

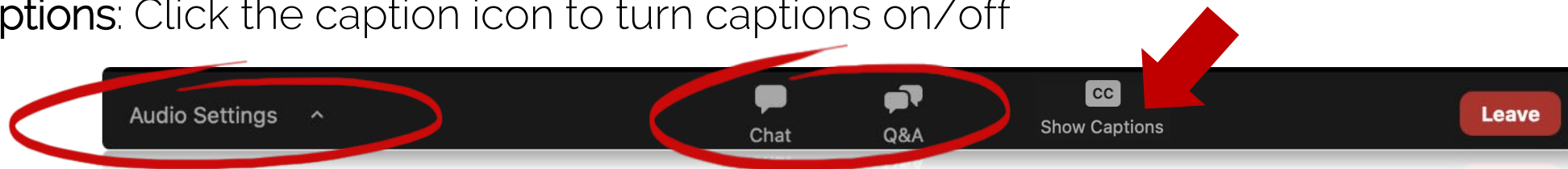
# Ownership at the Frontline: Innovating an Experience Champions Program

October 1, 2024



# Housekeeping

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- **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



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

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# Speakers from UCHealth



**Windie Her, MA, BSN,  
RN-BC, CPXP**  
Manager, Experience  
Design



**Rachel Kalblinger**  
Manager, Experience and  
Culture



**Andrea Salvo**  
Manager, Experience  
Design



**Max Shaw, MBA-HA, LSSBB**  
Manager, Experience and  
Innovation

# Ownership at the Frontline

Innovating an Experience Champions Program

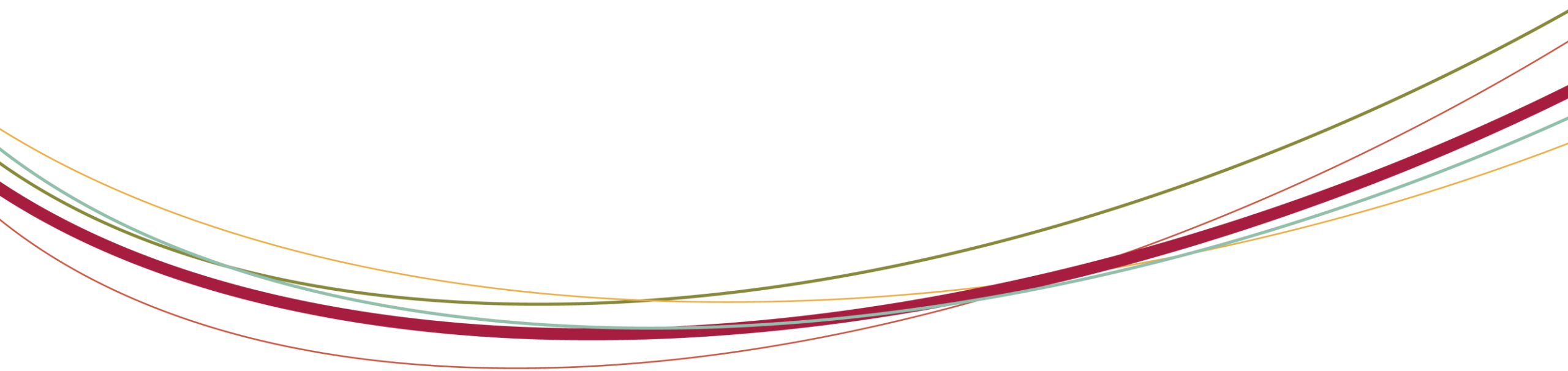
# Our Mission

**We improve lives.**

In big ways through learning, healing and discovery.

**In small, personal ways through human connection.**

But, in all ways, we improve lives.



