

Recognition is the Path to Resilience

Nick DeStefano, M.S.

McLeod Health Loris Seacoast

Service Excellence Process Manager

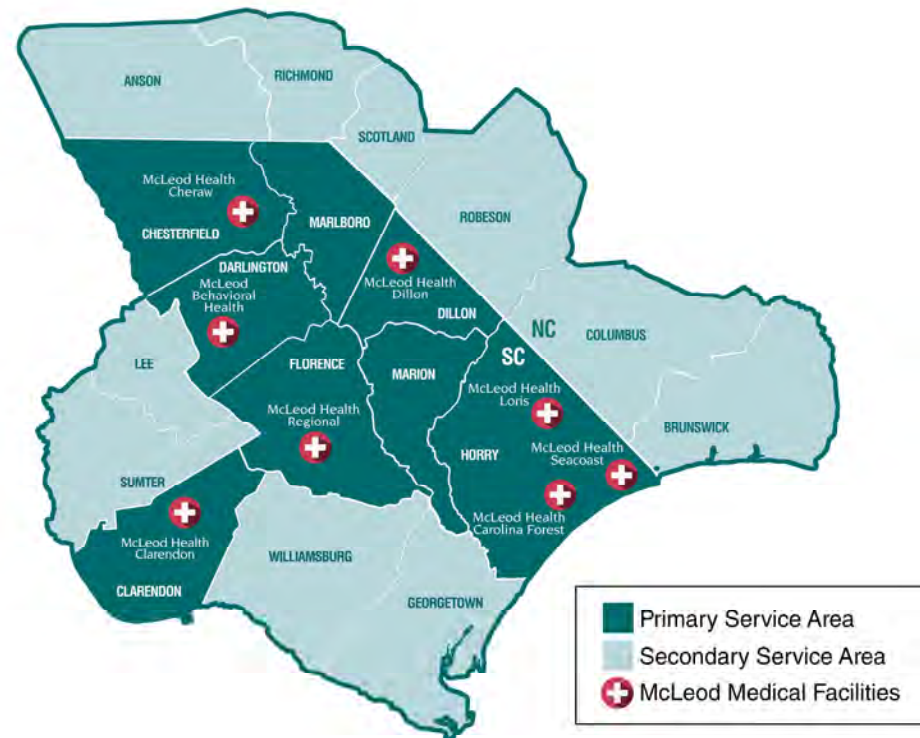


McLeod Health

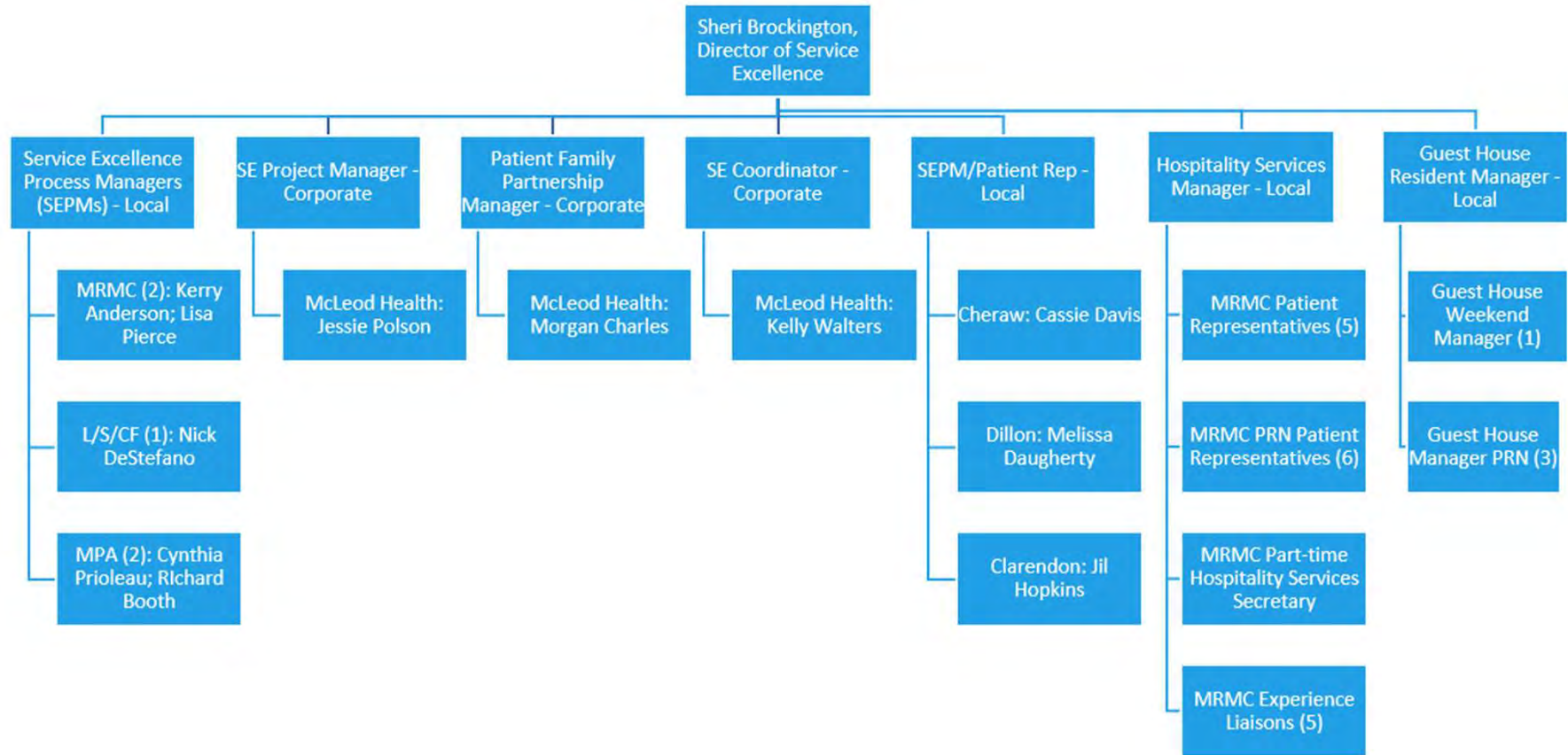


McLeod Health

- 7 Hospitals serving Eastern SC and southern NC with 940 licensed beds
- 850 Physicians
- 2,700 Registered Nurses
- Approximately 9,500 employees



