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Scan for CEUs

Heartwiring What Matters Most with Everybody, Always

Reginald Blaber, MD, MBA, FACC, EVP and Chief Clinical Officer

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This is Virtua



Virtua Health | Here for good.



COLLEAGUES
15K+

MEDICAL STAFF
CLINICIANS
2,900+



CARE LOCATIONS
400+



HOSPITALS
5



SURGERY CENTERS
40



PRIMARY & SPECIALTY
CARE PRACTICES
290+



URGENT CARE CENTERS
(OFFERING TELEHEALTH)
8



A COLLEGE OF
MEDICINE &
LIFE SCIENCES



ONE OF THE
LARGEST
MOBILE FLEETS



TOP 50 HEALTH
CARE BRANDS IN
THE COUNTRY

Health Care is **Love** in *Action*



heartwire



1) To [connect](#) an action with an emotion so that it is less [mechanical](#) and more heart-driven; 2) To [implement](#) an action or series of actions that are repeatedly driven by the desire to do the right thing with the right feeling; 3) To create steps or actions that are consistently meaningful

The best nurses heartwire what matters to create a truly [healing](#) environment for their patients.

[The organization's](#) leader heartwired [storytelling](#) into every meeting.

by [chrisivity](#) August 4, 2016



Language is a Super Power



Language of Caring




Chapter 3: Disability Status

Language is always evolving. The words we use and the terms we adopt are constantly changing and progressing to reflect the culture and attitudes of today. As caregivers,

Chapter 8: Violent Language

In health care, we have a habit of falling into clichés. For example, it's fairly common to adopt a warrior mentality is an integral part in overcoming their illness. It's important, however, that we don't unintentionally burden people with an expectation of "fighting" or "battling" hard enough.

While we respect these attitudes, our intention is not to use words with violent connotations when they are directed at people or groups. It's important to understand that certain words can be triggering; they can cause a person to feel negative emotions due to previous experiences or to feel as though they are not living up to the expectations of their family and friends to "fight" harder.

Here's a quick list to consider while interacting with people in our community.

TERM TO AVOID	SUGGESTED ALTERNATIVE
target	engage/prioritize/collaborate with/consider the needs of
aimed	intended
combat, war against, fight	eliminate
killing it	great job! awesome!
take a shot at, take your best shot, pull the trigger, take a stab at	give it a go try
within shooting distance	near our goal
go off the reservation	disagree with the group, defect from the group