# UCHealth through the Rocky Mountain Region



# About UCHealth

**14**  
Hospitals

4 Northern Colorado  
4 Metro Denver  
6 Southern Colorado

**+2K**  
Available  
beds

hospital beds  
579 Northern Colorado  
989 Metro Denver  
852 Southern Colorado



**Poudre Valley Hospital**  
Fort Collins



**Medical Center of the Rockies**  
Loveland



**Greeley Hospital**  
Greeley



**Longs Peak Hospital**  
Longmont



**Broomfield Hospital**  
Metro Denver



**University of Colorado Hospital**  
Metro Denver



**Highlands Ranch Hospital**  
Metro Denver



**Memorial Hospital North**  
Colorado Springs



**Grandview Hospital**  
Colorado Springs



**Memorial Hospital**  
Colorado Springs



**Pikes Peak Regional Hospital**  
Woodland Park



**Yampa Valley Medical Center**  
Steamboat Springs



**Parkview Medical Center**  
Pueblo



**Parkview Pueblo West Hospital**  
Pueblo

More than

**33K** employees

**119K** surgeries

**2.7M** unique patients

**8.6M** outpatient, urgent care and emergency room visits

**16K** babies delivered

**7K** affiliated or employed providers

**973** new patients per day

**174K** inpatient admissions and observation visits



# Why the Experience Champions' Approach?

## Common Program Approaches

- Facility based
  - Subcommittees
  - Engagement groups
  - Experience/best-practice teams
- Not immersive
- Inconsistent
- May or may not be multidisciplinary
- Project/task based not culture driven
- Leadership heavy

## Experience Champions Program

- Dedicated and passionate frontline in partnership with leaders in specific departments/units/locations.
- Subject matter experts, culture changers and role models immersed in each location.
- Champs are intrinsically motivated to join.
- Consistent expectations and messaging throughout the system.
- Growth opportunities for Champions.

*“Experience Champions Program is a great way to align with the organization and to continue to find creative ways to manage up and provide the best experience for our patients.”*

*- Dara Flannery, Spine Clinic Supervisor*



# How we developed the program



***Initiative that started with Ambulatory Clinics at University of Colorado Hospital to create a ripple effect from a group excited about patient experience.***

- Support from top leadership
- Managers approve their champions creating a partnership
- Highlight champions' work
- Monthly meetings in person with an action item to take back to their team

# Experience Champions

The program **exists to support one UHealth experience.** The success of this program is measured by consistent messaging and practices to enhance the UHealth Experience.

**730+**  
Unique  
Individuals

**130**  
Unique  
Locations

**232**  
Unique  
Positions

*“I come to these meeting for positivity and reassurance that my passion and focus on patient experience is valued and it seems I am not the only one. You all are wonderful and I appreciate you!”*

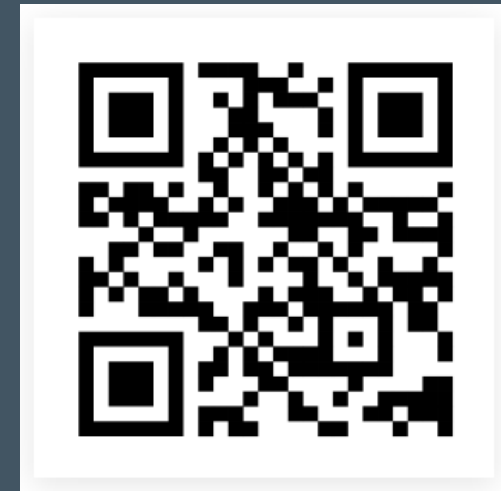
# What does it mean to be a champ?