McLeod Health Patient Experience Team



McLeod Health Service Excellence Standards

Service Excellence Standards



The Value of Caring

"A spirit of willing and compassionate service to others."

PROFESSIONALISM - We are fully present for our customers, displaying a positive image that shows respect for ourselves, for McLeod Health, and for the customer.

ENVIRONMENT & CLEANLINESS - We are relentlessly committed to a neat, clean and safe environment.



The Value of the Person

"A commitment to the well-being of the whole person."

COURTESY - We treat people with the respect we want our loved ones to receive.

RESPONSIVENESS/CUSTOMER WAITING - We minimize waits as much as possible.

PRIVACY, RESPECT AND DIGNITY - We purposefully protect our patient's privacy and dignity at all times.



The Value of Quality

"A dedication to superior healthcare quality."

PROVIDING INFORMATION/COMMUNICATION: We listen first, and communicate clearly and simply, second.

DIRECTIONS/WAY-FINDING - We make sure people get where they need to go.

TELEPHONE COMMUNICATION - We meet the needs of our callers quickly and accurately.



The Value of Integrity

"An ethical responsibility for upholding standards for honesty and truth."

PERSONAL OWNERSHIP - As owners of McLeod Health, each of us will do whatever it takes to ensure an excellent patient experience.

SERVICE RECOVERY - When things don't go perfectly, we quickly do what we can to make things right.





RAISE YOUR HAND!

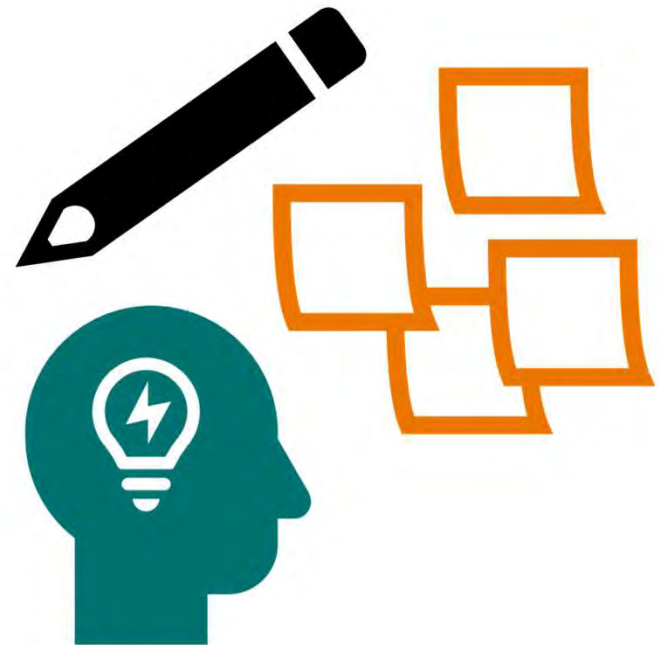
- You are tired from the past two years
- You feel like it can be difficult to motivate staff
- You feel that recognition is difficult to operationalize with so many competing priorities

**Raise your hand if
you've been acting
like you are all okay
but inside really
you are not.**



Learning Objectives

- Define the importance of both formal and informal recognition.
- Discover how you can operationalize recognition to increase staff resilience.
- Describe the ways Real Time data can be regularly utilized to increase staff morale through consistent recognition.



Guess that Stat

In 2013 according to a Tower's Watson study on healthcare engagement, 44 % of U.S. hospital employees reported being highly engaged at work.



Guess that Stat

In April of 2020, non-health employment fell by over 14%. Total health employment in February 2020 was 16.5 million, but unlike past historical crisis's, healthcare also saw a 9.3 % decrease in employment from February to April.



Guess that Stat

The United States Bureau of Labor Statistics projects that demand for healthcare positions will grow 16 % by 2030, totaling 2.6 million new jobs



DAILY WORRY

Did you experience the following feelings during A LOT OF THE DAY yesterday? How about worry?
(Yes, No)

% YES

Regional

41%

Percentage Point Change,
2020 to 2021
-6

Global
40%



Gender



Age



What are we truly facing?

Employees who are more...

