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**Date:** January 2015

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### **Sometimes it is the people no one imagines anything of who do the things that no one can imagine – *The Imitation Game***

Happy New Year 2015 !

As we move forward for 2015, I have been approached by some team members asking the history of certain initiatives, signs/procedures and processes that are in place across Windsor Regional Hospital. I thought it a great opportunity to highlight just some of these “concepts”.

You will note as you read the highlights of them that they are based on Leading/Best Practices in place elsewhere and brought into Windsor Regional Hospital for the benefit of our patients, visitors and team members.

If you are interested in participating in the development of any of these initiatives aimed at improving the patient experience, consider volunteering as a member of the Patient Experience Task Force. Contact Gisele Seguin, Director Public Affairs, Communications and Philanthropy [gisele.seguin@wrh.on.ca](mailto:gisele.seguin@wrh.on.ca) or Linda McLean, Executive Assistant in Public Affairs [linda.mclean@whr.on.ca](mailto:linda.mclean@whr.on.ca) for more information.

### **Welcome Mats**

For years I used to get phone calls from visitors complaining about how dirty our hospital mats were. This was even when we replaced them each morning. We have to replace these mats every morning because we have thousands of patients, visitors and staff attending the hospital daily. Especially during wet and/or winter weather, these mats get wet and dirty fast. For cleanliness and safety reasons, they have to be replaced daily.



About a decade ago, while visiting a hospital, we noticed mats on the floors similar to the ones we currently have indicating the day of the week. When we asked why they have the days they stated two fold. First, they have an elderly patient population, like us, and having the date is helpful to them. Second, by having the day on them, it clearly indicates they are being changed each day.

Since making this simple change at no extra cost I can tell you I have never received a call again about dirty mats.

When we moved from Tayfour to Ouellette we took the mats from Tayfour and brought them to Ouellette.

### **Elevator Confidentiality Signage**

As we all know patient confidentiality is sacrosanct. An unfortunate area where patient confidentiality is breached is in elevators. Staff members meet each other on an elevator and



share a story about a patient they saw on the floor or are treating. Unbeknownst to them, the patient's loved one is on the elevator hearing everything they are saying about the patient's diagnosis.



Years ago while visiting another hospital we saw signs in elevators similar to the ones we currently have. The hospital informed us that the signs provide a gentle reminder to everyone on the elevator that patient confidentiality is important to protect.

### **Hospital Television Monitors**

As you walk through the hospital, you will notice various televisions on the walls. What is being shown at the Met campus is the same as the Ouellette campus. It is another form of communication that allows patients, visitors and staff to receive consistent and ongoing communication about events that occur at the hospital.

Our goal for communication is to do so in various formats on a regular basis. Face to face is generally best but with such a large institution it is sometimes difficult. Therefore, we use print and video media as best we can so more and more people can be aware of the latest happenings at Windsor Regional Hospital.

This is a typical manner of communication for hospitals with one campus and especially those with multiple campuses.





The greatest and latest story I have heard is that within the first month of having the televisions up a family was watching the video on the importance of organ donation. When their loved one passed away, they donated his organs. They informed our staff that they did so because they saw the benefits of organ donation on the video while sitting in our cafeteria. Now that is worth their installation. They saved someone's life.

### **Brahms' Lullaby and Lean on Me**

The "Brahms' Lullaby" and "Lean on Me" play overhead. Every time a baby is born at Windsor Regional Hospital, the "Brahms' Lullaby" is played to celebrate the birth of the baby.



When visiting a hospital we heard the “Brahms’ Lullaby” overhead. They explained the reason is to celebrate the “circle of life”. Many people associate hospitals with death and dying and do not celebrate those who are healed or born.

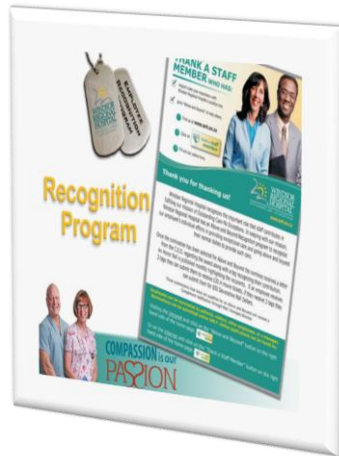
Since we started playing it, the most amazing phone calls I receive are from oncology patients and families. They say that the playing of the “Brahms’ Lullaby” celebrates the “circle of life” and how they appreciate hearing it. In fact, patients at Complex Care used to count everyday how many babies were born and share stories with each other.

If for some reason a patient does not want the “Brahms’ Lullaby” to be played, they can contact Spiritual Care and/or Social Work and the playing will be deferred.