## Champions are:

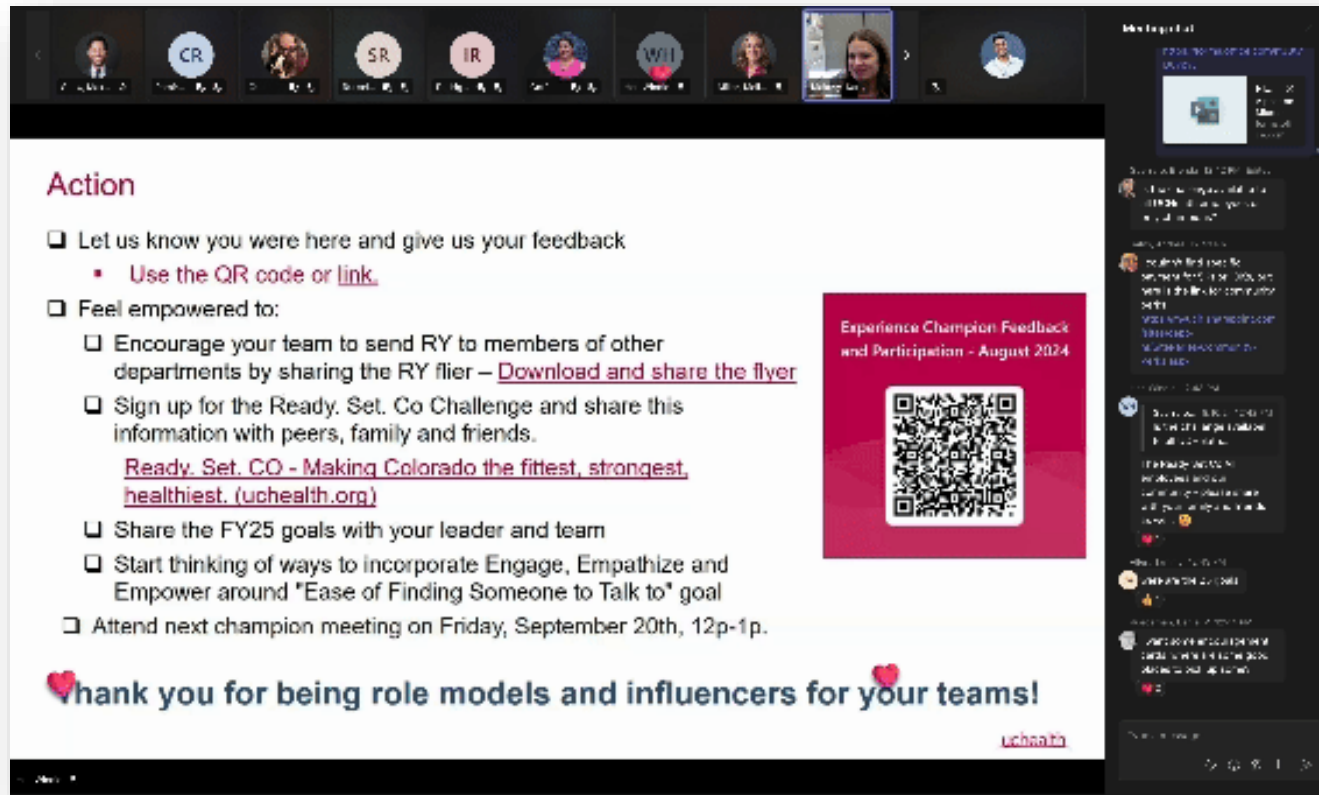
- Seen as a role model and informal leader by their team
- Passionate about experience
- Self-selected with leadership approval
- Not incentivized
- Creative, Supportive, and Fun



Scan QR to view the full charter





# Experience Champions' Meeting



**Action**

- Let us know you were here and give us your feedback
  - Use the [QR code](#) or [link](#).
- Feel empowered to:
  - Encourage your team to send RY to members of other departments by sharing the RY flier – [Download and share the flier](#)
  - Sign up for the Ready. Set. Go Challenge and share this information with peers, family and friends.  
[Ready. Set. GO - Making Colorado the fittest, strongest, healthiest. \(uchealth.org\)](#)
  - Share the FY25 goals with your leader and team
  - Start thinking of ways to incorporate Engage, Empathize and Empower around "Ease of Finding Someone to Talk to" goal
- Attend next champion meeting on Friday, September 20th, 12p-1p.





Thank you for being role models and influencers for your teams!



