

Day 1: Person Centered Healthcare

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Program

Day 1: PCH, Fish, Customer Delight, Disney

Day 2: Shoes, mangos, happiness

Day 3: Action Plans and “Making it happen”

Day 3: Passion



Content

2.1. A FISH Market???

2.2. Walt Disney???

2.3. Shoes????



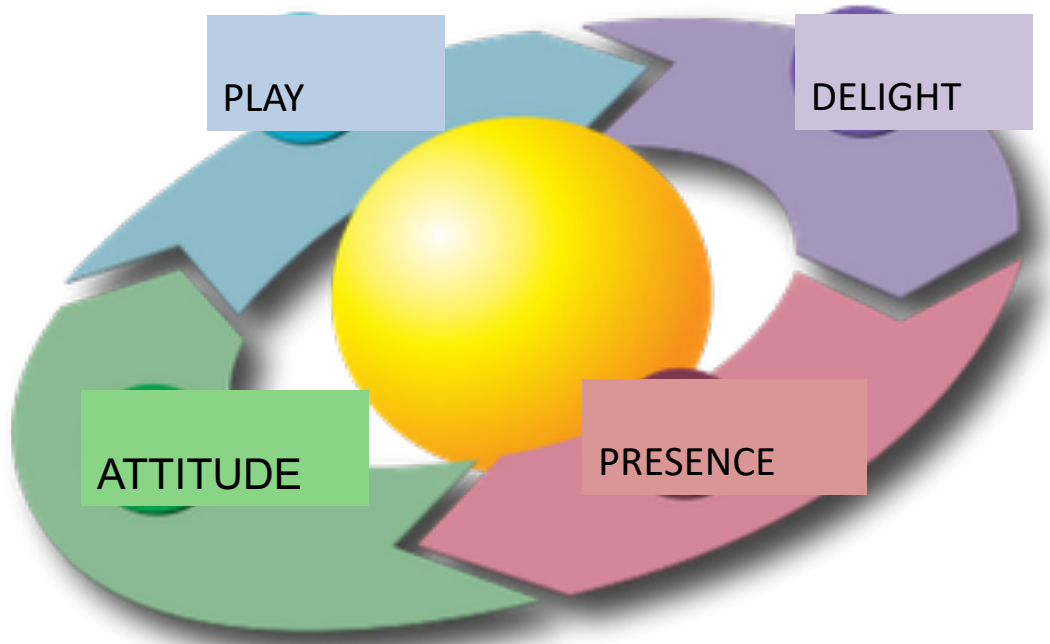


2.1. A Fish Market!





FISH!



Let us all be LEADERS of the CHANGE!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!



Fish!

- a. How can we have more fun with the patients?
- b. How can we make their day?
- c. How can we be there?
- d. How can we choose a positive attitude?



