

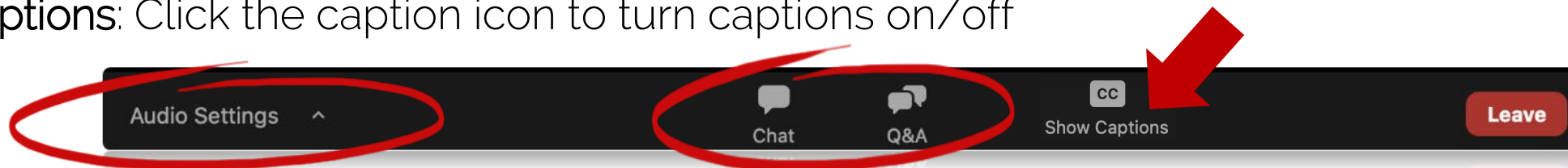
Leading Healthcare & PX Teams with Clarity, Confidence and Courage

March 12, 2024



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- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



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Our Speaker

Marcia Donziger

Award-Winning Health Leader,
Speaker, Author, Survivor & Optimist,
CEO & Founder of Vital Biz Consulting



Leading Healthcare & PX Teams with Courage, Confidence, and Clarity

A New Roadmap to Organizational Health

March 12, 2024



**T H E B E R Y L
I N S T I T U T E**

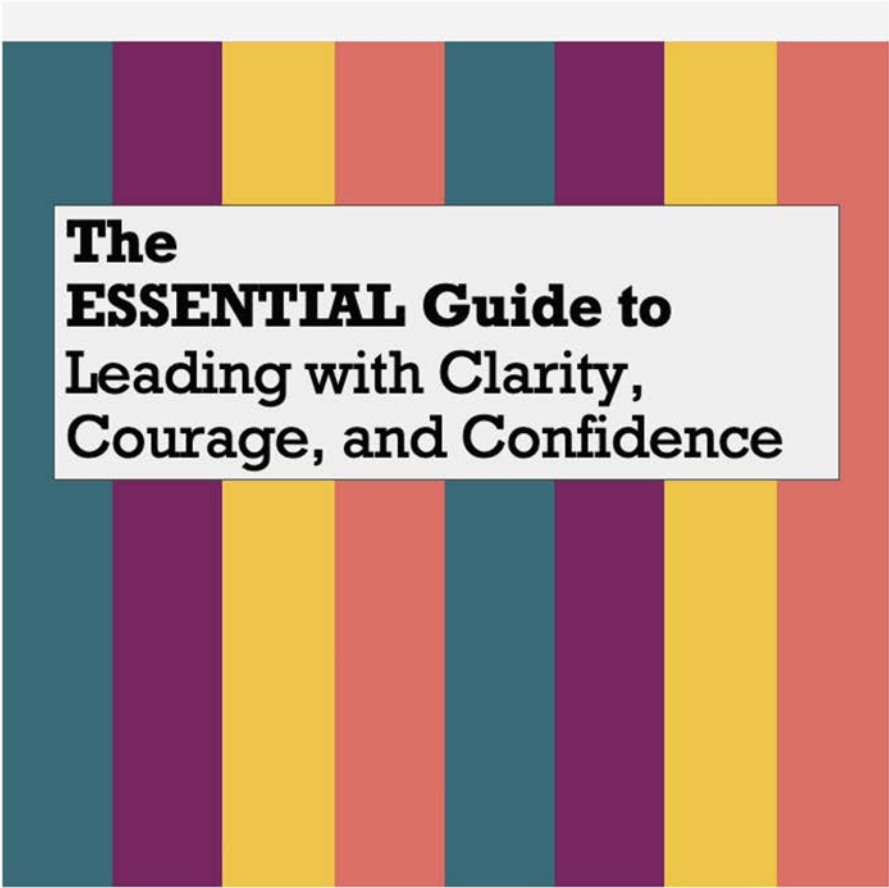
From the experts trusted by:



Learning Objectives

1. Discover 5 key levels of the CARES® model and how it can be applied to transform healthcare cultures, team dynamics, and patient outcomes.
2. Gain practical insights that can be applied the next day, along with best practices for fostering a healthy, empowering, and inclusive culture.
3. Learn from a case study of a patient advocacy organization on how they increased their **Employee Net Promoter Score by 250%** in one year by implementing the CARES® framework.

Would you recommend this as a great place to work?



The **ESSENTIAL** Guide to Leading with Clarity, Courage, and Confidence

Leading a **Culture** that **CARES™**

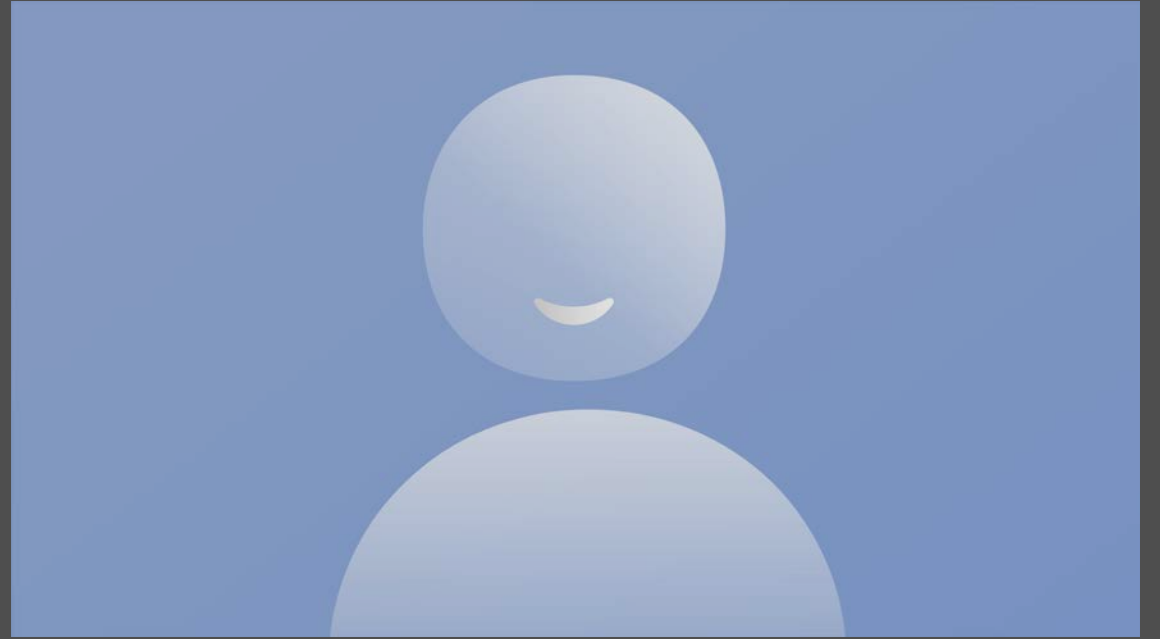


MARCIA DONZIGER
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Say Hello in Chat.