**Third Friday** of every month  
from 12-1pm



**250+ champions** attend  
virtual Teams meeting



## Topics

### System initiatives

- Service framework
- DEI
- Employee Voice

### Professional growth

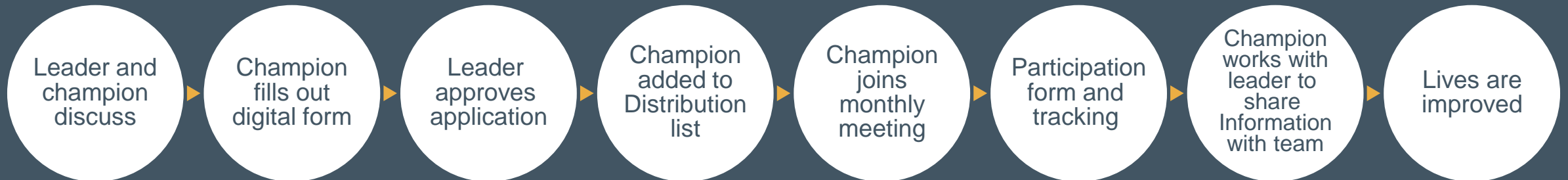
- Teamwork
- Service recovery
- Gratitude

# Behind the Scenes

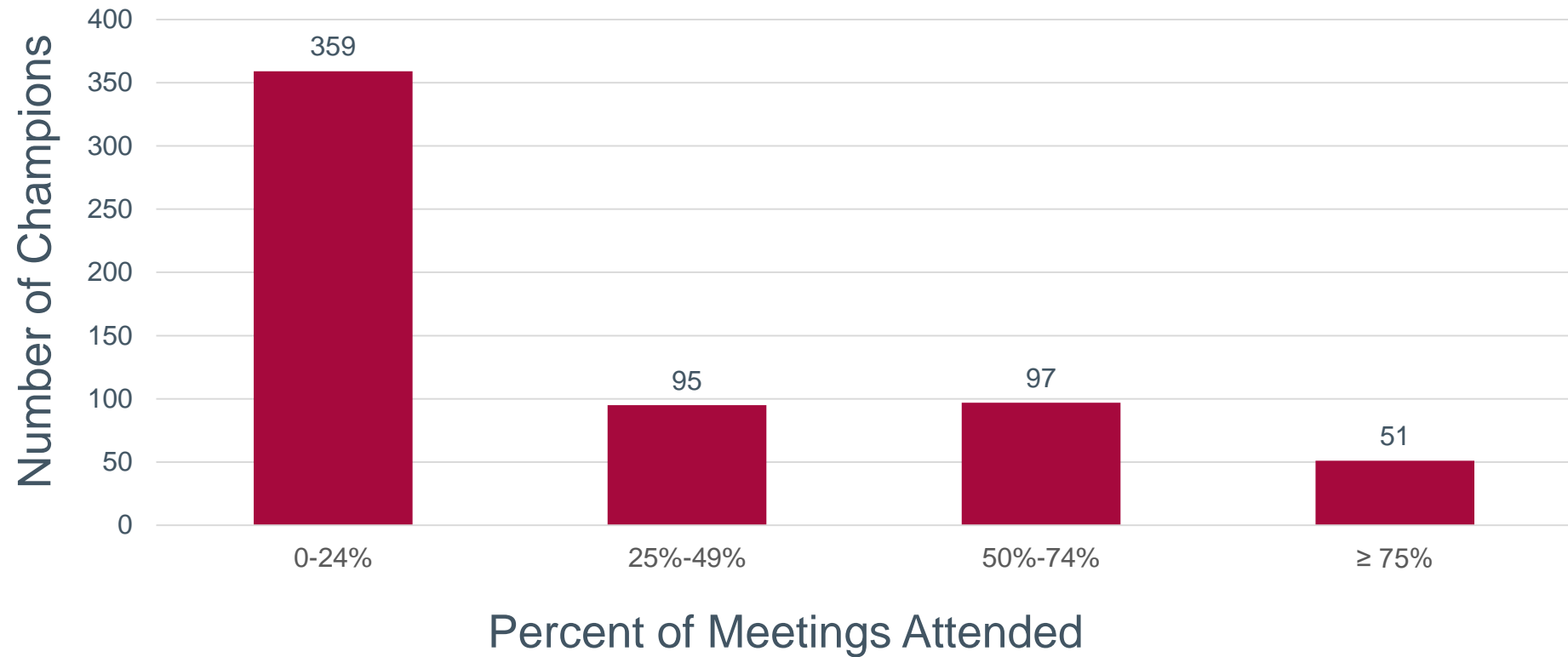
- Connecting all levels of leaders
- Empowering Champions to be the local experience leader
- Onboarding new Champions
- Preparing for and following-up from the monthly meeting
- Rounding and seeking feedback on their needs and barriers