Playing “Lean on Me” overhead was created by the Patient Experience Committee. The Patient Experience Committee is made up of front line staff and patients. Their focus is on exactly that – to enhance our patient’s experience. One way is to gently remind each of us and our patients that we can all *Lean on Each* other during the day; that we are all here for each other. I truly appreciate our front line staff and patients on this committee for their ongoing enhancements and improvements to our patient experience.

## Above and Beyond

Years ago we wanted to create a Staff Recognition program with a twist. As you know patients, visitors and fellow staff can recognize our team members for ‘going the extra mile’.



The program operates with recognition being submitted on line or by email etc. The Patient Experience sub-committee reviews the recognition. A team member then receives a certificate with a necklace and token identifying their act of care and compassion. Team members can hand these tokens back in from time to time for gift certificates etc.

Based on these submissions, a selection of these staff (volunteers, employees, physicians and affiliates) are photographed for banners, posters and promotional materials. They represent all of us. Many of these same people are on the “Walls of Fame” at each campus. They are also found on the banners in and outside the hospital. In the past we had these same staff members on billboards across the City. They can also be found on the patient menus. The goal is to ensure our amazing team members are shared with the community for what they do on a daily basis.



In addition, when I do sign the certificates I sometimes notice a few that seem to be extra special. I try to recognize these by sending a handwritten note to the team member's home to make sure their recognition is shared with and known by their family. Your families should know what great things you do on a daily basis.

Again it is a Staff Recognition program with a twist. If you want to nominate someone go to [http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/RichText.aspx?Body.QueryId.Id=28805&LeftNav.QueryId.Categories=701](http://www.wrh.on.ca/Site_Published/wrh_internet/RichText.aspx?Body.QueryId.Id=28805&LeftNav.QueryId.Categories=701)

### **Patient Televisions**

Our patient televisions have been updated and enhanced. Recognizing many times that patients have limited contact with visitors and families, they rely on television for their entertainment. As a result we have enhanced the televisions to make sure that they can be activated with little difficulty. In addition, unlike many other hospitals, the television charge is embedded in their insurance coverage and NOT a charge on top of their coverage. Also, we try to find donors to support “free” television on certain floors/programs.

Another great tool the televisions provide is patient education. We have patient education channels where our programs can place education materials on the TV's for patients to watch. So instead of having to repeat the same education to each patient and maybe forget a part, we are able to place that on each television and then have patients watch it at their leisure and follow-up with them to answer any questions they may have.

We can also add real time patient satisfaction surveys to the televisions. This allows our patients to provide immediate feedback, allows us to address their issues immediately and make their overall experience that much better.

If you think your program/department could add something to the educational channel that would benefit patients/families (i.e. think about something you continually have to educate each patient/family on that attend your department/program) please talk to your Manager/Supervisor. They can connect with Public Affairs who can work with you on the development of the content etc.

## Welcoming Letter

Every patient that gets admitted at Windsor Regional Hospital receives a welcoming letter from myself. I learned of the letter concept years ago while reading a book *The Baptist Health Care Journey to Excellence: Creating a Culture that WOWs!*



The CEO at Baptist, Al Stubblefield, penned a similar letter to patients at his hospital. The addition of contact numbers including home numbers came from Mr. Stubblefield. As he predicted in his book, 90% of the calls I get at home are from patients wanting to share their amazing caring and compassionate stories with me that I immediately share with the staff involved.

The overall goals of the welcoming letter to patients are to highlight our “Above and Beyond” program and to support the front line staff to help patients navigate the complex health care



system. Sometimes my role is just to connect the right people and bridge any communication gaps that exist.

### **A.I.D.E.T. Training**

Every year Henry Ford Health System invites some of us to “judge” their quality and safety program presentation awards.

A few years ago, one of the presentations was on their implementation of the A.I.D.E.T. program. A.I.D.E.T. is an acronym for *Acknowledge, Introduce, Duration, Explanation and Thank You*. We were so fascinated by the results, we teamed up with Henry Ford to train some of our staff to become trainers for the program. To date, over 1050 Windsor Regional Hospital staff members have received A.I.D.E.T. training.



A.I.D.E.T. is a framework for WRH’s staff to communicate with patients and their families as well as with each other. It is a simple acronym that represents a very powerful way to communicate with people who are often nervous, anxious and feeling vulnerable. It can also be used as we communicate with other staff and colleagues, especially when we are providing an internal service.

A.I.D.E.T. is not only provided to our staff, now we have patients and families participate in the training and as well help teach the techniques to our team members.



Keep an eye out for ongoing A.I.D.E.T. training sessions. Attend. Over 1050 team members have done it already.