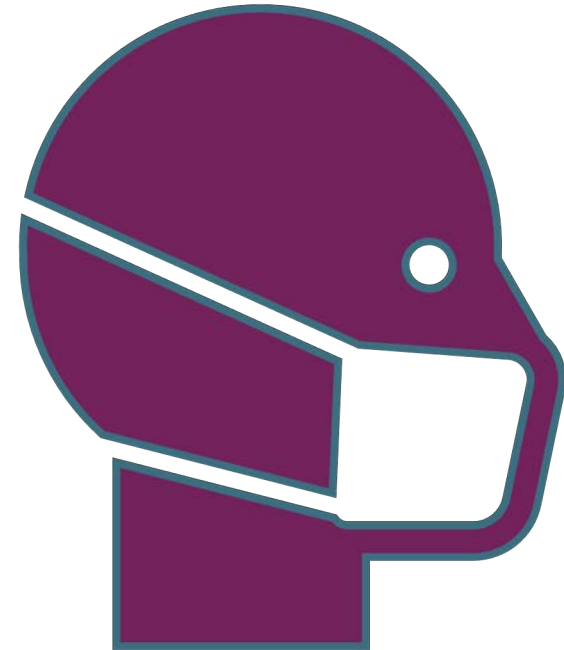
- Where are you located?
- Which organization do you work for?





Sparked the Idea

Culture
CARES™





But first....

**Meet
Marcia Levin.**



MyLifeLine.org
Connecting for Cancer

Transforming the cancer experience
through community & connection

MyLifeLine Cancer Foundation

2018 Merger to Make a Bigger Impact



CANCER SUPPORT
COMMUNITY
COMMUNITY IS STRONGER THAN CANCER

300K+

People impacted
by cancer
served



English / Español

LOGIN

JOIN NOW

DONATE

Connect to Your Free, Online Cancer Community

Meet others like you and create a private support network among family & friends.

Login

Join Now



www.MyLifeLine.org

Chat: How do you define Work Culture?





HEALTHCARE BREW

“More than 1 in 5 nurses (22.5%) left their health system in 2022, according to the most recent data from nursing agency **NSI Nursing Solutions**—and a lot of that turnover [happens in the first year](#) on the job.”

Job Vacancies Cost More Than We Think

The logo for TalentTrust, featuring the word "TalentTrust" in a blue serif font with a green swoosh underline.

Turnover can cost
3-4x annual salary.

Source: <https://talenttrust.com/blog/job-vacancies-are-costing-you-more-than-you-think>



Organizational Barriers to Exceptional Patient Outcomes...

Lack of
Trust &
Safety

Staff
Shortages

Overwork &
Burnout

Constant
Changes



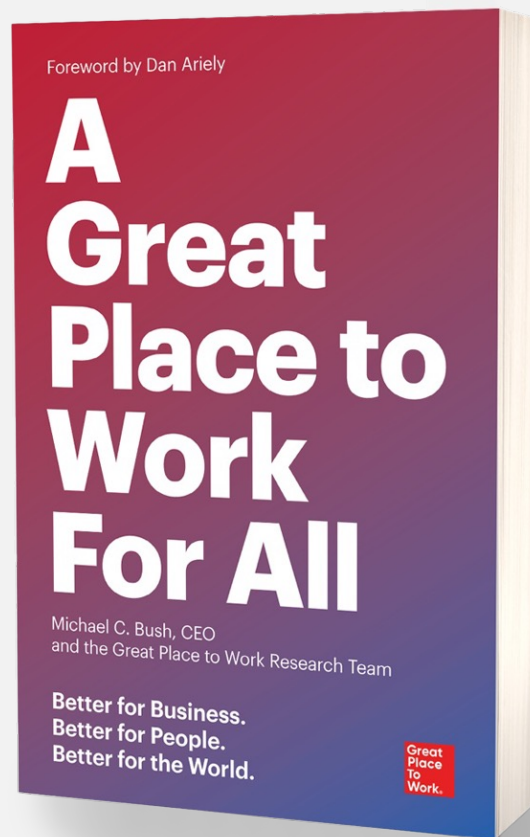
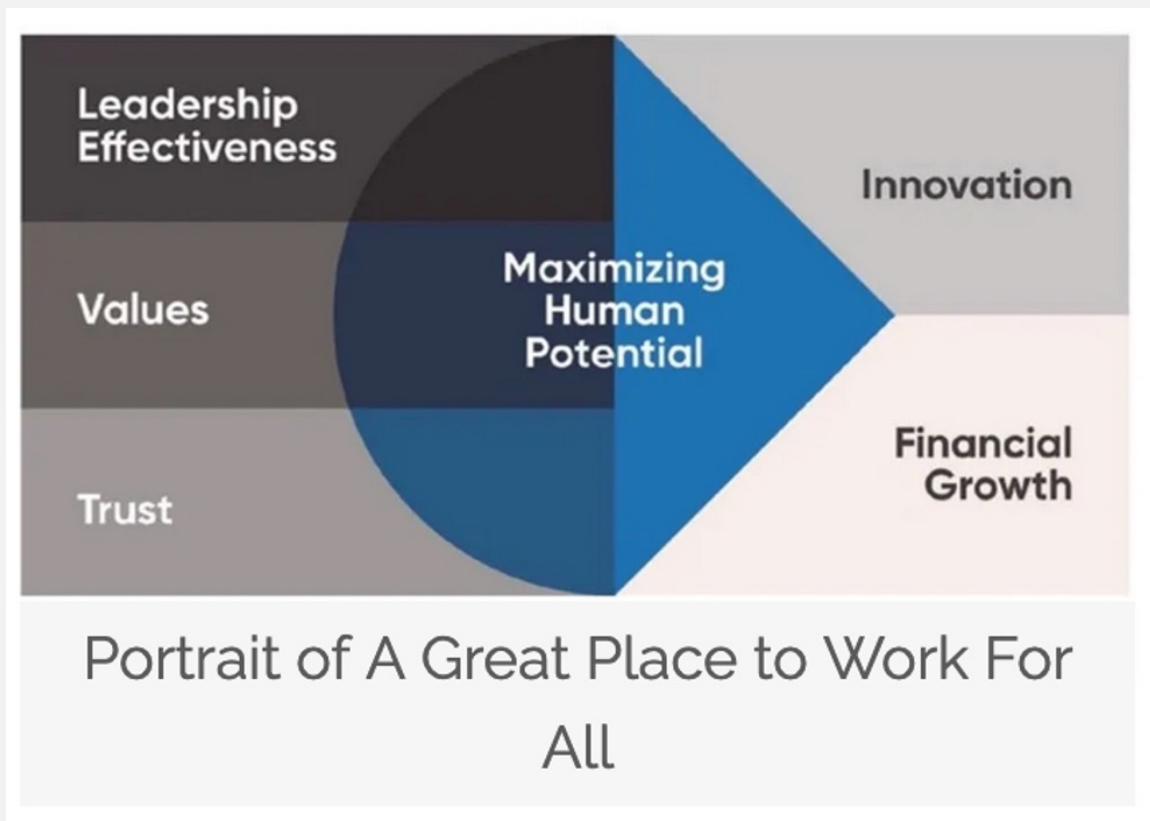
Poll

Which challenges are at play for your organization?

Multiple selections accepted.