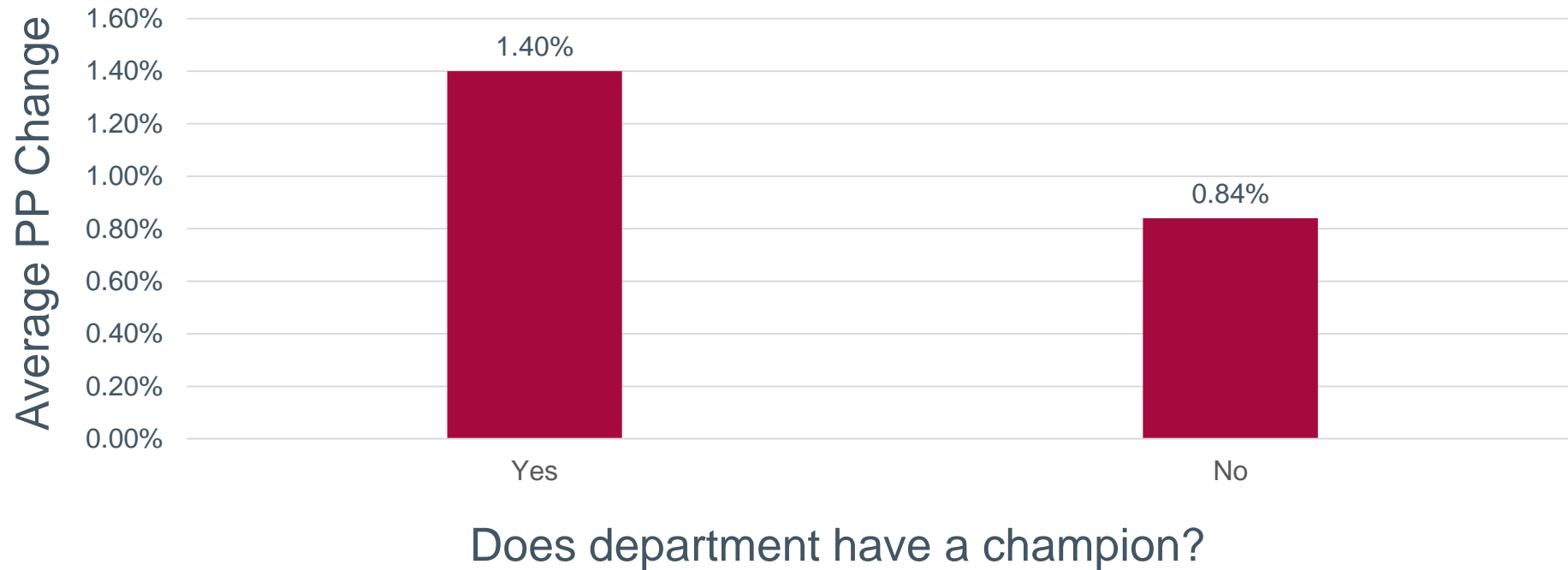
## *Process*



# Champion Meeting Participation FY24

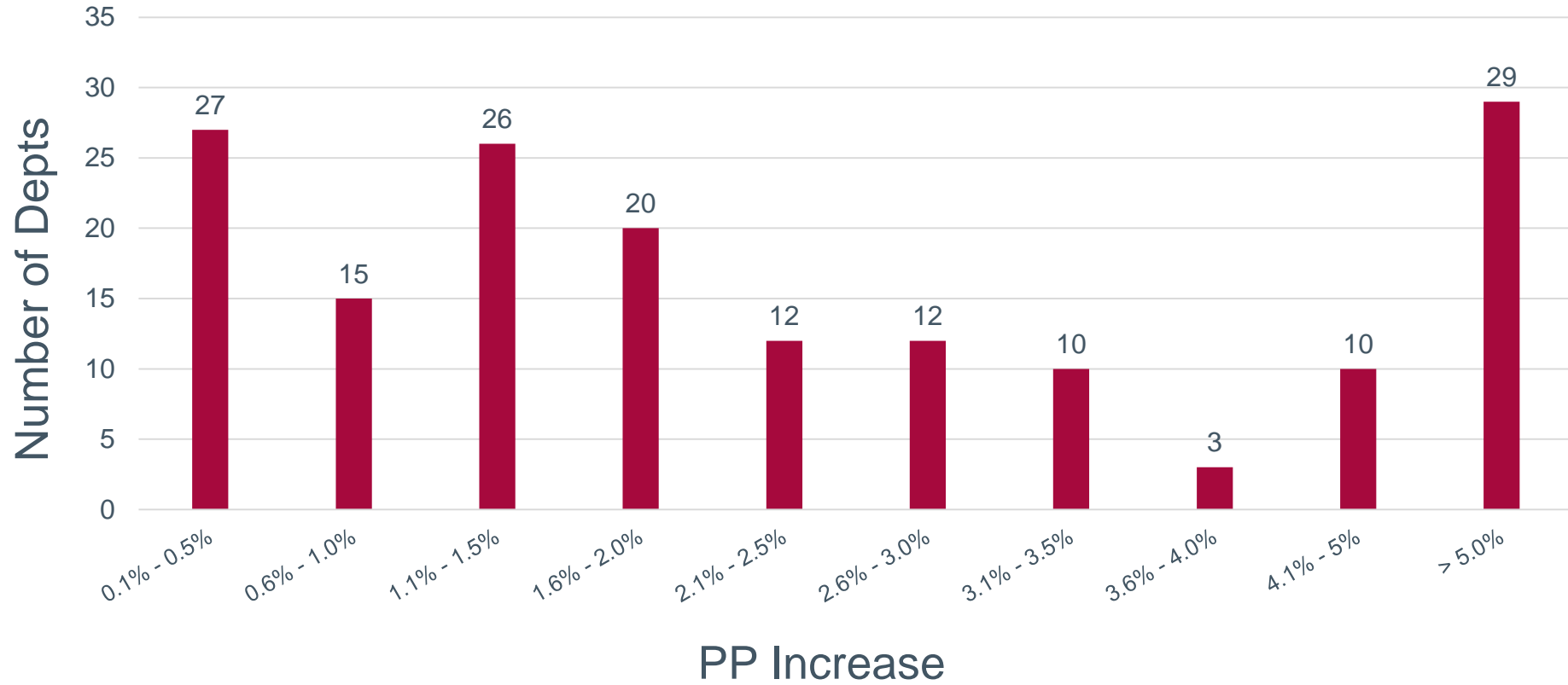


# Average Percentage Point (PP) Change FY23 to FY24





# Departmental Percentage Point Increase with a Champion, FY 24



# Data

**0.01**

**P-value**

Chi-square test of independence

**There is a significant association between departments having a champion and improving likelihood to recommend.**

## Growth of our Program

60

2017 with around 60  
Champions in the Metro Region

1:48

1:48 employees are  
Champions

360

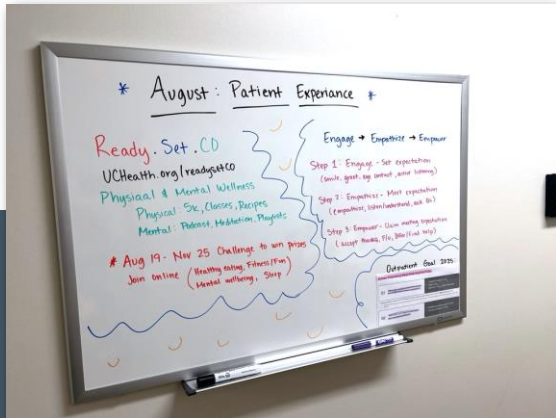
360 electronic applications in  
the last 2 years

*"We think this program has greatly improved our patient satisfaction rate and it shows by our recent patient review comments."*

*"Our entire office has been working hard to implement how we build trust, create assurance, increase engagement and decrease anxiety. We feel patients are very at ease when coming to our office and also feel very respected and never rushed."*