### **Bedside Manors**

Years ago it became evident at the Met campus that a lot of families attended our hospital unexpectedly while they were travelling through town and had an unexpected illness or birth. As a result, many families had limited resources to support staying in Windsor for extended periods of time. That resulted in the creation of “Bedside Manor”. This is a home at the Met campus of Windsor Regional Hospital that has four bedrooms and can host families that have a loved one in the Hospital. It is directly across the street at the Met campus. It is a place for families to rest and “recharge” their batteries and be within walking distance of their loved one.



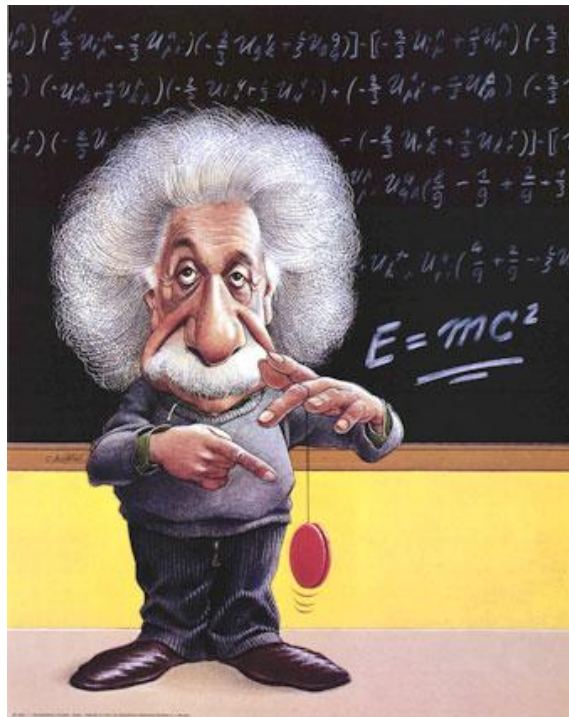
Last year we found a similar opportunity at the Ouellette campus. Considering all the families that attend Ouellette from out of town, having a place across the street for families to stay has been very successful and popular. Both homes are full many days and are a valuable resource for families to focus on their loved ones.



If you think there is a family that could benefit from either Bedside Manors, please go to [http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/windsorregionalnonav.aspx?Body.QueryId.Id=43181](http://www.wrh.on.ca/Site_Published/wrh_internet/windsorregionalnonav.aspx?Body.QueryId.Id=43181)

## **Genius Lab**

A few years ago we were at a Strategic Planning meeting and Neelu Sehgal asked: “Would it not be great if we had a program whereby staff could have a place to share great ideas and have them implemented and get recognized for implementation?”



By the time the meeting was over, the Genius Lab was created and Neelu was the first recipient. Since then hundreds of ideas have been shared and implemented that benefit our patients and team members.

Got an idea? Visit:

[http://www.wrh.on.ca/Site\\_Published/wrh\\_internet/Richtext.aspx?LeftNav.QueryId.Categories=707&Body.QueryId.Id=46756](http://www.wrh.on.ca/Site_Published/wrh_internet/Richtext.aspx?LeftNav.QueryId.Categories=707&Body.QueryId.Id=46756)

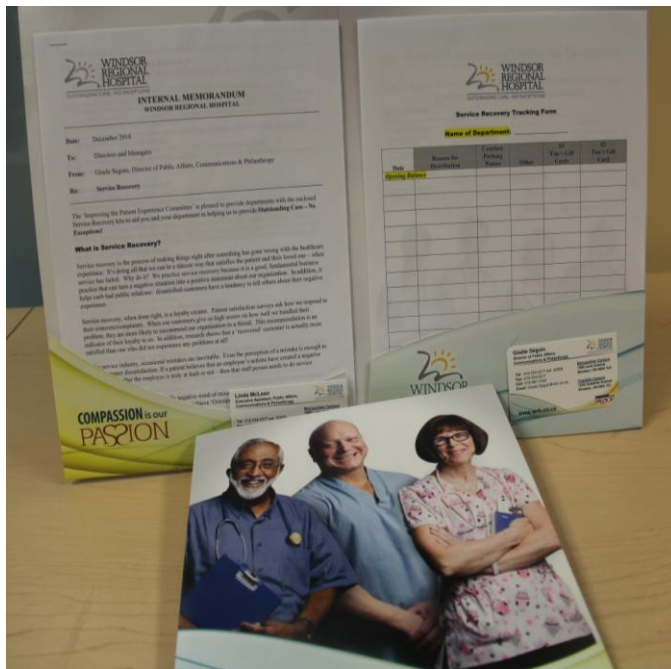
All submissions are reviewed by the Executive Team and successful submissions are contacted directly. Submissions should demonstrate innovation and contribute to improved patient care or quality of worklife.