Research: How Award-Winning Organizations Think






The Ideal Work Environment

1. **Trust between care providers and leaders**
2. **Commitments to safety & empathy**
3. **Transparency & shared decision making**
4. **Growth & development**

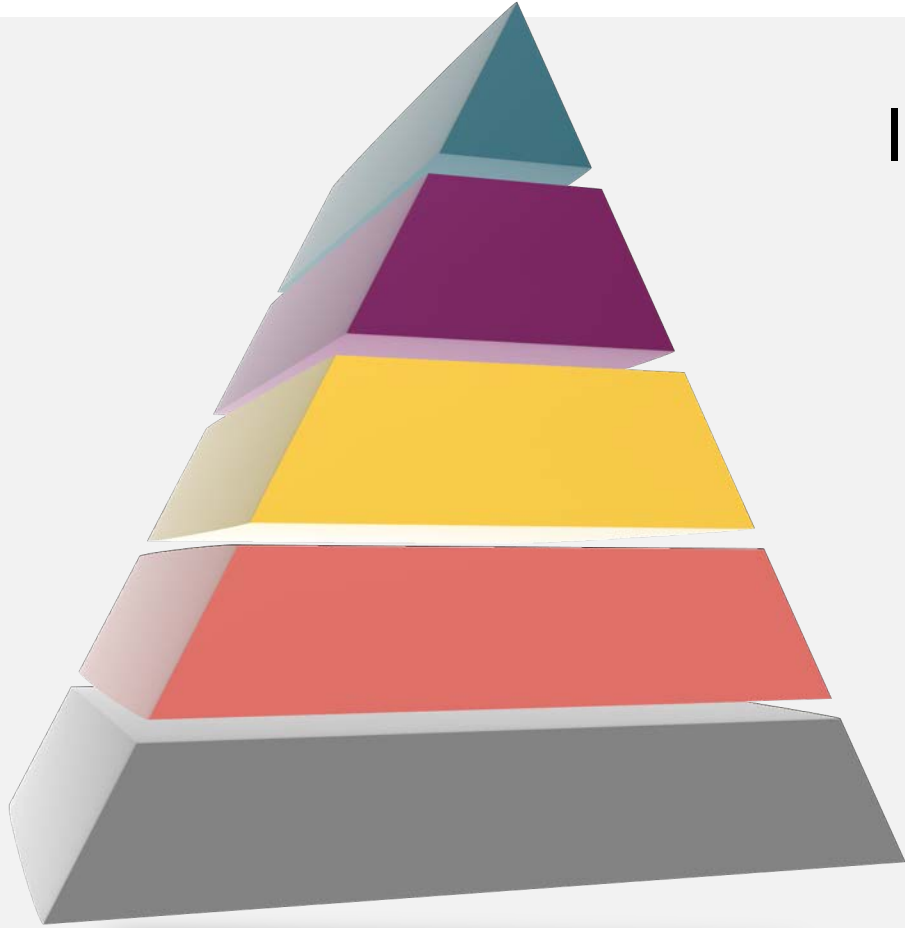


Leaders establish the culture.

A common language defines it.

A group of four diverse business professionals are seated around a round table in a modern office setting, engaged in a meeting. One woman is using a laptop. There are coffee cups and documents on the table. The background shows a large window with a view of a city building.

So how do we
lead with *courage,*
clarity, and
confidence?

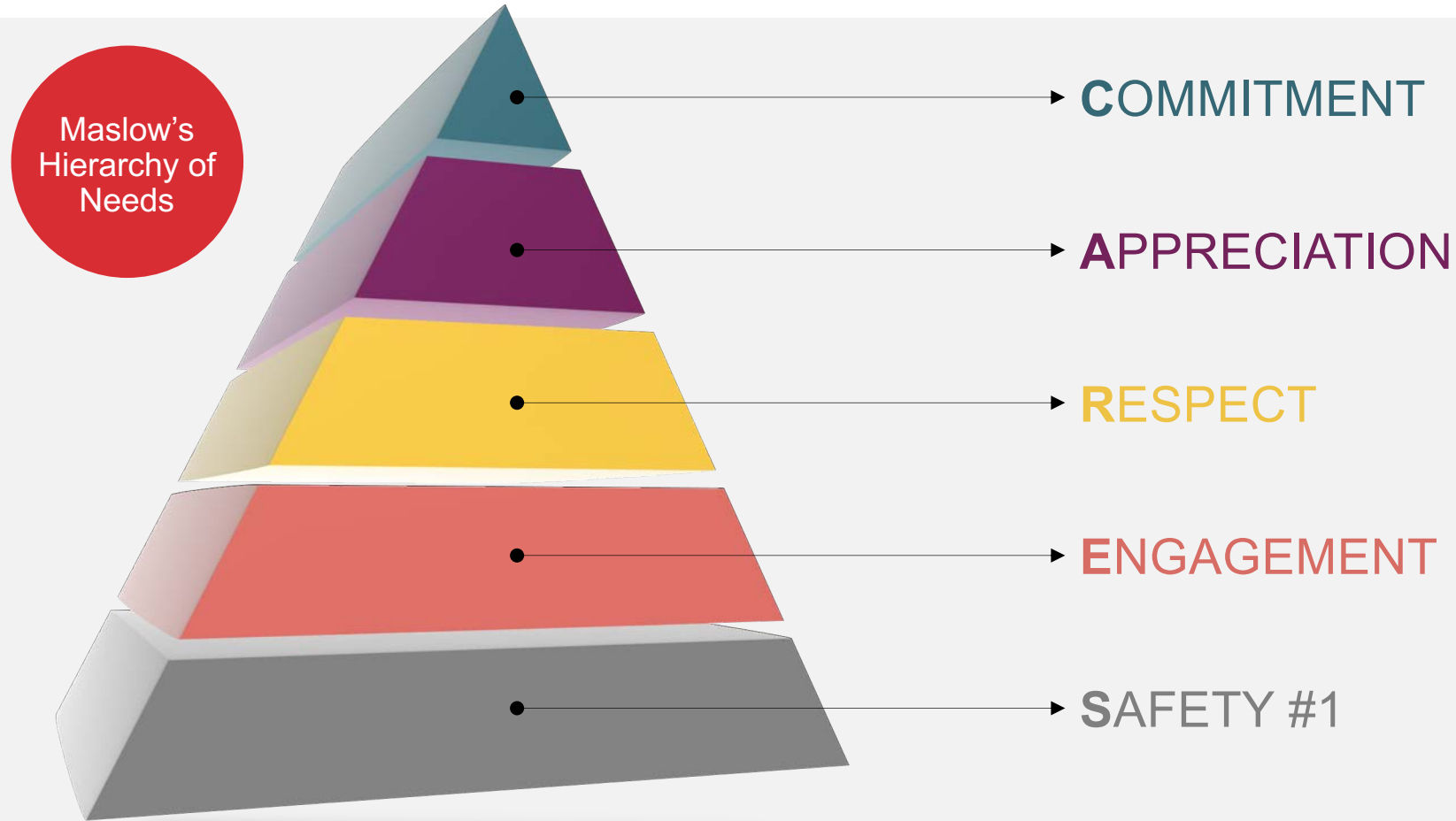


Introducing...