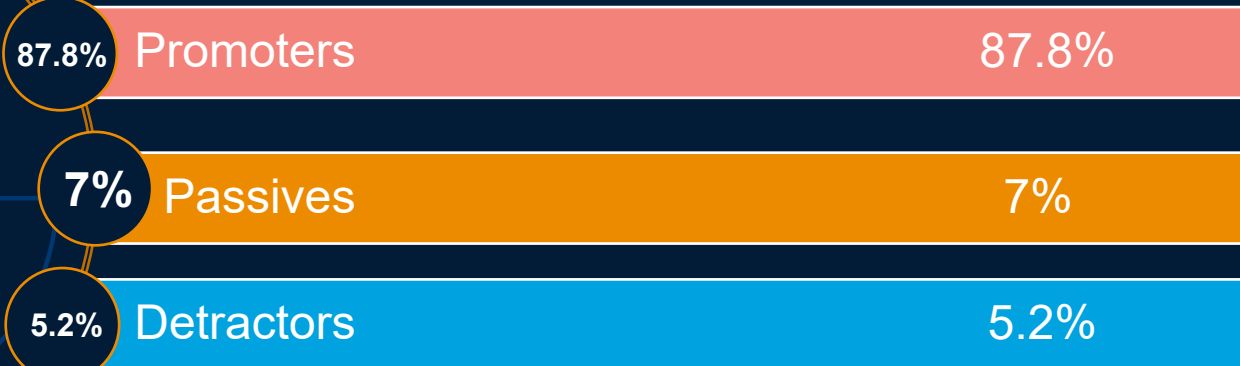
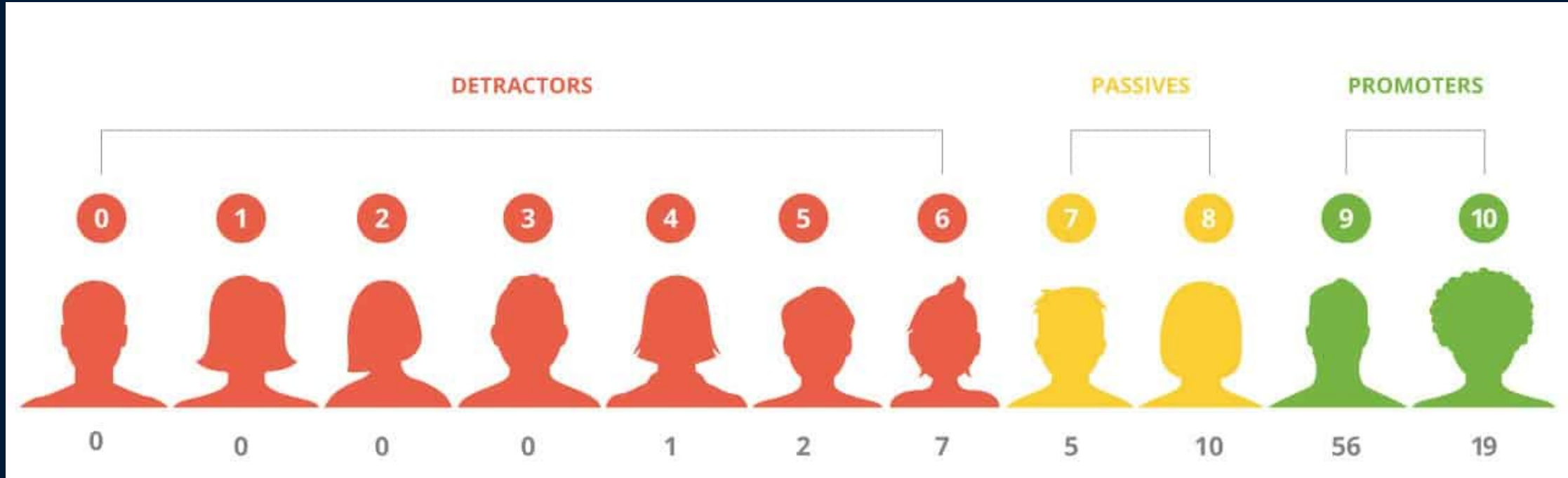




Virtua is respected as a Mother/Baby brand delivering close to **10,000** babies a year.



Virtua's **Meaningful** Consumer Metric



NPS
82.5





Voice Activated

Your voice matters. Here's how we're listening.



HERE FOR GOOD.



