FOSTERING A WELCOMING ENVIRONMENT

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M.S. in Project Management
2021
Project Title: icare Fostering a Welcoming Environment

Objective: Foster a warm, welcoming environment across hospital settings to improve patient experience through staff trainings
PROJECT OVERVIEW

Setting: Major academic medical center

Goal: Improve patient experience through the fostering of a warm, welcoming environment across hospital settings

Deliverables:
- Creation and facilitation of in-person and virtual icare Learning Lab training sessions
- Development of icare Huddle message template
- Additional hospital-wide communications as needed
PROJECT OVERVIEW

Timeline: July 31, 2020 – June 30, 2021

Budget: $10,000 or less

Success Factors:
- At least 250 staff members complete training by June 30, 2021
- Significant improvement shown (defined as $\geq 40\%$ increase) in pre and post training session measurements
Project Sponsor: Mary C.

Project Manager: Kim (Russell) Holm

Project Team: Office of Patient Experience (Cindy, Helen, Jonathan and Margaret)

Project Receivers (internal): Clinical service, departmental, and divisional areas

Project Receivers (internal): Non-clinical service, departmental, and divisional areas

Project Receivers (external): Patients, family members, and visitors

Vendor (external): Materials
HIGH-LEVEL TIMELINE

July 31, 2020
Project Plan Completed & Approved

August 2020 – January 2021
icare Learning Lab Trainings Designed, Tested, & Adapted

February 2021-June 2021
icare Learning Lab Trainings Implemented (Facilitated)

June 30, 2021
Project Completion

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TOP CHALLENGES

Unpredictable operational demands:
• Hospital staffing and capacity challenges prevent staff from attending icare Learning Lab training session

COVID-19:
• Acknowledging and coping with staff burnout
• Navigating restrictions for in-person gatherings

Technology:
• In-person icare Learning Lab training session – presentation slide deck fails
• Virtual icare Learning Lab training session – trouble with Zoom platform and/or staff members joining
RESULTS

- Attendees: 348 staff members

- Pre and Post Training Session Measurements:
  - Knowledge of iCare model = 45% improvement
  - Importance of nonverbal communication = 53% improvement

- Materials: 51% spent ($5,120 spent of $10,000 budget)

Success!

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CONCLUSION

Fostering a warm, welcoming hospital environment is accomplished one interaction at a time

**icare** Learning Lab training sessions provided staff with:

- Increased staff awareness that everyone, regardless of role, impacts the patient experience

- Support and skill development to enhance their interactions with others including patients, their families, visitors, and colleagues

- Real-life patient comments on their experience as related to their departmental/divisional area
CONCLUSION

How we Communicate, Advocate, Respect, and Empathize makes an impact

Patient Comments

“They always treated me with respect and dignity and made me feel relaxed and not anxious. Professional, empathetic, and kind.”

“Even with the COVID requirements, staff did a great job of being friendly and welcoming.”

“The entire staff has been amazingly warm and supportive...they really care about people.”
CONCLUSION

How we Communicate, Advocate, Respect, and Empathize makes an impact

Staff / Attendee Comments

“I really enjoyed how informative this lab was.”

“Thanks so much for reminding all of us on how to interact with others no matter what our title is. Very important topic as with our busy schedules we need to remember to put ourselves in other people’s shoes.”

“It was engaging and helpful.”
Questions?

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