Culture
CARES[®]



Lead by Design, Not Default

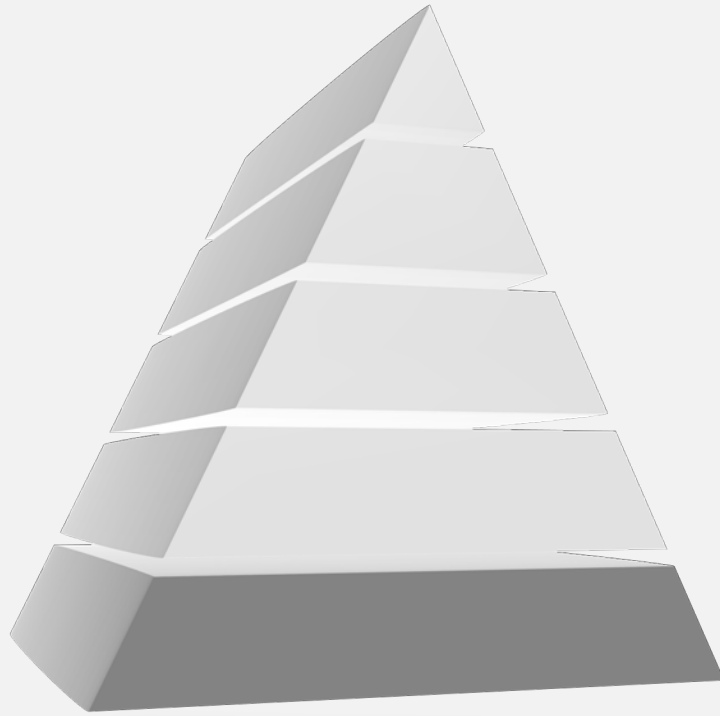
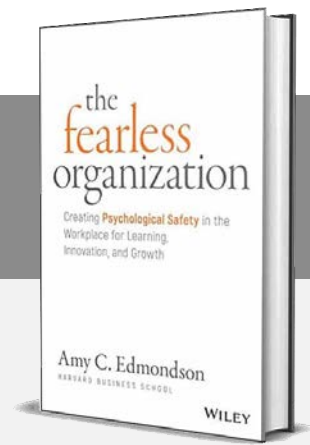


Culture
CARES[®]

Aligns to the Patient Experience We Strive to Deliver

SAFETY

Culture of Trust



What is Psychological Safety?

“A belief that one will not be punished or humiliated for speaking up with ideas, questions, concerns or mistakes.”

*Amy Edmondson
Harvard Business School*

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Research: #1 indicator of inclusion, innovation, & performance

4 Dimensions of Psychological Safety

Starts with Open Conversations

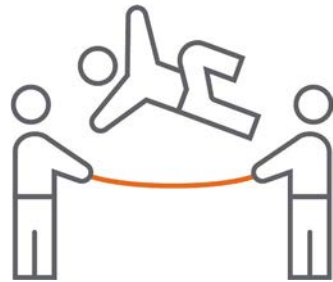
**Open
conversation**



**Willingness
to help**



**Attitude to
risk and failure**

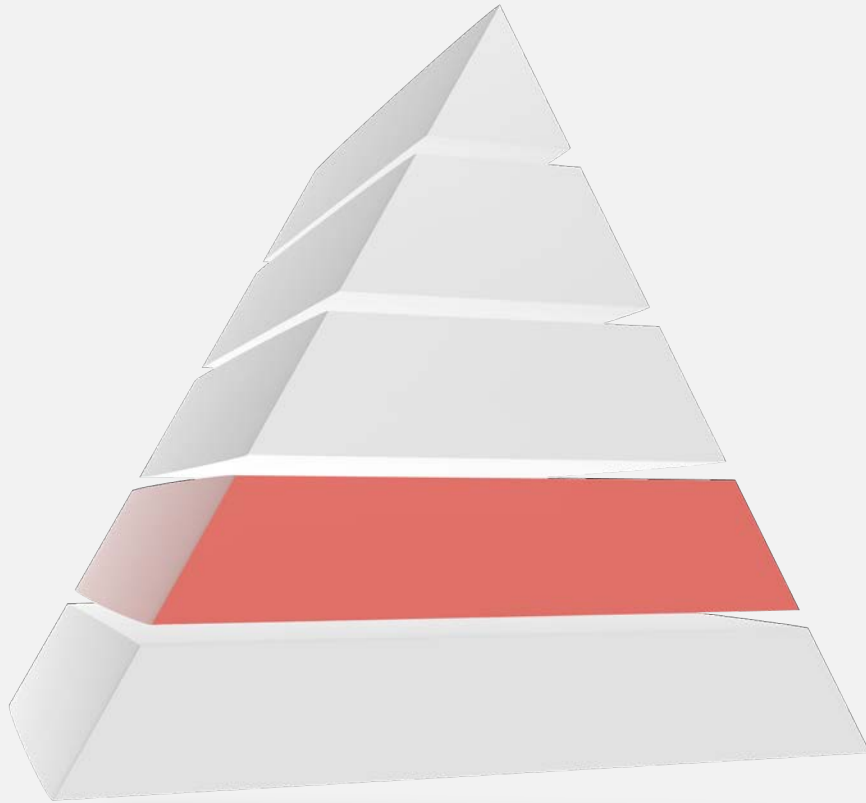


**Inclusion
and diversity**



ENGAGEMENT

Culture of Learning



In Chat: How do you define engagement?

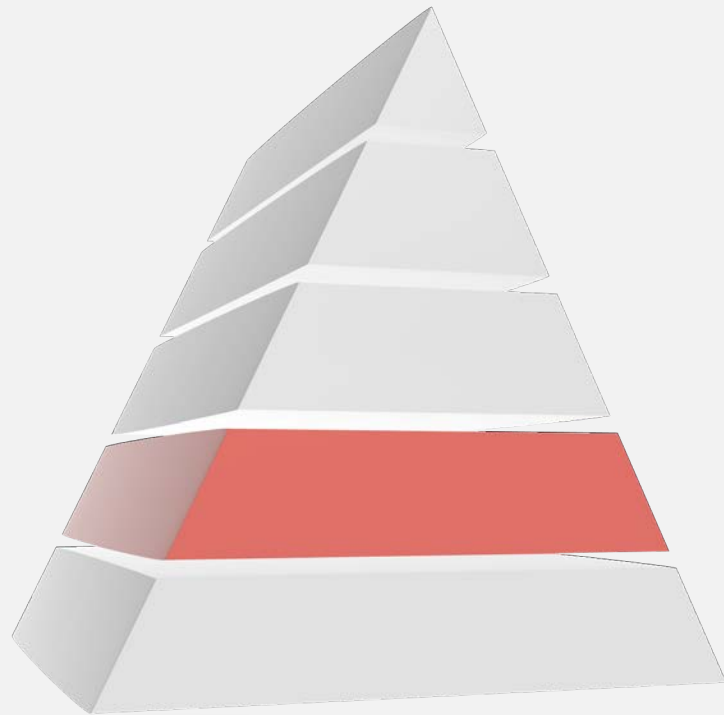
Engagement is defined as a **person's commitment, motivation, sense of purpose and passion** for their work and organization.