- Stressed and worried, especially younger than 40.
- Less engaged
- Leaving the workforce now more than ever before

DAILY STRESS

Did you experience the following feelings during A LOT OF THE DAY yesterday? How about stress?
(Yes, No)

% YES

Regional

50%

Percentage Point Change,
2020 to 2021
-7

Global
44%

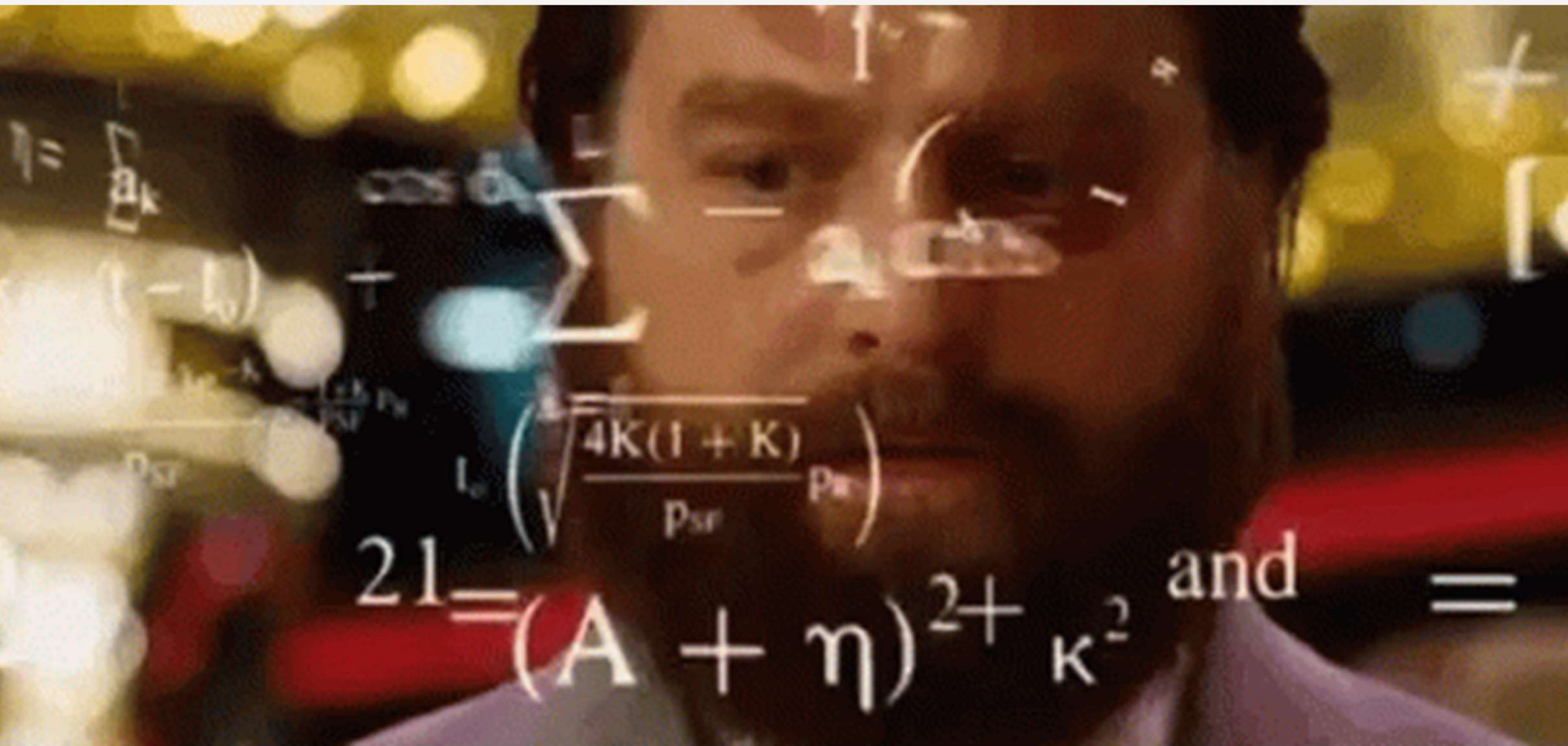


Gender



Age





Guess that Stat

RECOGNITION EDITION



According to a 2021 Delloite poll, employee productivity, performance, and engagement are 14% higher in organizations with recognition programs than in those without them.



Guess that Stat

RECOGNITION EDITION



According to a 2019 SHRM study 79 %
of millennials surveyed said an increase in
rewards would make them more loyal to
their employer.