WE Always **SEE** Good, Together



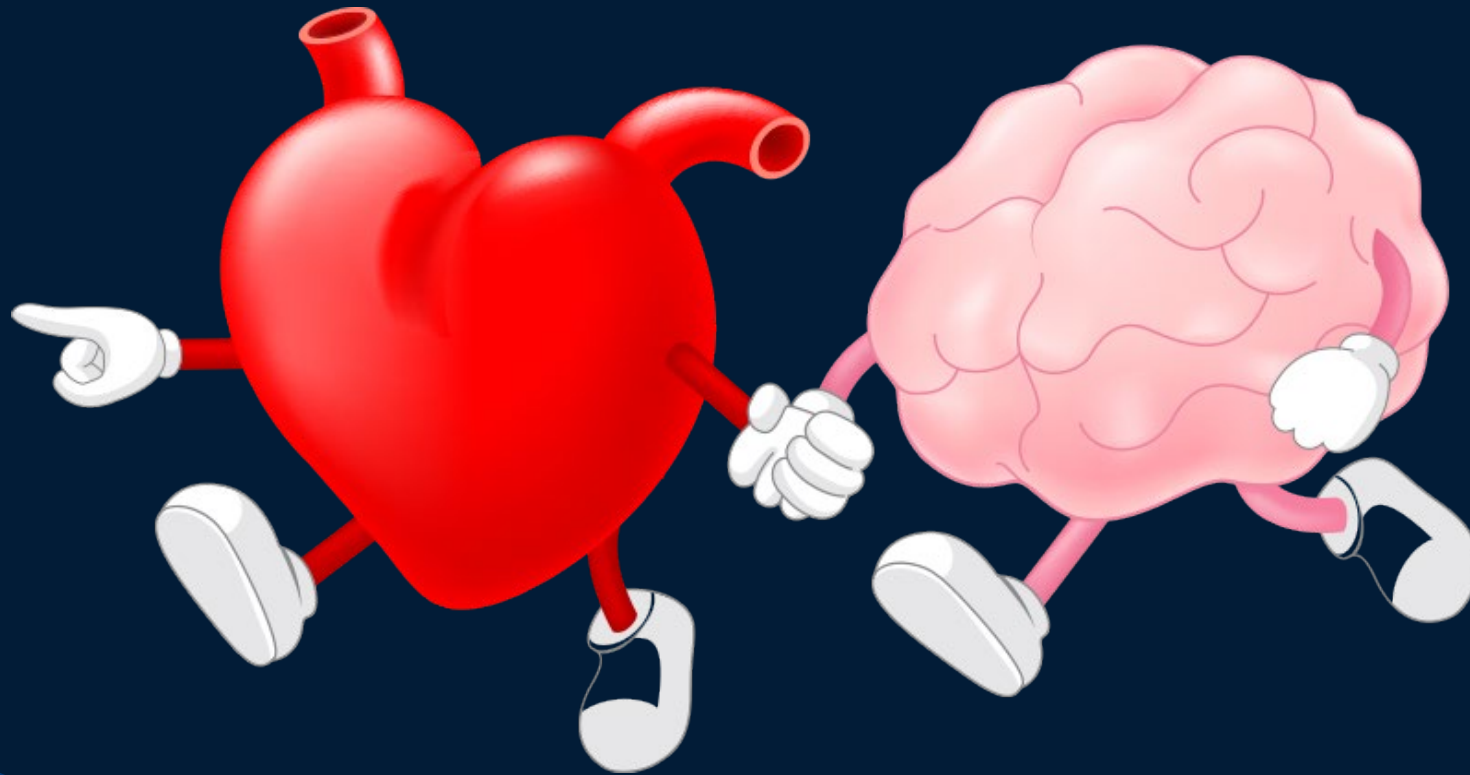
Finding an **Aspiring** North Star



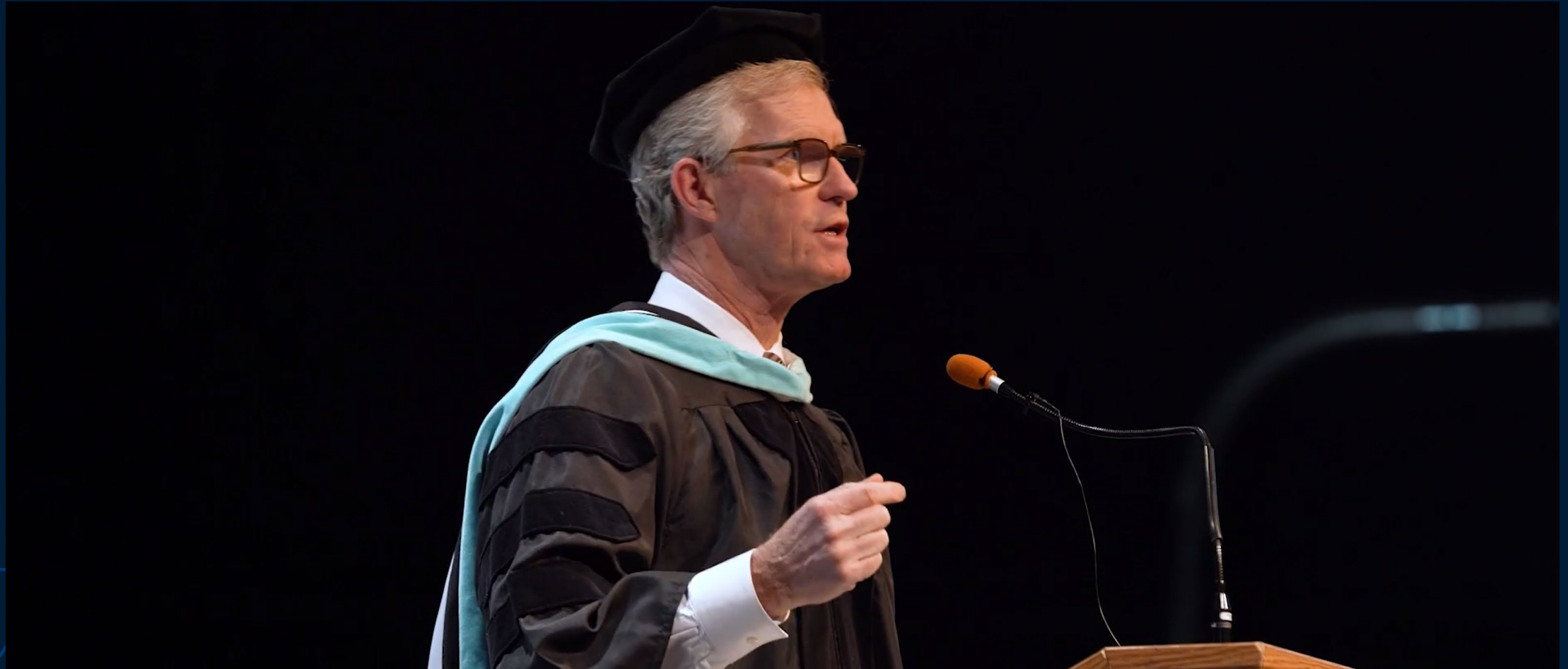
Are **Safety** and **Experience** One in the Same?