Culture**CARES**[™]

Organizations in top 20% engagement = **59% less turnover**

ENGAGEMENT

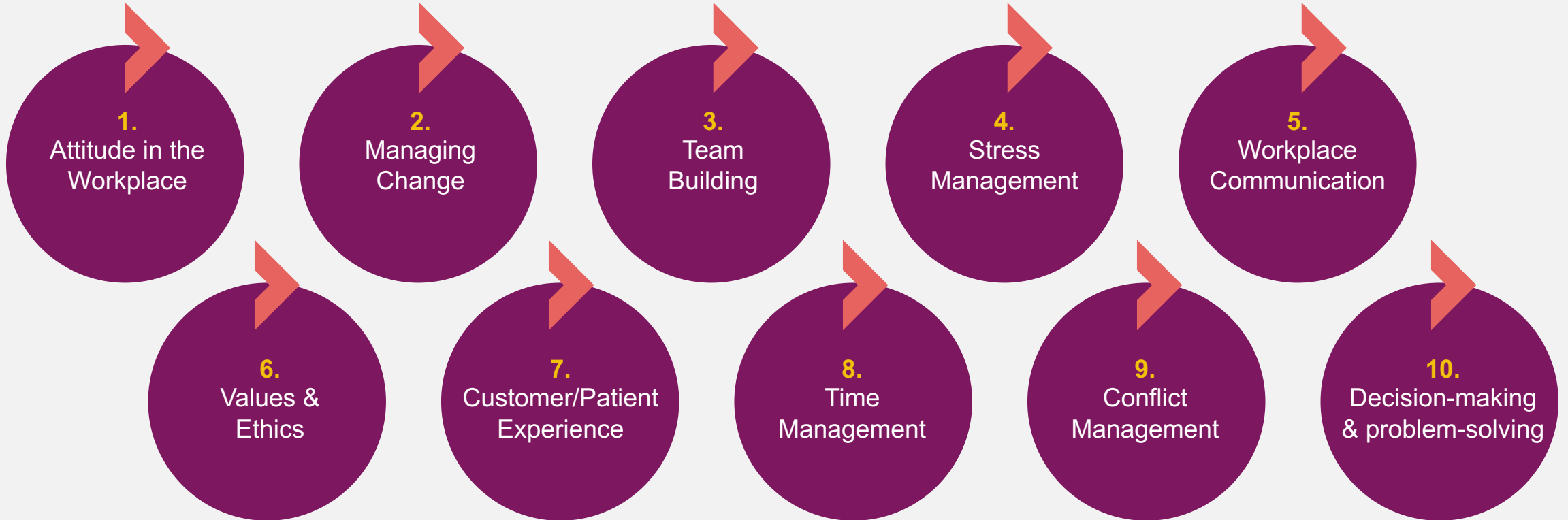
Culture of Learning & Connection



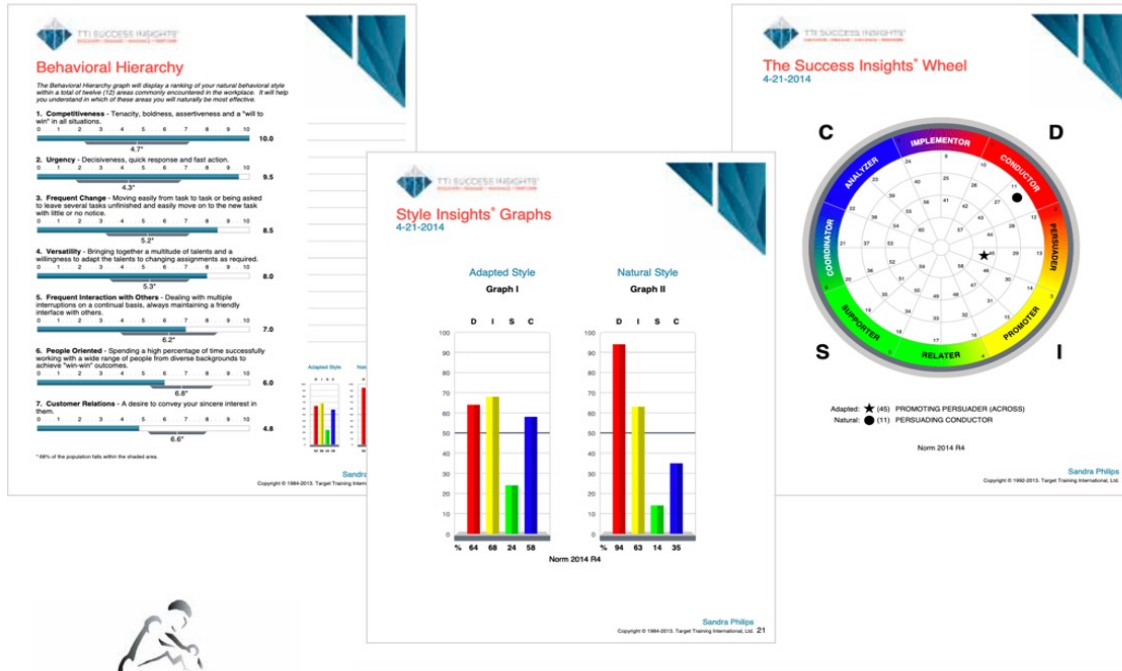
1. Learning pathways
2. Connection activities
3. Mentoring relationships

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ENGAGEMENT: Culture of Learning



ENGAGEMENT: Culture of Learning



Individuals:

Measure strengths, motivators, and competencies



Leaders & Managers:

Understand management and communication styles



Teams:

Dynamic collaboration workshops

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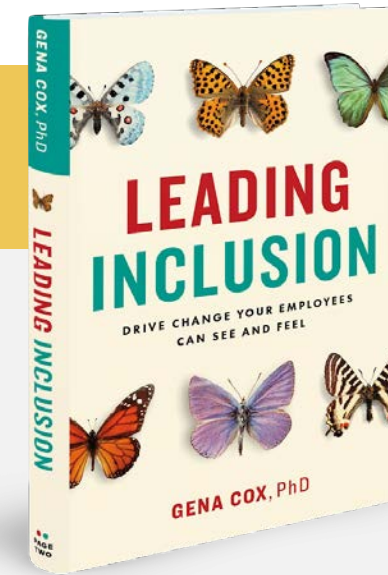
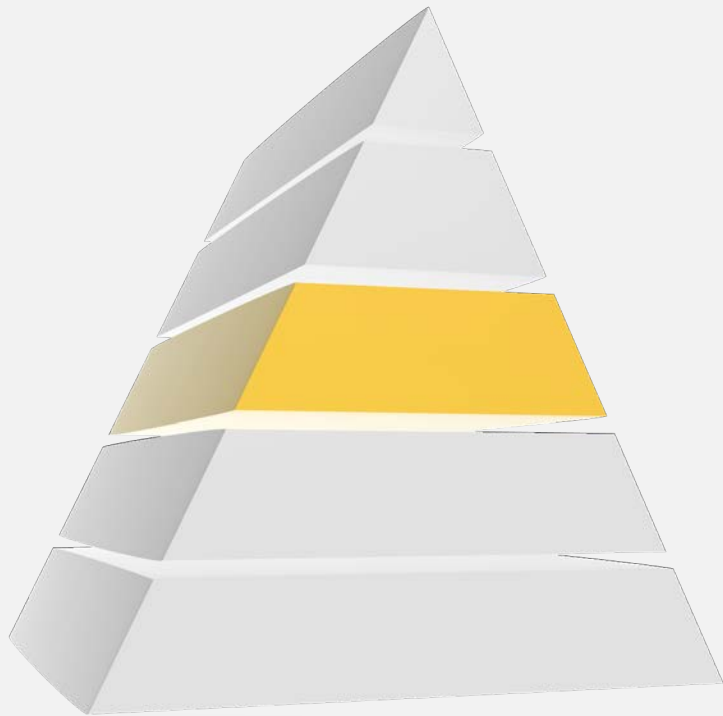
In Chat: Questions

Jot down takeaways



RESPECT

Culture of Empowerment



”REDI is a “respect-first” model because if leaders don’t first ensure that underrepresented employees feel respected, ***none of the other outcomes will matter.***”