a. Play





Also in Healthcare







more awesome pictures at THEMETAPICTURE.COM

DOCTOR:	SEEING YOU FOR:
Acula	Blood

9GAG.COM/GAG/5606176





We tells kids these have a secret formula in them to make them strong

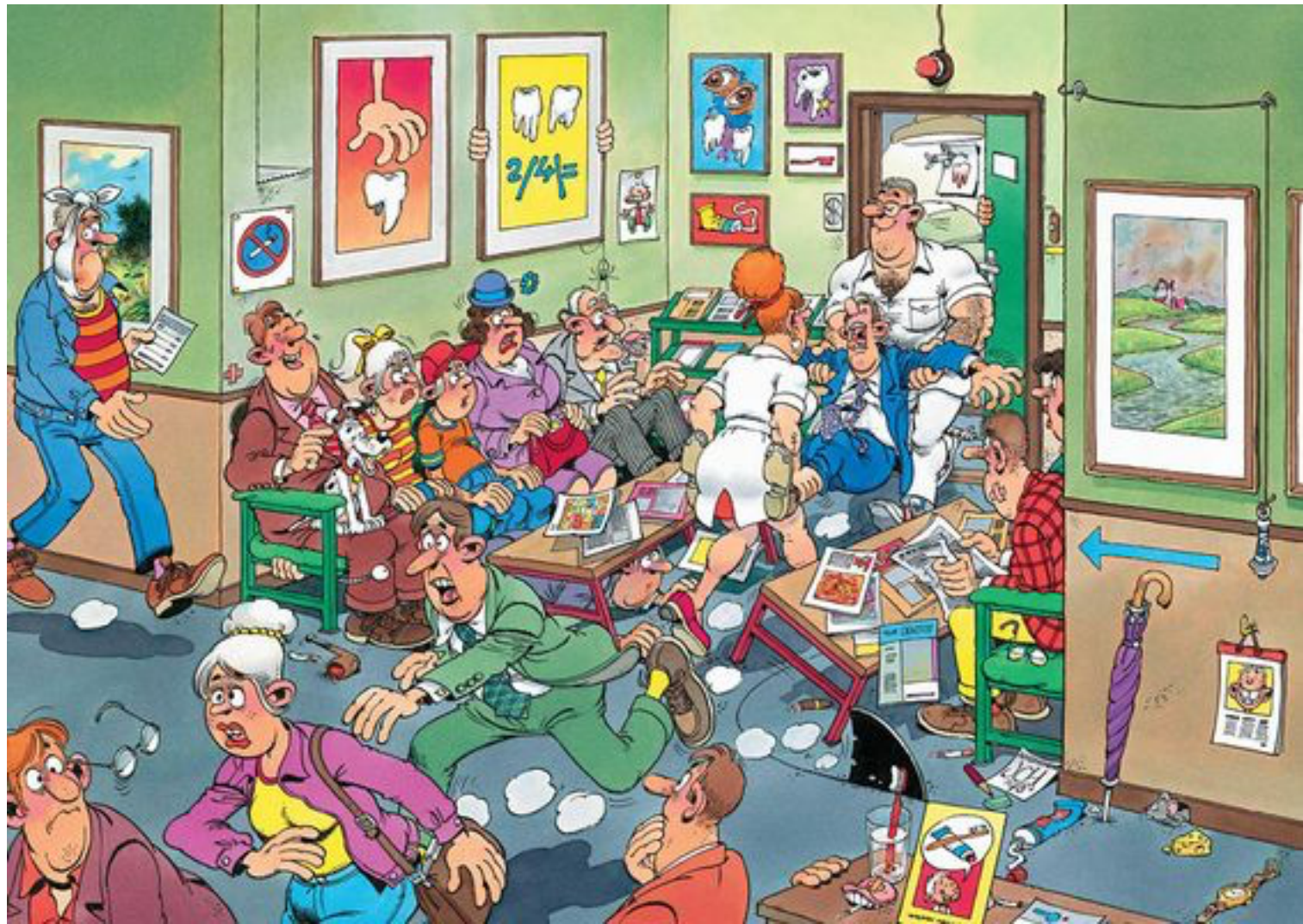


VIA 9GAG.COM



It makes chemo a little bit easier







How can **WE** play?

@gapingvoid



b. Make their day





Customer delight

- A positive emotional and rational state of mind that leads the customer to enthusiasm about the healthcare institute.

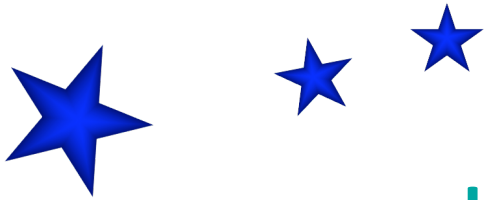


Delight the patient

The patient asks for
more value for money:

The extra mile: KANO





KANO-model

Must Be:

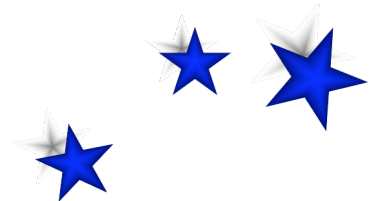
The quality characteristic must be present or the patient will go elsewhere.

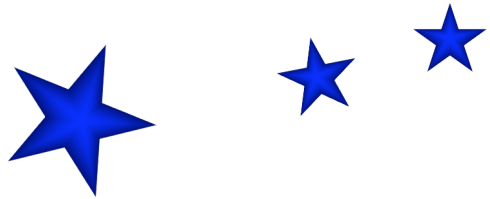
Performance:

The better we are at meeting these needs, the happier the patient is.

Delighter:

Those qualities that the patient was not expecting but received as a bonus.





KANO MODEL





Example hotel

- For a business guest
- That I get a news paper is a Must Be
- That I can have a tasty meal is Performance
- That I can swim is a Delighter



Example hotel

- For a tourist guest
- That I get a swimming pool is a Must Be
- That I can have a gym is Performance
- That I can get a newspaper is a Delighter





WELCOME!
TO
EVERALD E.A VAN
KEMANADE



Example Healthcare

- That I get healthy food is a Must Be
- That the food is tasty is Performance
- That I can get food 24/7 is a Delighter



St. Charles, Oregon
*To improve the health of those we serve in a
spirit of love and compassion.*

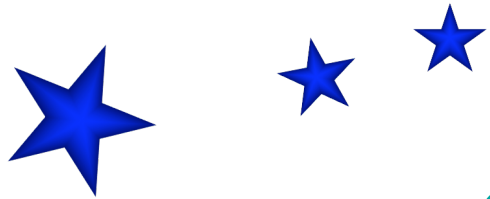






Home of Saba

- Joan Bourque, artist
- Students Saba Comprehensive School
- Decorating client room doors with a painting chosen by the clients themselves

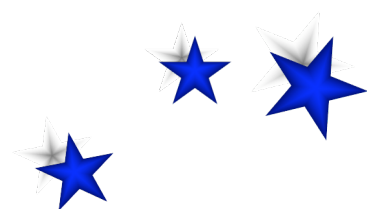


Group work

What is:

- Must be,
- Performance
- Delight

For our patients/residents and
their family?