Heartwire What's Right, so the Right Things (*Safety, Excellence, Empathy*) Follow



The **Power** of Story



What I **Learned** from Michelle





Putting the Well-Being
of our Team First

Metrics Are not Our WHY...



Practicing Excellence is an Investment in Our People



Heartwiring a Mission over Metrics Approach

Focusing on the humanity of our people, patients, and customers allows everything we do to be more profound and motivating.

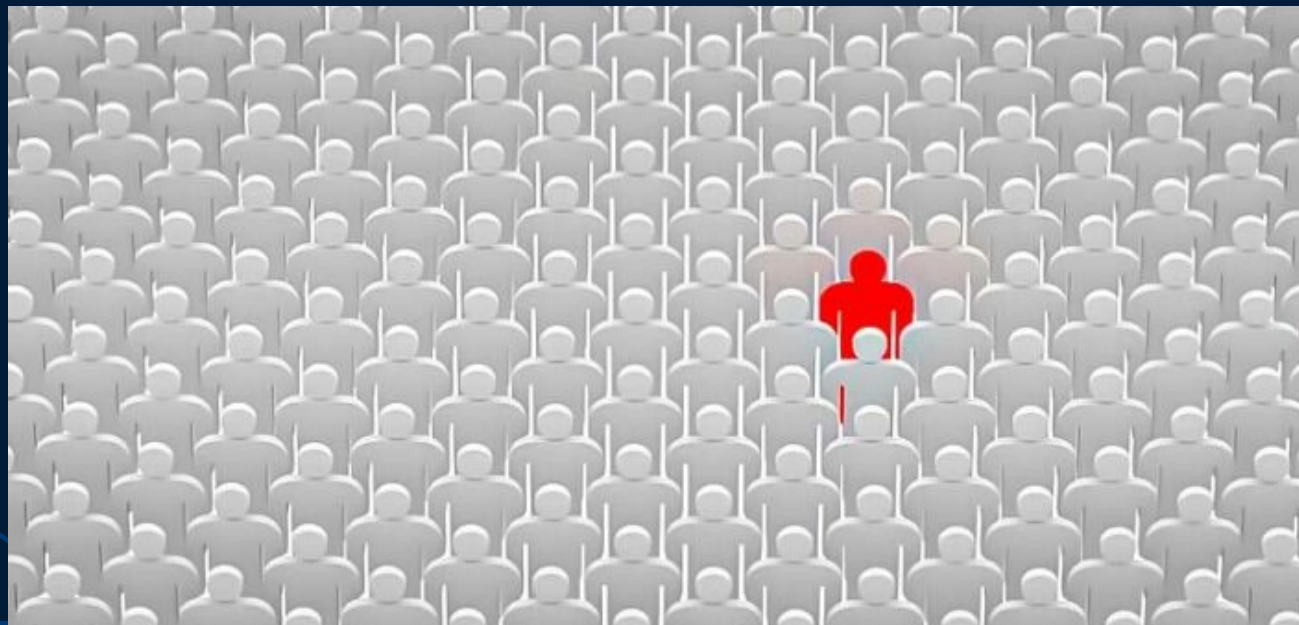


Numbers **Still** Matter

1 in 292,201,338



Voice Activated



37,000+



1st Party, 3rd Party, **Invite** Them In



> 320,000



Being **Relevant** and **Creating Action**



NPS and
Gratitude
Campaign
Response



Get Closer to Your Customer: *Segmentation*

Email open rates
exceed 60%



Treated As **Unique** Person

2x more people

say being treated as unique
is important in healthcare
when compared to other services