– Gena Cox, PhD

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RESPECT

Culture of DEI & Belonging

“Diversity is tough. *Inclusion is tougher.*”

– Chief Diversity Officer of American Cancer Society

Focus on Inclusivity

Personal Characteristics

- Race
- Age
- Nationality
- Ethnicity
- Culture
- Gender
- Physical and Mental Ability

Experiences and Beliefs

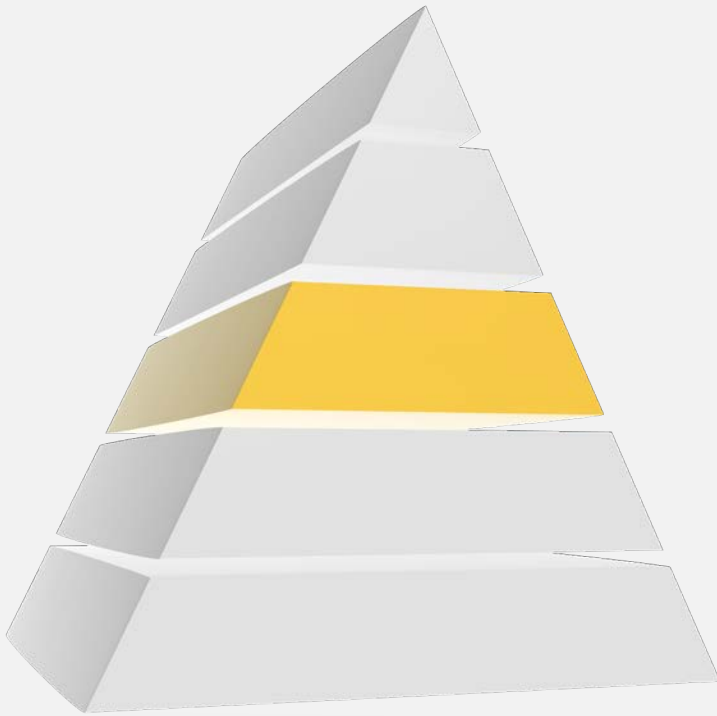
- Education
- Professional Experience
- Political Views, Opinions and Affiliations
- Spiritual and Religious Beliefs

Background

- Citizenship
- Location
- Family and Marital Status
- Socioeconomic Status

Organization

- Job Title, Role, Function
- Department
- Seniority



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9.8x more likely to look forward to going to work

APPRECIATION

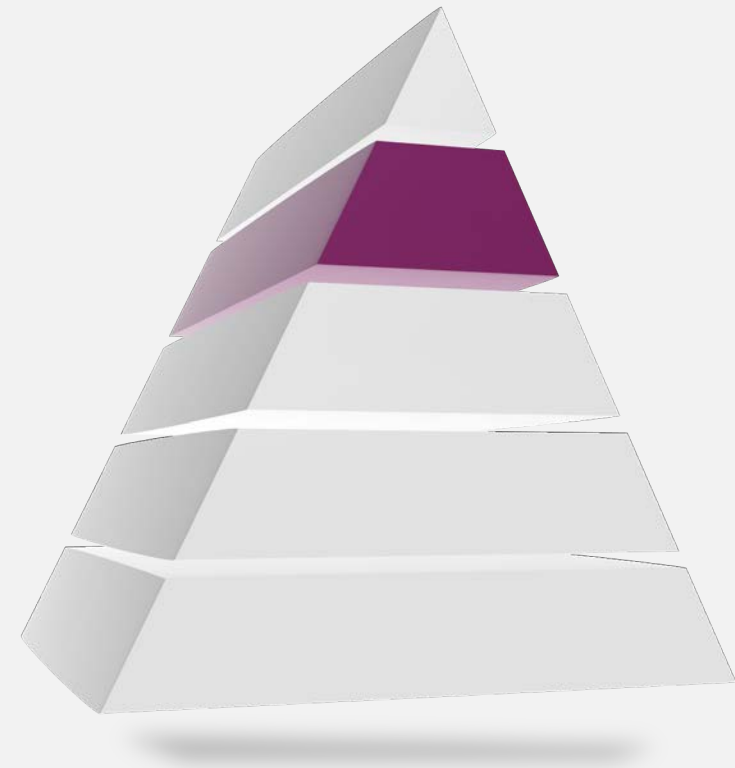
Culture of Connection

Saying Thanks Is A Good Start

Recognition (performance)
vs. Appreciation (performance + affirms person's value)

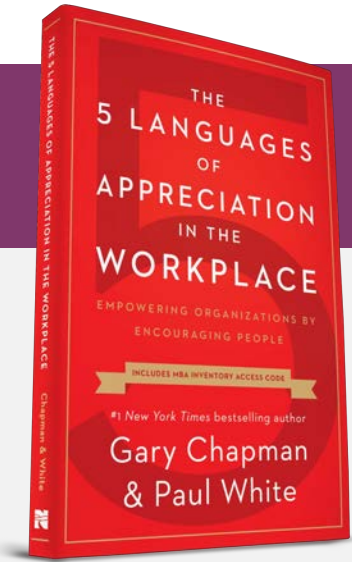
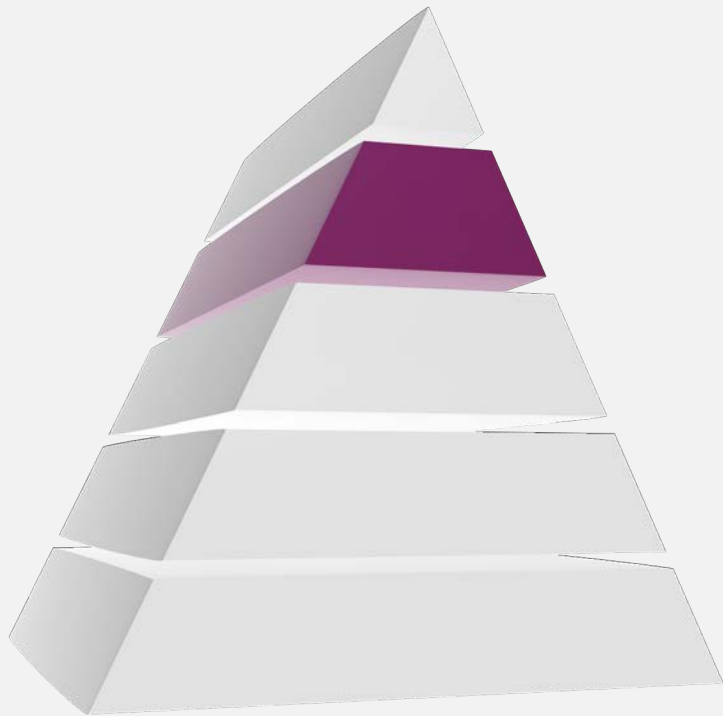
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Research: 3x Higher Retention