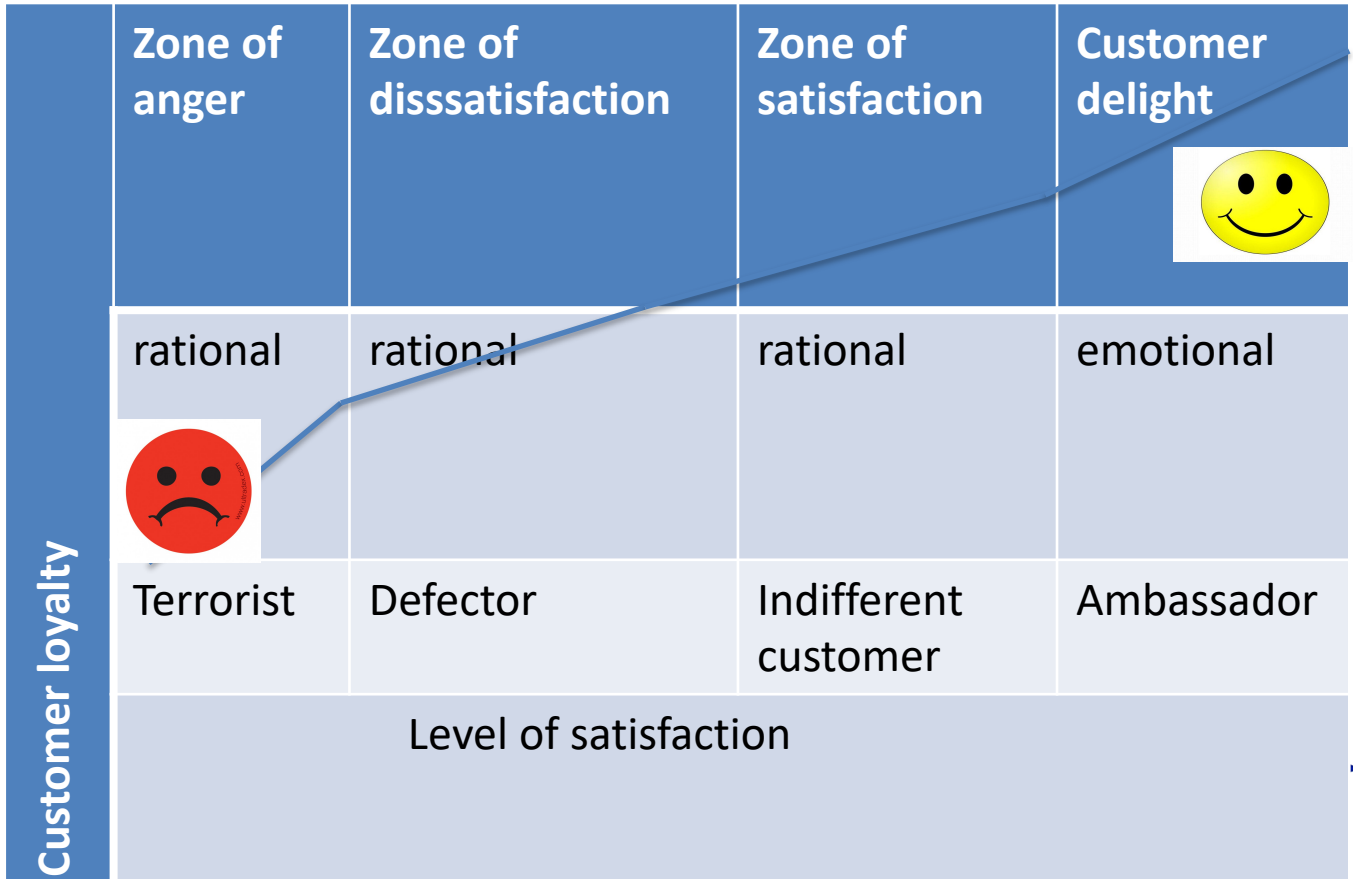


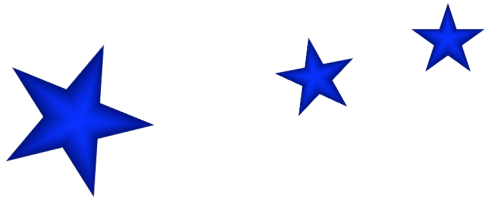
Flip chart



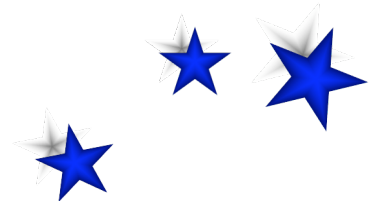
- How can **WE** make people's day?