Guess that Stat

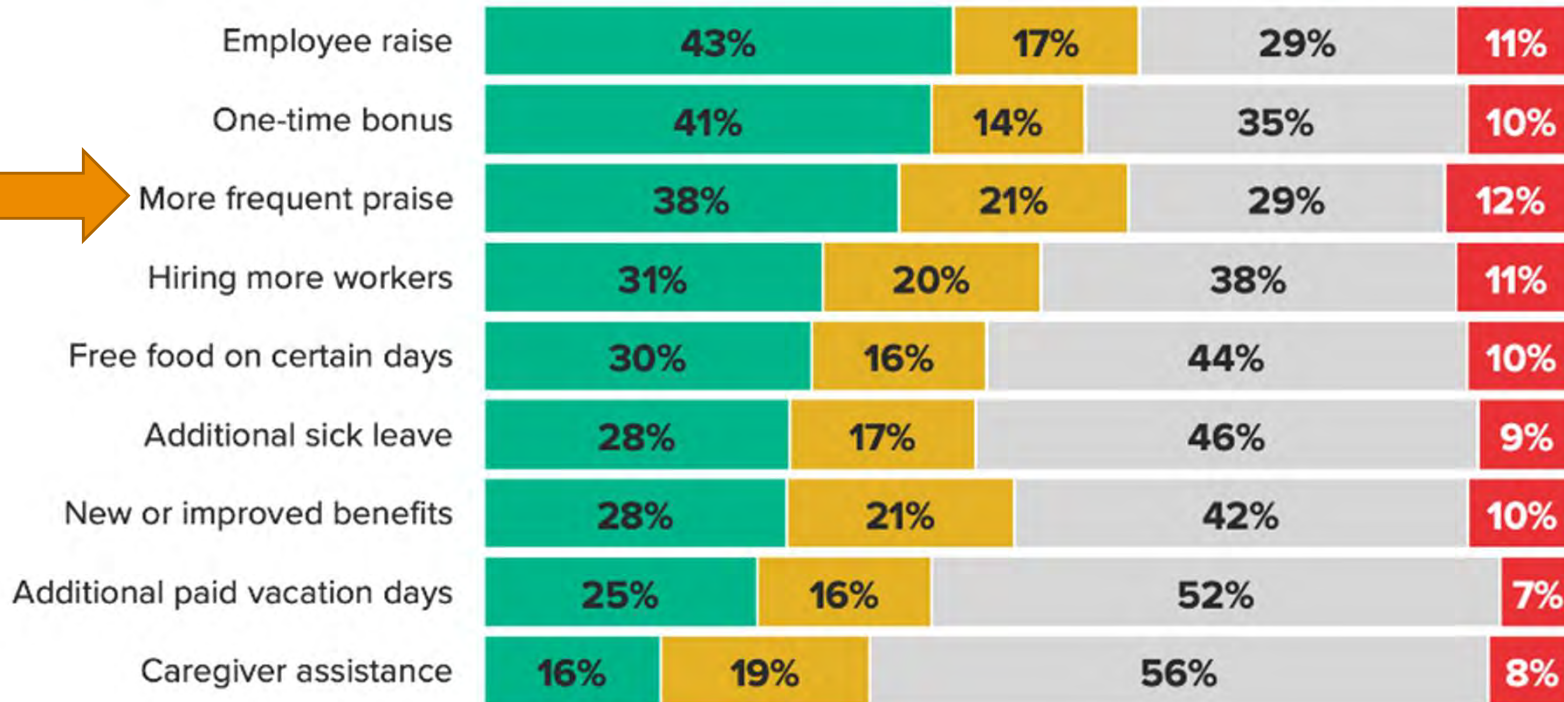
RECOGNITION EDITION



A recent study in February of 2022 by Morning Consult and Axios showed that 31% of employees found hiring more workers to be effective at keeping them happy at their jobs versus 38 % of who said more frequent praise from bosses kept them happy.



■ Effective
 ■ Neither effective nor ineffective
 ■ Wasn't offered by my employer
 ■ Ineffective



MORNING CONSULT™

Survey conducted Jan. 31-Feb. 11, 2022, among a representative sample of 1,005 U.S. health care workers, with an unweighted margin of error of +/-3 percentage points.



Organizations have the power and responsibility to improve their employees' wellbeing.

When leaders and managers cultivate the *whole person* at work -- not just the employee -- they promote the success of every individual in the organization.

1 in 4

Americans reported feeling a lot of sadness the previous day

28%

of U.S. employees experience burnout on the job very often or always

7 in 10

people globally are struggling or suffering in their lives



Successful Recognition Programs



- Both Formal and Informal Components
- Sufficiently Funded
- Aligned with Mission and Values
- Appropriate
- Administratively Simple
- Timely
- Regularly Evaluated



Formal Recognition

- Merit Awards
- Stories of Ordinary Greatness
- Care Coupons
- MSLH High Fives
- Monthly High Five Award
- Quarterly Patient Experience Improvement Awards

Care Coupon
Please send completed Care Coupon to the Service Excellence department.

Employee Spotted _____ Name and Department _____

Action Noted _____

Location _____

Service Excellence Standards:

<input type="checkbox"/> Professionalism	<input type="checkbox"/> Environmental Cleanliness
<input type="checkbox"/> Responsiveness Customer Waiting	<input type="checkbox"/> Courtesy
<input type="checkbox"/> Providing Information Communication	<input type="checkbox"/> Privacy, Respect, and Dignity
<input type="checkbox"/> Telephone Communication	<input type="checkbox"/> Direction/Way-Finding
<input type="checkbox"/> Service Recovery	<input type="checkbox"/> Personal Ownership

High Five!

Toni did an excellent job with triage and managing expectations of a patient with bronchitis. Patient had challenging and thought waiting. Triage for a while. It was also long to wait. Toni made sure she was treated completely right. Great service!

Turn this card into your Director for a sweet treat!

Name: Antonela Toni Ratiu Dept. CF ED

Mary Corady _____ 3-30-22 _____

Director _____ Date _____



A Story of Service Excellence

Tieesh Pigett
MRMC - HOSPICE INPATIENT - MRMC

Tieesh was the Nurse Technician for my grandmother while she was at Hospice. She always went above and beyond to ensure that my grandmother was comfortable, clean, and that we were happy with her care. One afternoon when she finished cleaning up my grandmother, we thanked Tye for everything that she had done for her. Tye's response was, "Thank you for allowing and trusting me to take care of her." That touched our family to the core because we never had anyone thank us for allowing them to take care of the person we loved the most. Tye is an amazing person and she is the ideal vision of what McLeod's Service Excellence should look like. Tye, thank you for everything you did for our family and all the other families that are blessed to have you caring for their loved ones.

Thank you for demonstrating the Service Excellence Standard of
This Story Was Submitted 7/12/2022 By Jessica Lynch



Quarterly Patient Experience Improvement Award

- Based on specific PX metrics as measured via NRC surveys. Utilizes NRC Health “trend” report to track chosen metrics quarterly
- Selected by administration and presented publicly to the department/team
- Award includes a trophy full of candy to display for the duration of the quarter and a banner signed by leadership



Quarterly Patient Experience Improvement Award

- Trophy provided by SE and candy is funded by administration.
- Recognized department is announced at a hospital directors meeting and the department director presents their team's best practices with peers.