APPRECIATION

Culture of Connection



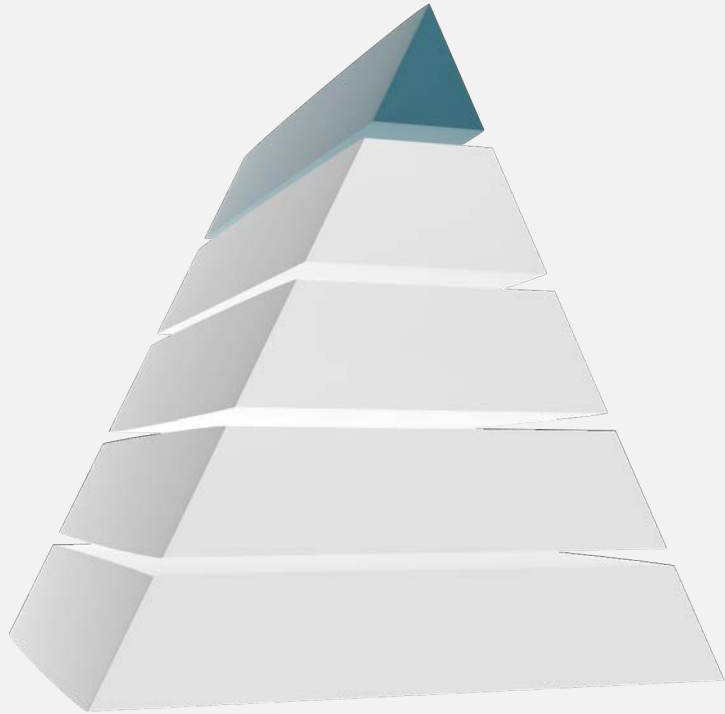
Appreciation is personal:

- Simple Google survey or 5 languages survey
- Team meeting to share results
- Small, meaningful acts of kindness

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COMMITMENT

Culture of Accountability



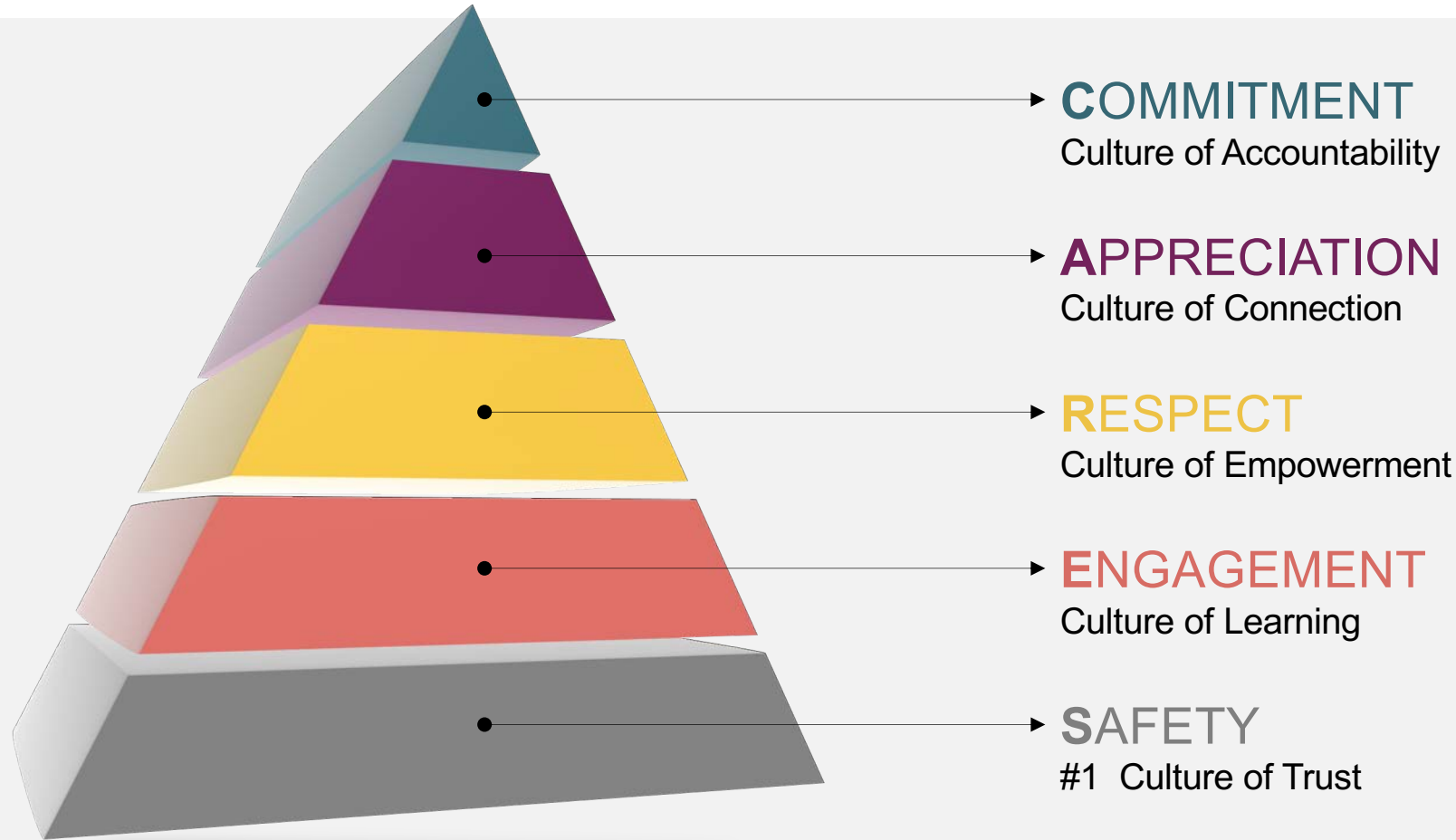
**“We can’t improve what we
don’t measure.”**

– Peter Drucker, CEO & Management Guru

Culture**CARES**[™]

#1 Tip: Let the Data Drive Decisions

RECAP: Leading with Courage, Clarity, and Confidence



Courageous organizations align internal culture to healthcare mission.



Give feedback to Marcia

Scan this QR code

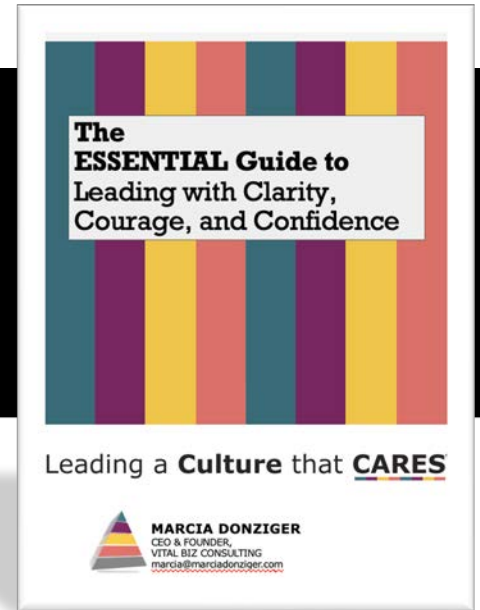


Or go to

<https://talk.ac/marciadonziger>

and enter this code when prompted

PXLEADER



\$10M Patient Advocacy Organization Boosts Employee Net Promoter Score 250% In One Year

Starting Point:

- Change overwhelm post-pandemic
- 2 CEOs left in 3-month period
- On-going employee burnout and stress

Turning Point:

- Cultural listening tour
- Analysis & creation of Culture CARES® Roadmap
- Talent Insights assessments & Team Collaboration workshops
- Online anonymous suggestion box

End Point:

- **200%+ increase** in positive business outlook in one year
- **16% increase** in psychological safety in 6 months
- **10+ increase** in engagement in 6 months

“Our organization is totally different from your efforts.”