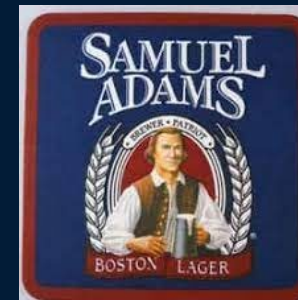
38%

of patients say it's happening

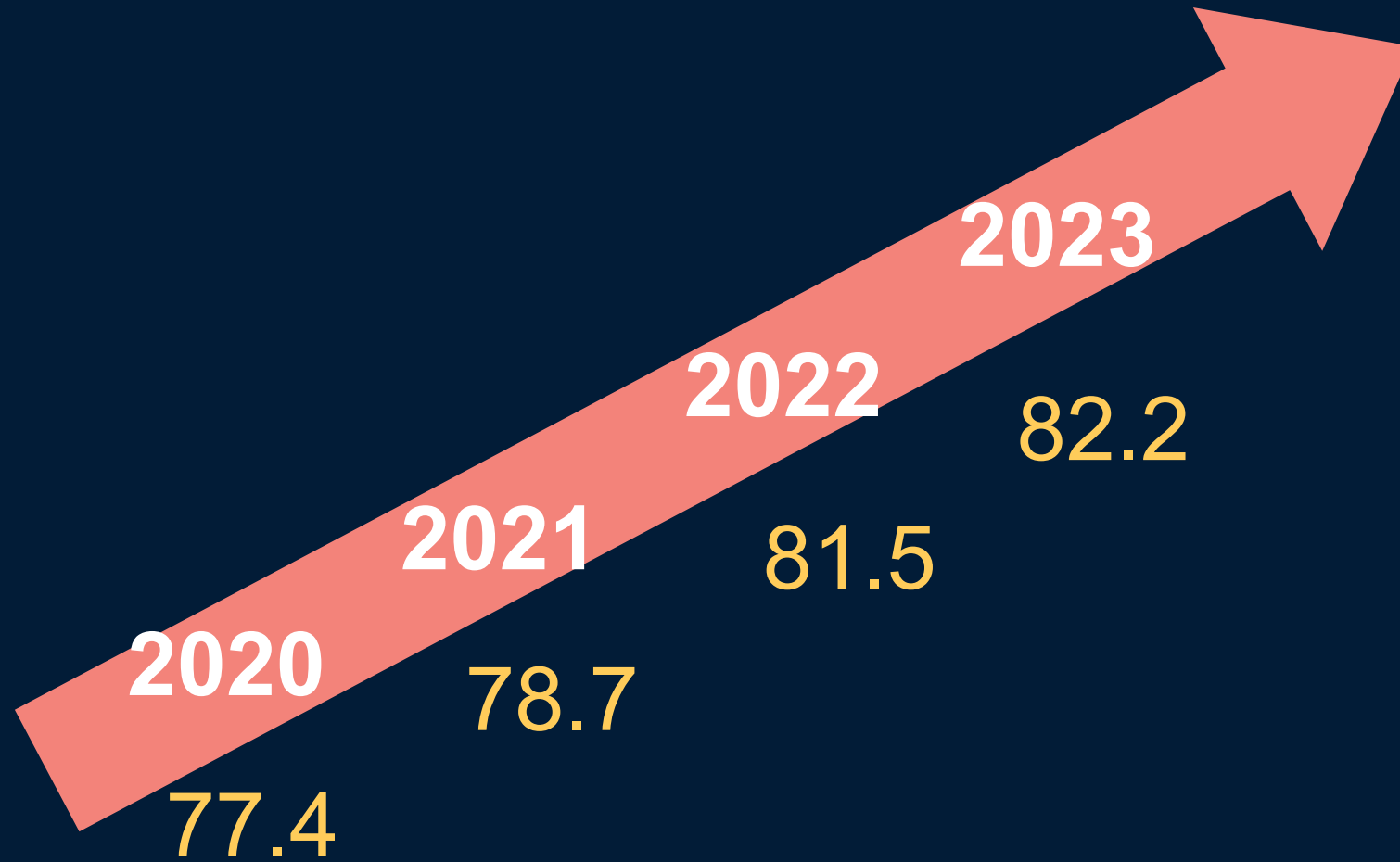
**83.5% at
Virtua Health**



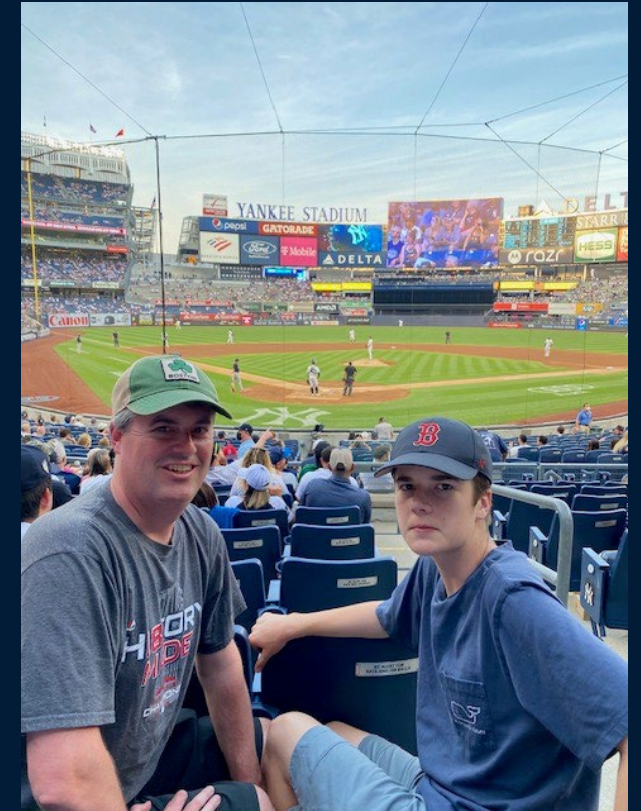
Favorite Brand Experiences



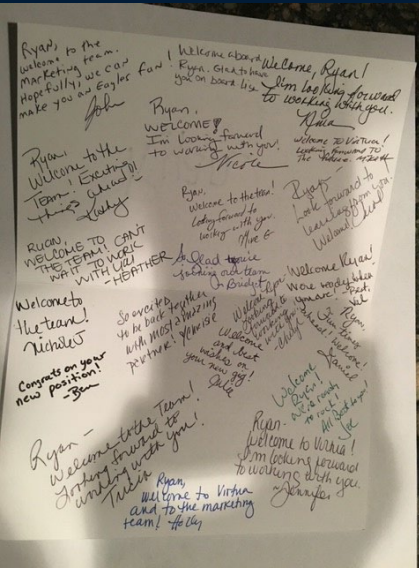
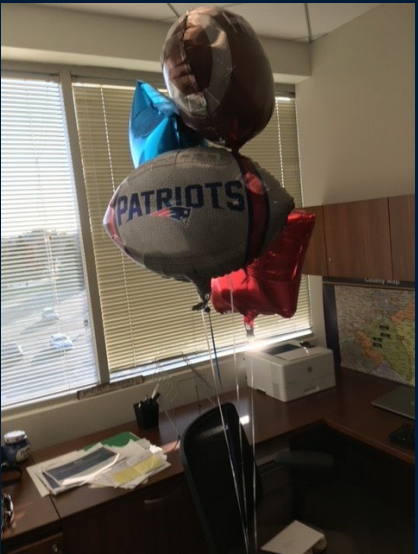
Virtua Health Brand Score



A Trifecta Over the Evil Empire



Coming Full Circle: A Brand That's Here for **Good.**



The Great Entanglement

Brand

Culture

Experience

Safety

Quality





**The Ripple
Effect of
being
Highly
Reliable,
Heartwired
and **Human****

Actions Virtua Has *Heartwired*

- Showcase our organization's heart
- Earn commitment from the highest level
- Simplify our approach
- Hug together traditional silos
- Focus on language and listening
- Secure good tools and partners
- Put mission over metrics, but motivate teams by measuring what matters
- Share meaningful stories
- Commit to see the good in each person and treat them uniquely
- Take care of our people first and help to connect them back to purpose





Showcase our Organization's Heart





Earn Commitment from the Highest Level





Simplify our Approach





Hug Together Traditional Silos





Focus on Language and Listening





Secure Good Partners and Tools





Put Mission over Metrics, and Motivate Teams by Measuring What Matters Most





Share Meaningful Stories





Commit to See the Good in Each Person
and Treat them Uniquely





Take Care of our People First and Help to
Connect them to Their Purpose



“ There will not be a 5-Star Google review, NRC, or HCAHPS surveys from ‘J’ that tells the community about the wonderful care she received while at Virtua. What we do know, is there will be many more patients just like ‘J’ who come here for a stay. Whether it be long or short, one thing is certain, the care we provide is from the heart from individuals who truly desire to be their very best and to give excellent care to their patients every day. ” ❤️



THANK YOU



@VirtuaHealth

#HereforGood

#HeartwireWhatMatters

#EverybodyAlways