Department	Metric
Seacoast 1 st Floor Nursing	HCAHPS: Communication about Medication, Responsiveness
Seacoast 2 nd Floor Nursing	HCAHPS: Communication about Medication, Responsiveness
Seacoast 3 rd Floor Nursing	HCAHPS: Communication about Medication, Responsiveness
Anesthesiology	OAS_CAHPs: two anesthesia questions, Got Info Question
Case Management	HCAHPS: Care Transitions
Seacoast Emergency Dept	ED: Nurse Courtesy and Respect
Environmental Services	HCAHPS Cleanliness
Hospitalist Team	HCAHPS: Communication with Doctors

***Examples of Set Metrics**



High Five!

McLeod Loris Seacoast Directors will be awarding "High Five" certificates to recognize employees who exhibit specific Service Excellence behavior.

This includes:

- Professionalism
- Environment/Cleanliness
- Privacy, Respect, and Dignity Courtesy
- Personal Ownership
- Directions/Way-Finding
- Telephone Communication
- Responsiveness/Customer Waiting
- No Pass Zone
- Doing the right thing
- Above and Beyond
- Stepping up when needed

Each "High Five" certificate can be redeemed for a FREE medium hot/cold coffee or fountain drink.

Each month one individual from both Loris and Seacoast will be selected at random from all eligible high fives as the monthly winner.

This is a small token of appreciation for all you do!



Monthly High Five Awards

- Monthly 1 team member from each campus receives a gift basket
- Evaluated the program and adjusted who receives the monthly award from random to purposeful in Oct 2021
- Expected that directors will utilize positive NRC comments to determine who receives a "high five"



Monthly High Five Awards

JANUARY 2022 HIGH-FIVE WINNERS

LORIS



SEACOAST

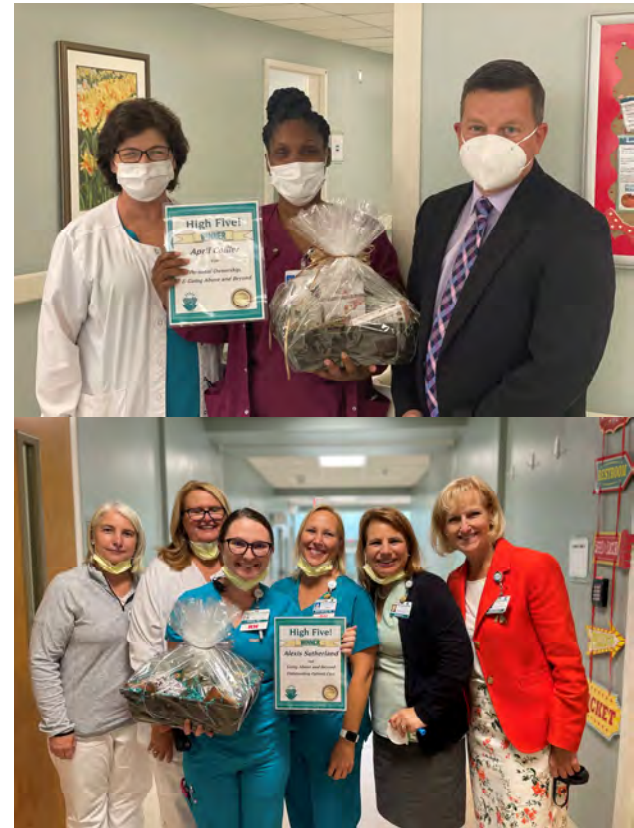


REGINA HEMINGWAY-HARDEE & HALEY CRIDER

Regina was recognized for picking up double shifts in a separate registration department and maintaining a fantastic attitude. She was so helpful that she received a patient comment card about her helpful and professional attitude.

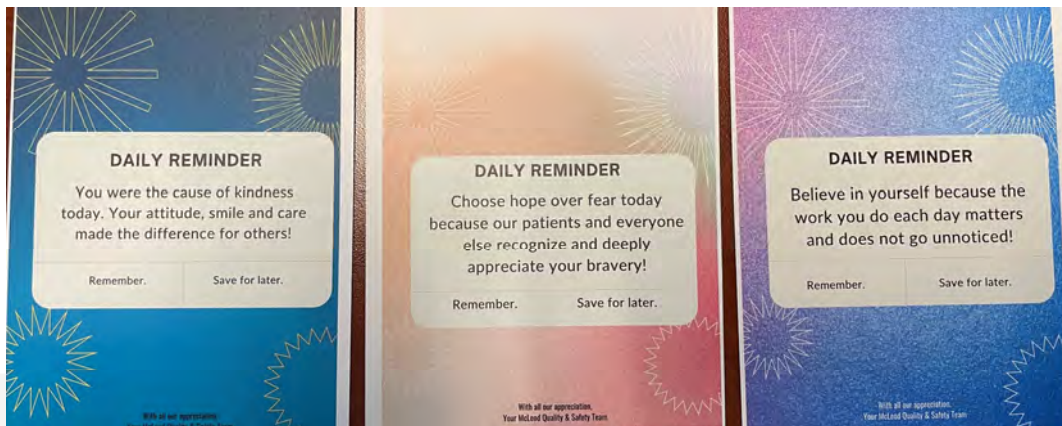
Haley was recognized by a patient for staying late to assist with a procedure that might have been cancelled due to a staff emergency and she was extremely positive and caring throughout it.