It will not suffice to have patients that are merely satisfied.





Emotions define customers
actions



Top Drivers of Patient Satisfaction

PRESS, GANEY:

1. **How well staff worked together to care for you** .79
2. Overall **cheerfulness** of the care institute .74
3. Response to **concerns/complaints** .68
4. Attention paid to your personal and special needs .65
5. Staff sensitivity to inconvenience of 'hospitalization' .65
6. How well nurses kept you informed .64

GALLUP:

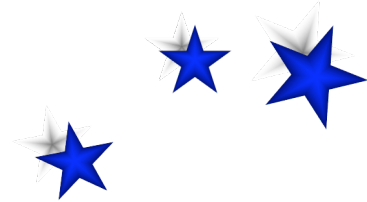
1. Staff **worked together** as a team .64
2. Nurses **anticipated** your needs .64
3. Staff **responded with care and compassion** .62

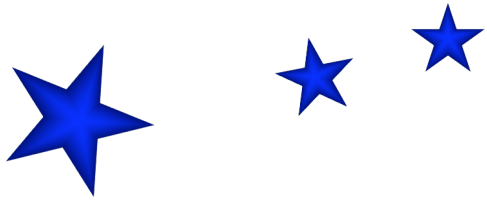
See also: Berry,L.L., Wall, E.A. & Carbone,L.P. (2006) Service clues and customer assessment of the service experience: lessons from Marketing Academy of management perspectives p 43-57



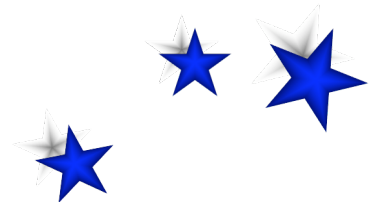
Long term care:
ambassadors!!!

Mouth-to-mouth 84%
(Mayo Clinics US)





Net promoter score:
How surely will you
recommend us to a friend
or colleague ?





3. We are all leaders: Be there





- How can **WE** be there?



4. Choose your attitude



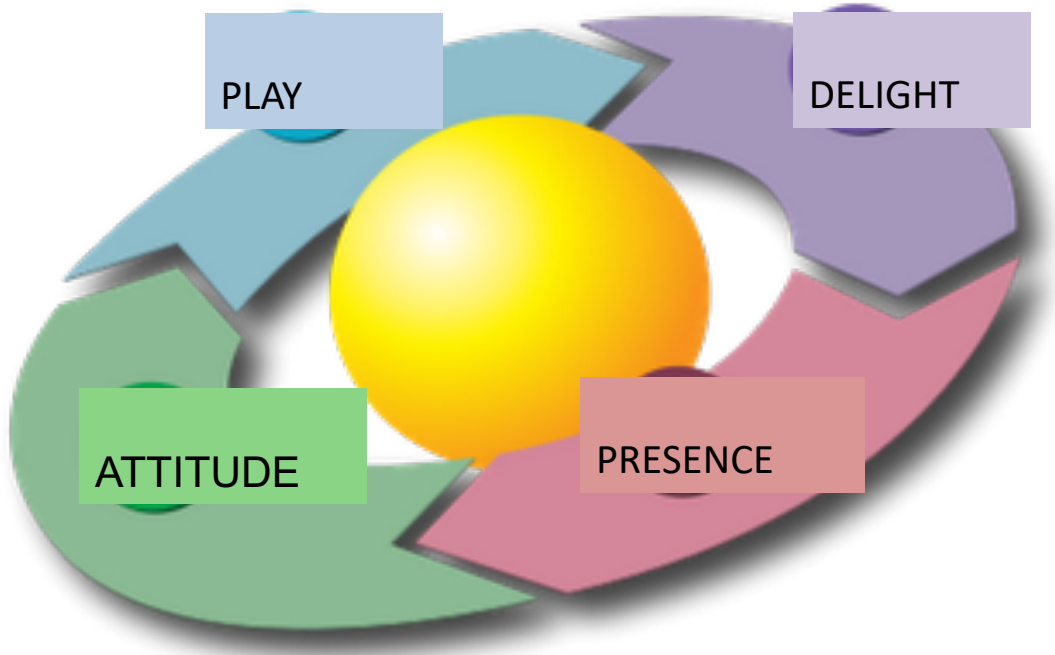


- How can **WE** choose our attitude?



FISH!

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Fish! In health care





Reflection