



A model of personalized care to drive Human Understanding[®]



READ THE FULL
INTERACTIVE STUDY

FEATURING: BRYAN HEALTH

Connet, Listen, Partner

CONCEPTS INCORPORATED
SYSTEM-WIDE

Patient, Family, & Community

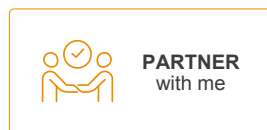
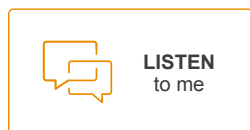
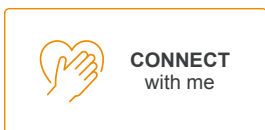
DRIVING STRATEGIC
INITIATIVES

2.7 pts[↑]

INCREASE IN "WOULD
RECOMMEND" SCORE

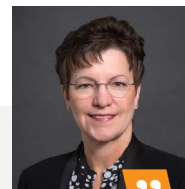
SUMMARY

Bryan Health, a major regional healthcare system with six medical centers, is among the NRC Health partners that have embraced the Human Understanding Metric (HU^{me})—"Did everyone treat you as a unique person?" Whether in the clinical or non-clinical setting, the HU^{me} is about three promises: **Connect with Me, Listen to Me, and Partner with Me**—which is exactly what Bryan Health set out to do with its refreshed and personalized patient-care model.



OPPORTUNITY

Bryan Health's seven core values aim to connect with patients and view them as real people with real problems. The focus of their core values elevates empathy and aligns with NRC Health's key concepts of Human Understanding—**Connect with Me, Listen to Me, and Partner with Me**—which became the basis of refreshing their personalized patient-care model.



"If you look at the foundation of our new model, it starts with communication and relationships. We believe we can only serve our patients and their needs if we have healthy relationships and positive communication. I see our values as aligning very tightly with our work with NRC Health. We have the same will to understand the unique individuals we serve."

—Lisa Vail, Chief Nursing Officer and System Vice President of Patient Care Services, Bryan Health



SOLUTIONS AND RESULTS

To ensure Human Understanding is incorporated into their new patient model, Bryan Health's leadership made significant systemic changes to integrate the model into the organization's orientations, leadership and team meetings, staff-recognition programs, job descriptions, and annual reviews. These steps to connect, listen, and partner reinforce reliable ways to build personal connections and rapport over time.

As Bryan Health's leaders looked at NRC Health and how it had revolutionized the concept of Human Understanding, they saw a great deal of synergy and alignment between what Bryan Health already had and what NRC Health offered in education and resources to help healthcare organizations better care for patients, families, and communities.



Care Like Crazy



Enjoy the Journey



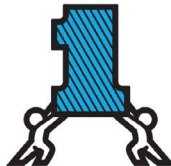
Know the Way, Show the Way



Live It, Own It



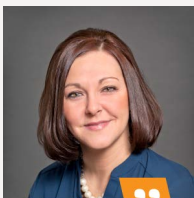
Motivate, Appreciate



One Team, One Purpose



Spread a Smile Go the Extra Mile



"We hope that it's a model that'll positively impact patients and families and give guidance to the staff to identify what matters most, so that patients and families will see that in every interaction. We also want to ensure that everyone we come in contact with is treated with dignity, respect, and as a unique person."

—Missy Bartels, Director of Critical Care Services—Stroke, Trauma, and Pastoral Care