McLeod Health
The Choice for Medical Excellence



Informal Recognition

- Tear Away Sheets
- Take What You Need Station
- Chalk to Inspire
- Daily Reminder Note on Cars
- Weekly Wednesday WOWS
- Monthly Moments of Excellence



Leslie Hyler Ervin is 😊 feeling loved at Mcleod ...
Seacoast Hospital In Little River.
1 hr · Little River, SC · 🌐

Loved walking out the door on my way home and saw this coming out the employee entrance! ((You can't see where it says oops on the side where whoever wrote it ran out of room 🤪) Loved it none the less... Just a simple reminder why we do what we do! Making a difference one patient at a time!



Like Comment Share

You, Denise Allison and 22 others

Chireen H. Hyler
That's so sweet!

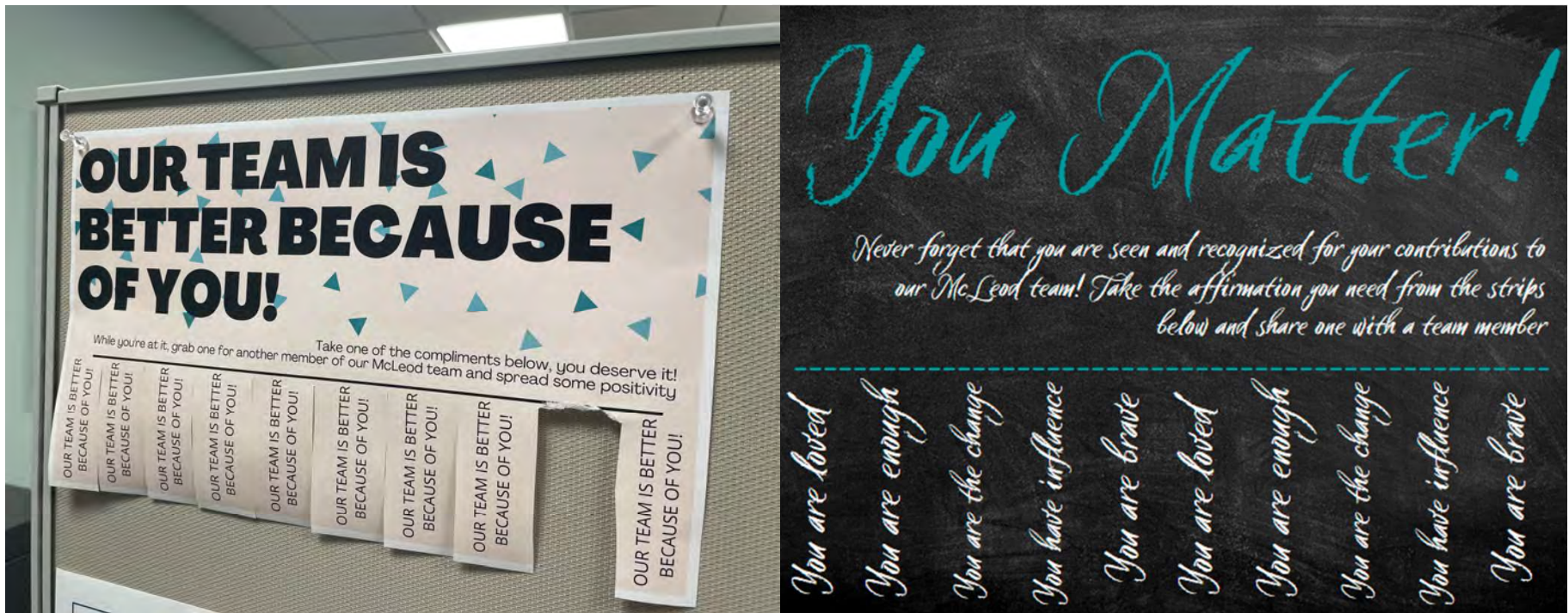


Informal Recognition

- Tear Away Sheets
- Take What You Need Station
- Chalk to Inspire
- Daily Reminder Note on Cars
- Weekly Wednesday WOWS
- Monthly Moments of Excellence



Informal Recognition- Tear Away Sheets



Informal Recognition- Monthly Moments

Monthly Moments of Excellence

Patient Experience Highlights June 2022

Seacoast

I noticed nurses and staff very understanding and kind to all patients. *Mary N. 6.6 ED*

All of my RNs and medical assistants were absolutely amazing. And would highly recommend them for any room that we're attentive and wonderful and my meds were on time and everything was great. *Miranda A. 6.10—2nd Floor*

The nurse tending to me was very friendly, thoughtful and helpful. She frequently checked in to make sure I was comfortable (as well my wife who was with me). Nurse Judy answered every question we had and never made us feel we were bothering her as we have experienced that as well. We can't say enough about this young lady and appreciate all she did for us. Everyone from check-in to discharge was helpful and friendly and made what was a long nerve wrecking day an easier one. *Randy W. 6.28 - Surgery*

The service I received and the communication I received was some of the best I've ever had in my life and I'm in my sixties. I appreciated their care they gave me. And I would definitely go back, if I needed to, of course. *Ricky E. 6.26—ED*

Loris

Everyone there was so helpful and very friendly. If I could give all the nurses that help me a 20 rating I would. Thank you all for the great care. *George B 6.16—Surgery*

We understand these are difficult times, with the COVID virus, but your staff performed excellent. *Edward K 6.28—Same Day Surgery*

All of the technicians, and nurses, doctors that we interacted with were all wonderful. Some do stand out, McCauley, Wendy, Faye, just so many were very, very good. *Sydney P. 6.27—4th Floor*