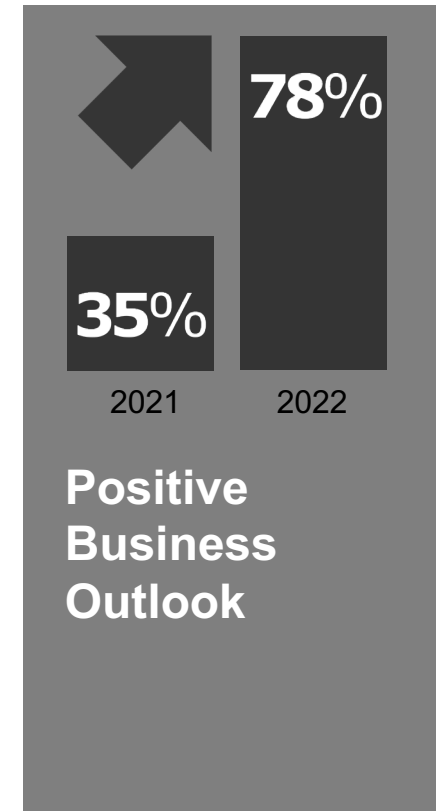
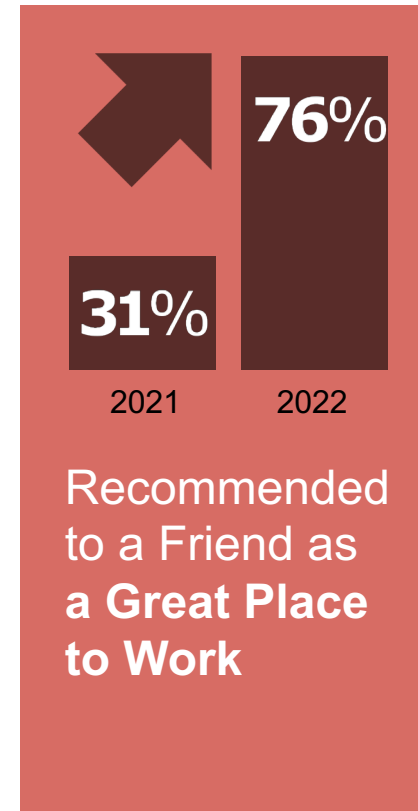
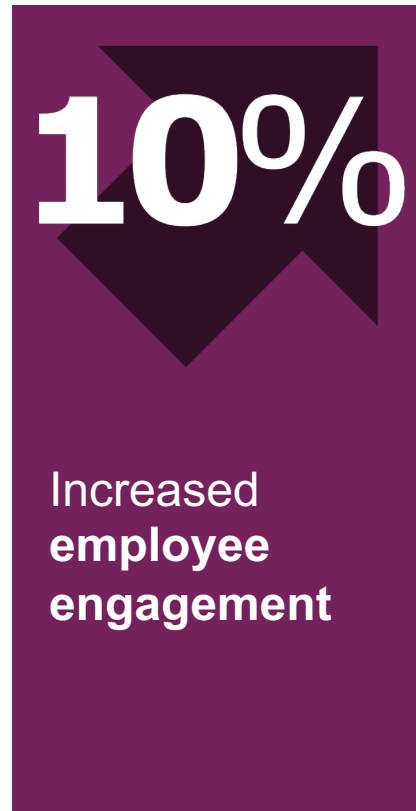
Ken Scalet
Interim CEO & Board Member



**CANCER SUPPORT
COMMUNITY**
COMMUNITY IS STRONGER THAN CANCER

***Full case study available – email marcia@marciadonziger.com**

Does the CARES[®] model work?



Invitation:

Let's Connect 1:1 or Request Encore Presentation

THE BERYL INSTITUTE

ELEVATE ^{PX}

April 3 - 5, 2024

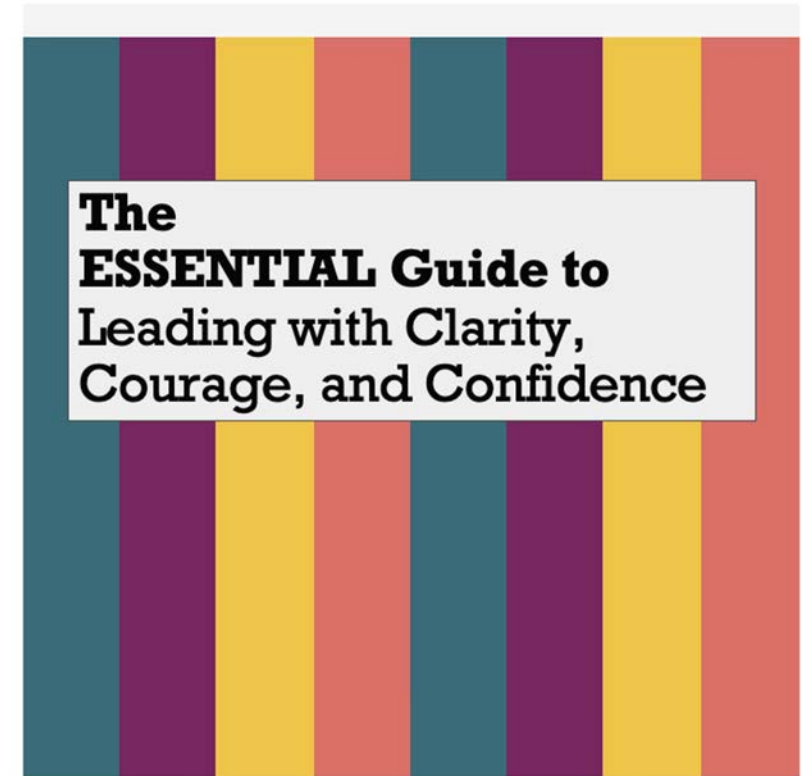
Hyatt Regency Denver



Today We Learned



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Leading a **Culture** that **CARES™**



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Thank You



Q&A

THE BERYL INSTITUTE



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303-549-0405

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LinkedIn

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Upcoming Events & Programs

WEBINARS

March 19 | Survivor Support Programs Strengthen Patient Experience

March 26 | Words Matter: The Transformative Power of Language for Empowering Care

March 28 | Where are my things? An Introduction & Application Tutorial

April 11 | Harnessing Technology for Patient-Centered Rounding: Trends and Best Practices

CONNECTION CALLS

March 20 | Patient Advocacy Community Connection Call: Promoting a Culture of Collaboration and Teamwork

April 10 | Lost Belongings Workgroup

April 17 | Physician Community Connection Call – Three Ways Physicians are Elevating PX

PROGRAMS

April 16 – May 7 | Foundations of Volunteer Management



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with the Institute.*

THE BERYL INSTITUTE

ELEVATE^{PX}

The Global Patient Experience Event

ELEVATE PX is a combination in-person/virtual gathering bringing together the voices of the global community committed to elevating the human experience in healthcare.

Denver, CO || April 3-5, 2024



Community Gatherings



Pre-Conference Workshops



Networking Dinner & PX Party

...and more!



55+

Innovative breakout and poster sessions from leading organizations around the world

Hear from Inspiring Keynote Speakers:



Nicole Malachowski

First Woman Thunderbird Pilot, Combat Veteran



Dennis W. Pullin

President & CEO, Virtua Health



Rick Guidotti

Photographer & Founder, POSITIVE EXPOSURE



Samantha Harris

Breast Cancer Survivor, Emmy-Winning TV Host

Thank You