*"I also want to say the front desk staff specifically Clarisse went beyond the call of duty for me and helped me with my insurance company right over the phone. If it wasn't for her I may have had to wait two weeks. I was crying and in so much pain she helped me get in sooner."*

# System Unity and Consistency



## 1 Set Expectations

"Hello X. My name is X and

- "I'm the charge nurse on today. Because we care for you, we round to check in and make sure if you have all you need."

**Actions:**

- Show empathy and active listening
- Understand plan of care

## 2 Meet Expectations

"I have time, is there anything else I can help you with?"

- Do you have any other questions about the plan of care or is there anything I can help explain better?

**Actions:**

- Ensure call light is at bedside.
- Offer warm blanket
- Offer drink to family

## 3 Own It

"I don't have the answer, but let me find out for you. Thanks for trusting us with your care."

- Thank you for sharing, you're in good hands.
- I'm glad to hear we're meeting your needs.

**Actions:**

- Follow through
- Update patients esp. if they are admitted

UHealth Family Medicine – Ken Pratt



Broomfield Hospital Patient Rounding

UHealth Urgent Care – Main Street Longmont

### Transplant Center Patient Experience - Let Them Feel It!

When we encounter a patient/family member anywhere on our campus

**Own It**

At The End of the Visit	Phase of Care Handoffs / Patients Transitioning to a New Team	In Hallsways or Public Areas
<ul style="list-style-type: none"> <li>"Can you please share with me what you heard from (provider) so I can make sure you understand the plan / need ahead of your care?"</li> </ul>	<ul style="list-style-type: none"> <li>Give a warm handoff to the patient introduce them to their new coordinator and always mention on the team they are seeing us.</li> </ul>	<ul style="list-style-type: none"> <li>Eyes Up / Phones Off / smile and say hello if less than 5 feet away</li> <li>Look for lost patients</li> <li>"Can I help you find something?"</li> <li>If you have time, walk with them stating "I have time to show you and can walk with you."</li> <li>If patient pops their head out of clinic room or standing in the doorway</li> <li>"Can I help you?"</li> </ul>