McLeod Health in Loris, S.C. has to be hands down the most courteous and professional staff I've ever dealt with. They got me in quick. They even scheduled me a follow up appointment because I don't have a family doctor and in today's day and age, that's absolutely unheard of. *Terry B. 6.22— ED*

Carolina Forest

I was very, very pleased with my service when I visited the ER. We had Dr. Smith, and he was very knowledgeable. He gave it to me straight. He didn't sugar coat anything and I appreciate that. The nurses were fantastic. And what I'm not used to, is going into the hospital and not spending 8 or 10 hours there. I was in and out, within an hour and a half, and that was amazing. The whole hospital, all the equipment seemed to be state of the art and was fantastic. *Bruce H. 6.13.22*

I actually came to your emergency room on 2 occasions during vacation time. While in Myrtle Beach, I will definitely continue to use this town as an area to vacation because although I'm aging, I feel utmost confidence and care with your facility, your doctors and your nurses, it was a wonderful experience. I plan on referring your medical facility to friends and family, as a verbal as they visit Myrtle Beach. *Candice N.—6.8.22*

Coastal MPA

Appreciate the effort put forth by the entire staff, from front receptionists, nurse Laura, Dr. Holt and the laboratory staff, to ensure a timely office visit. No backups or delays; Dr. Holt spends sufficient time with patients and blood work just down the hall is convenient. *Michael R 6.28- Primary Care Seacoast*

The nurses are extremely personable and respectful. This was a far better experience than other places I have been. They all seem to enjoy their work and genuinely care about their patients. I deeply appreciate this aspect. *Charles C. 6.27 - Surgery Loris Seacoast*

Not only Dr. Harrah but his entire staff are really top notch. His nurse has to be one of the nicest ladies I have ever meet. Everyone including the front desk lady really make you feel like part of the family. Even on your worst day how everyone here treats ya really does make you smile and make the day better! THANK YOU for providing such amazing customer service y'all. *Brian H. 6.24—Family Medicine CF*



Informal Recognition- Weekly Wednesday WOWs

Wednesday Patient Experience Wows
3.23.22

Loris

At check in Dean was very good. She greeted me as always very pleasant at 5:30am and the nurses at same day surgery are the best. 3.23.22- Surgery

Nice lady with warm blankets!! She was the best!!!!!!! 3.20.22 ED



Weekly Wednesday WOWs

Seacoast

Yes, my wait time was very minimal. I got right in. The communication was good. The information to bring home with me was good, and I would recommend the hospital. Thank you. 3.22.22 -ED

My experience was great everyone was courteous and very respectful I appreciate the way that they carry them selves in a professional manner 3.21.22- Surgery

My RN's name was Anna. And she was very easy to understand and gave me a lot of assurance that things were good. 3.19.22- ICU

Carolina Forest

I have chosen to this facility for an in-car Covid test, and two emergency situations over the past two and a half years for myself. All visits were exceptional. I brought a family member there and they received phenomenal care. I recommended this location to my Partner and he received such quality (truthfully, life saving) care that he will not use any other facility. The staff is top notch and should be commended. 3.22.23

Weekly Wednesday WOWs

May 25, 2022

Carolina Forest ED

I'd like to thank the doctors and nurses and business office staff and everyone that I came in contact with, from the bottom, my heart for making a situation that could have been very detrimental to my health, turn around very quickly. Everyone was very friendly. I was grateful for their assistance. They made me feel like I was the only person in the emergency department at the time, and I know that there were other people there. I just really can't say enough great things about how they took care of me while I was there on vacation. 5.24.22

Being from another state and on vacation, we had no idea what to do when I got sick. We were recommended to come here and told we would be seen quickly. I was seen immediately and all care was provided promptly and thoroughly. 5.20.22

Seacoast

Overall, I think, this was one of the best hospitals to seek medical treatment. Especially, if you have an emergency. For instance, all of the staff was friendly and treated you with you with dignity and respect, relative to your care. Finally, I would like to thank the nurses, technicians and doctors involved in my care.—5.21.22

The staff was one of the best I have encountered in 2 1/2 years of my struggle with cancer.—5.23.22

I just wanted to give extreme accolades to RN Sherry in the ER. She's absolutely excellent provided wonderful care made everything great.— 5.20.22

Loris

I was treated with utmost kindness and respect. Everything was explained to me in detail. 5.21.22

The staff was very friendly and seemed to love their work. They made my stay enjoyable. 5.23.22

The nursing staff was really awesome constantly checking on me. The nurse who did my needle stick for fluids was exceptional. My wife and I moved to Longs almost a year ago. We have really been blest with the McLeod Health System. We love our Doctors, Nurses and Physical Therapists. God bless you all - 5.24.22

Coastal LMPA

The most important thing about my visit is the amount of time he spent with me. This means so much to me.—McLeod Pulmonary Seacoast 5.24.22

I would like to comment on the staff at Dr. Walsh's office. From the check-in to the nurses and every other staff person I met were very professional. In my opinion that has not always been the case at other facilities in our area. 10 out of 10.—McLeod Seacoast Orthopedics 5.24.22

It is always a joy, not a chore, to see my doctor! That's why I keep coming back. He goes above and beyond to make sure I'm cared for and all my questions are answered.— McLeod Primary Care Seacoast 5.20.22



The HOW?

