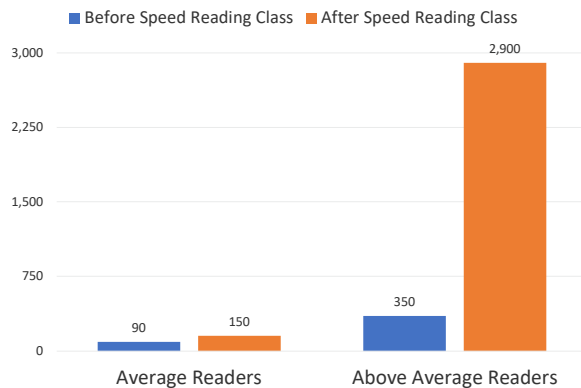
11

Think Differently Principle #3

Build on your strengths



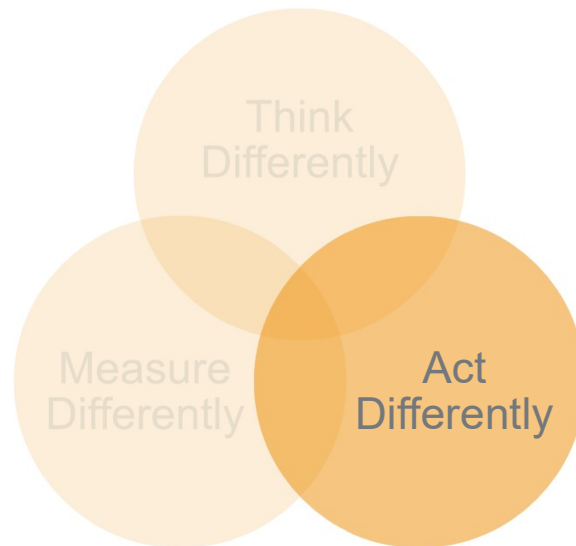
<http://media.gallup.com/documents/whitepaper--investinginstrengths.pdf>



Source: Investing in Strengths, Donald O. Clifton and James K. Harter

12

Principles for Moving into the Driver's Seat



13

Act Differently Principle #1 Get up on the bridge

Solving for root causes and fixing processes are way more scalable than rescuing individual casualties.



14

Text KHIRST123 to 22333 once to join and then text **A** or **B**

Act Differently Principle #1
Get up on the bridge

Poll – Does your organization spend more time rescuing kittens out of the river or getting up on the bridge?

A

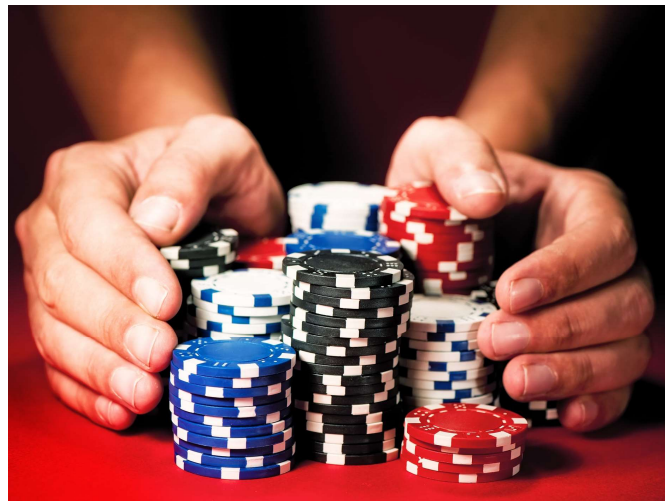


B



Act Differently Principle #2
Go all in

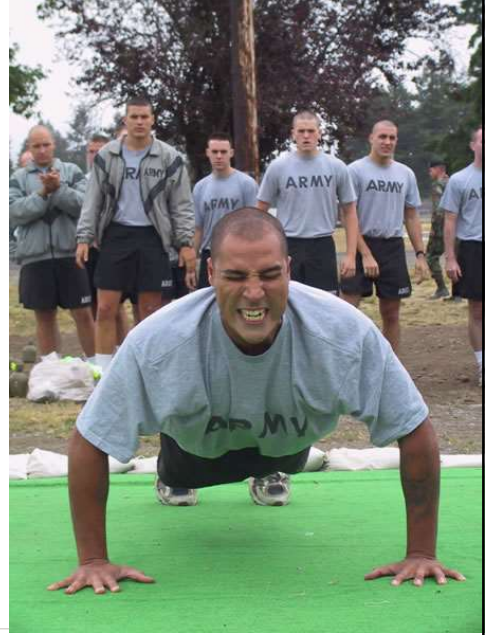
- It's not good enough to point out the opportunity.
- Processes, systems and accountability must be reimagined to bring the experience to life.



Act Differently Principle #3

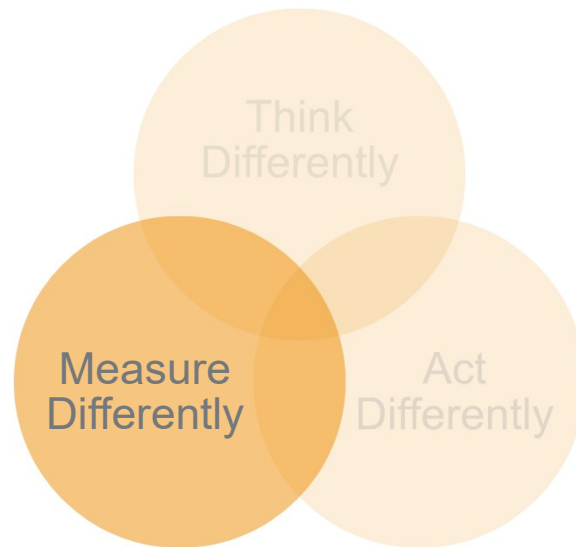
Commit to discipline and rigor

- Follow best practices for customer journey mapping, reimagining, piloting, testing and scaling.



17

Principles for Moving into the Driver's Seat



18

Measure Differently Principle #1
No pressure, no diamonds

- What gets measured gets done and drives measures into accountability.



19

Measure Differently Principle #2
Get to know your customers

- Build Insights to know the people with whom you seek to build a relationship.



20

Measure Differently Principle #2 Get to know your customers

- Turn to neighbor and introduce yourself... tell them where you grew up and then something unique about you, not on your resume, that most people don't know about.



21

Measure Differently Principle #3 Patients are customers too

- Healthcare customers make decisions to engage with our services just like they do with other industries.



22

Bonus Principle and One Final Thought Turn insight into foresight

- Good stewardship of insights always anticipates opportunity and speaks truth.



23

Touchdown!

- We aren't just the team statisticians.
- Insights are the secret weapons.



24

*From Concept to Reality:
CX Management at Orlando Health*

Questions?

Ken Kozielski

Orlando Health
Vice President, Customer Experience



25