### Transplant Center Patient Experience - Let Them Feel It!

When we encounter a patient/family member anywhere on our campus

**Set Expectations** → **Meet Expectations**

On The Phone – Use the Script	Before We Walk in The Room	When You Enter the Room
<ul style="list-style-type: none"> <li>When answering a call: "Thank you for calling the Transplant Center. I am the (state your role- "Nurse Coordinator") as example). How can I help you today?"</li> <li>When calling a patient: "Hello, is this (state patient name)? My name is _____ and I am one of the (state your role- "Nurse Coordinator") as example) with the Transplant Program at UHealth. Do you have a few minutes to talk? How is your day going?"</li> <li>Enter sticky note in the chart with patient interests/ reminders for easy connection.</li> </ul>	<ul style="list-style-type: none"> <li>Review the chart / know their preferred name, pronouns and a topic of conversation (where they live, interests) – refer to yellow sticky note in the chart</li> </ul>	<ul style="list-style-type: none"> <li>Greeting First Visit: "Hello (patient preferred name), I am (your name) and one of the (state your role). My role is to (share what you do). Who did you come here with today?"</li> <li>Get to know them (connect personally) "How was the drive in today? Did you have trouble finding us?"</li> <li>Talk about what is in their care they can control and what we control so they understand their role</li> <li>"Do you do know how to contact us if you have further questions?"</li> </ul>

Anschutz Medical Center Transplant Services

# Staff Wellbeing and Professional Growth

“PX and champions have **affirmed that UHealth really cares** about not only our patients outcomes, or UHealth revenue, but we really do invest in programs to improve the care and environment that we provide to patients and families during some of the most challenging / difficult times in their life.”

- Wendy Marquez

“Being a UHealth Patient Experience Champion has had a **profound impact on me both professionally and personally**. It has provided me with a platform to actively engage in improving patient experiences and has equipped me with valuable tools and insights to better understand and address patient needs.”

- Erica Bustamante

"There are so many **wonderful opportunities**...from sitting in on a Joint Commission panel to sharing ways that the Spine Family has grown from the content I'm taught during our meeting, it's truly been an honor."


- Clarisse Montero-Matthews

Experience Champion presenting at an all-staff Rehab meeting


# Lessons learned

- Support of all leader levels.
- Moving beyond metrics to create a culture of patient first staff always vs checking a box.
- Request consistent feedback from Experience Champions and share their stories.


**Meet the Panelists**




**Marilyn Schock, President**  
Greeley Hospital




**Cathy Ehrenfeucht, Chief Nursing Officer**  
Highlands Ranch Hospital



**Keith Jankuski, Chief Operating Officer**  
UCHealth Medical Group



**Lonnie Cramer, President and CEO**  
Colorado Springs Region



**Joann Lovins, Senior Director**  
System Cancer Service Line [uhealth](https://www.uchealth.org)

# Next steps

- Tying the direct impact of Champions to employee engagement and health outcomes.
- PX Academy and growth for our champions.
- Utilizing our champions as stakeholders in experience design projects.
- Partnerships with OD, DEI, and Quality/Safety

# ***We Improve Lives.***

Every person matters. Every moment matters.  
That's how we help people live extraordinary.

# PX Learning Bite

## PX Ownership at the Frontline: Innovating an Experience Champions Program

Is your PX team “spinning a lot of plates”? Windie Her shares how UC Health, a huge system supported by only 12 Patient Experience Professionals, faces the challenge of managing numerous tasks while improving experience.

To keep its plates from dropping, UC Health developed an Experience Champions program involving 665 frontline staff members across 111 locations. The program demonstrates that, despite the many tasks at hand, having dedicated PX champions can lead to significant improvements.



<https://theberylinstitute.org/product/px-ownership-at-the-frontline-innovating-an-experience-champions-program/>



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- As a recorded webinar, PXE credit is available for two (2) years from the live broadcast date.



# Upcoming Events & Programs

## WEBINARS

October 8 | Engage in the Global Experience Measure Inquiry

October 10 | Good to Great: A Team Approach to Excellence

October 22 | Is There a Doctor in the House? The Benefits of Partnering a Physician with Patient Advocacy

November 5 | Connecting Volunteers to Hospital Goals: An Inpatient Fall Prevention Program

## CONNECTION CALLS/CHATS

October 2 | Volunteer Professionals Community Connection Call: Coordinating, Engaging, and Retaining Episodic Volunteers

October 9 | Connection Call: Membership Benefits Overview

October 18 | PX Chat on PFA/PFACS: New/Getting Started



Access our vast library  
of on demand patient  
experience webinars.

*Webinars are included in membership  
with the Institute.*



Thank You