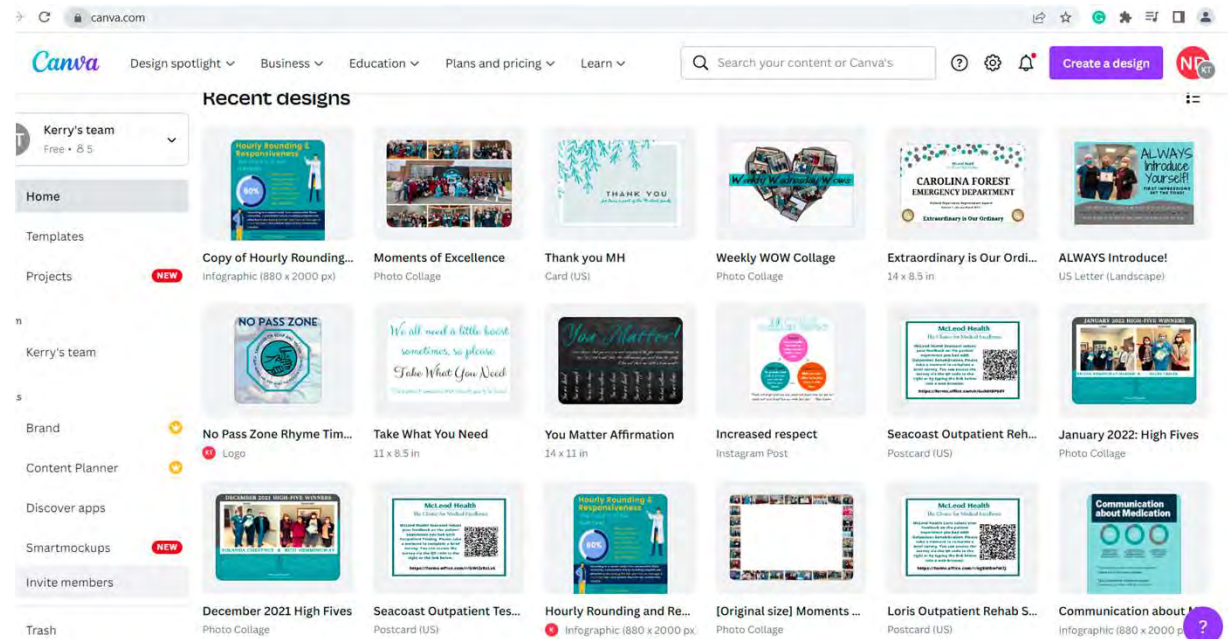
NRC Real Time Surveys

- ED, OAS-CAHPS, medical practice
- Subscribe to all comments on a weekly basis
- Use a template (publisher, word, etc.)
- Email out to all directors weekly and monthly to all employees
- Track what areas are highlighted to keep it equitable

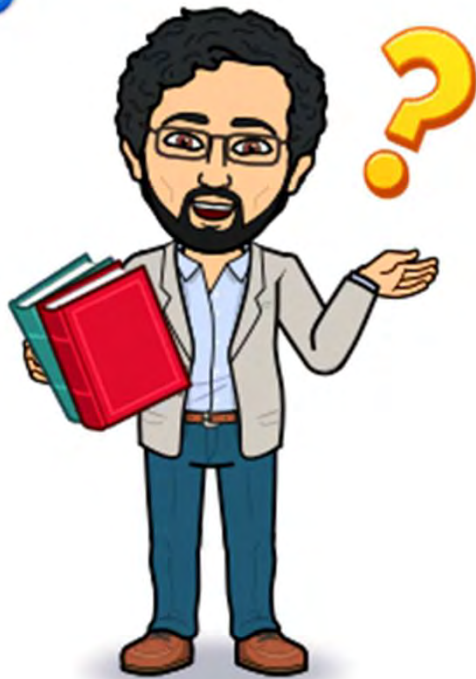
The screenshot displays a 'Feedback Management' dashboard. At the top, there are navigation options: 'Favorite', 'Subscribe', 'Export', and a date range 'Jul 09, 2022 - Jul 15, 2022'. Below this, the dashboard is divided into sections. On the left, 'Open Alerts' is shown as 8 and 'Closed Alerts' as 3, with a 'View Alerts' link. The main section is titled 'Feedback' and shows a comment with a '10 Extremely likely' rating. The comment text is 'Everyone was very kind & courteous.' and it was added on '14 JULY 2022'. Below the comment, there are tags for 'General - Courtesy/Respect'. On the right side of the dashboard, there is a calendar view for July and August 2022. The calendar shows the current date as July 9th, 2022, and highlights the dates from July 11th to 15th. A list of filters is visible on the right, including 'Today', 'Yesterday', 'Last 7 days', 'Last Week (Su-Sa)', 'Last 30 days', 'Last Month', 'Last Quarter', 'Last 12 Months', 'Month to Date', 'Quarter to Date', 'Year to Date', 'Year to Month', 'Year to Quarter', 'Last Fiscal Quarter', 'Fiscal Year to Date', and 'Custom Date Range'.



Use Free Resources



Any Questions?



If you'd like any of the files I've shared or designs from canva please complete this short form:



Nick.DeStefano@McLeodHealth.org

843-366-3902



References

- <https://www.healthsystemtracker.org/chart-collection/what-impact-has-the-coronavirus-pandemic-had-on-healthcare-employment/#Cumulative%20%20change%20in%20health%20sector%20employment%20by%20setting,%20since%20February%202020,%20seasonally%20adjusted>
- <https://www.shrm.org/resourcesandtools/hr-topics/benefits/pages/generation-z-and-millennials-seek-recognition-at-work.aspx>
- <https://www2.deloitte.com/ie/en/pages/deloitte-private/articles/recognition-programmes.html>
- <https://www.aha.org/environmentalscan>
- <https://morningconsult.com/2022/02/17/health-care-workers-pandemic-burnout-mental-health-polling/>