## WellCome Mat Program

In an effort to increase communication with our patients, the “WellCome Mat” Program was introduced on two Medicine Units at the Met Campus in July 2013. Volunteers visit each newly admitted patient to provide an “orientation to WRH”. Following a checklist, volunteers provide information patients and/or their loved ones are on a variety of areas - WRH Patient Directories, food services, parking, TVs etc... They also identify any special needs of which staff should be aware.

The program will be introduced by Volunteer Services at the Ouellette Campus in 2015.

## Service Recovery



We are all committed to making sure every patient’s experience at Windsor Regional Hospital is Outstanding. However, regardless of our best efforts sometimes that does not occur.

Instead of front line staff being limited to apologizing on behalf of the organization we want to empower front line staff in trying to make things a little better.

Service recovery is the process of making things right after something has gone wrong with the healthcare experience. It's doing all that we can in a sincere way that satisfies the patient and their loved on – when service has failed. Why do it? We practice service recovery because it is a good, fundamental business practice that can turn a negative situation into a positive statement about our organization.

Service Recovery, when done right, is a loyalty creator. Patient satisfaction surveys ask how we respond to their concerns/complaints. When our customers give us high scores on how well we handled their problem, they are more likely to recommend our organization to a friend. This recommendation is an indicator of their loyalty to us. In addition, research shows that a 'recovered' customer is actually more satisfied than one who did not experience any problems at all!

Any time your service fails to meet a customer's expectations, service recovery is in order. Remember, if the customer perceives that there is a problem, there is a problem.

The quicker the response after a patient and/or family has voiced a concern, the more effective the recovery effort will be. Studies show that customer satisfaction plummets when organizations take too long to fix their mistakes. Any employee who identifies a customer concern has 15 minutes to begin the service recovery process. We want our patients to know that we are serious about their satisfaction, and we show it by taking immediate action. Some situations requiring service recovery includes:

- ✓ Scheduled procedures or appointments that don't begin within a reasonable time or are cancelled;
- ✓ Meals that are delivered cold, late, or with the wrong menu items;
- ✓ Test results that are late or have errors;
- ✓ Medications that are not delivered or administered on time;
- ✓ Patient belongings that are lost or misplaced;
- ✓ Rooms that fail to meet cleanliness standards; and
- ✓ ANY situation that embarrasses, inconveniences, angers, or disappoints a customer.

Bottom line – you decide when it is appropriate. Front line staff DO NOT have to call someone to initiate Service Recovery.

For detailed information regarding Service Recovery, visit the WRH Intranet:  
[http://wrhintranet.wrh.on.ca/Site\\_Published/intranet/SiteContent.aspx?Body.QueryId.Id=35549&LeftNav.QueryId.Categories=291](http://wrhintranet.wrh.on.ca/Site_Published/intranet/SiteContent.aspx?Body.QueryId.Id=35549&LeftNav.QueryId.Categories=291)

The kits are located on each floor/unit at the nursing station. If you need to replenish the kit or are not familiar with the location of your kit, please speak with your Manager. The Manager may call Linda McLean (Met Campus) at ext. 52005 or David Lenz (Ouellette Campus) at ext. 32539 to replenish their kits.

### Above and Beyond Awards Program

*Pastor Perry Noble said “Celebrate what you want to see repeated”.* At Windsor Regional Hospital we are honored to have a team that on a daily basis lives our Vision, "Outstanding Care – No Exceptions!" and Windsor Regional Hospital's Mission to "Deliver an outstanding care experience driven by a passionate commitment to excellence". It is for this reason that we have the *Above and Beyond* recognition program.

All patients, visitors and fellow team members are welcome to submit a nomination for a Windsor Regional Hospital team member that they felt went “Above and Beyond”. □□Once an *Above and Beyond* nomination is electronically submitted it is reviewed by a sub-committee of our Patient Experience Committee and in turn given to our President and C.E.O. for review and distribution.

**Recognition Program**

**IT'S EASY TO THANK A STAFF MEMBER WHO HAS:**

- 1. Select your nominee with Windsor Regional Hospital's assistance.
- 2. Go to "Above and Beyond" to help others.
- 3. Print out a nomination form.
- 4. Click on "Thank a Staff Member".
- 5. Fill out the nomination form.

**Thank you for thanking us!**

Windsor Regional Hospital recognizes the important role that staff contributes in fulfilling our mission of Outstanding Care - No Exceptions. In keeping with our mission, Windsor Regional Hospital has an Above and Beyond recognition program to recognize an employee's individual efforts in providing exceptional care and going above and beyond their normal duties to provide such care.

Once the nomination has been selected for Above and Beyond the nominee receives a letter from the C.E.O. regarding the award along with a tag recognizing their contribution. An Honor Tag is published monthly highlighting the recipients. If an employee receives 2 tags they can submit them to receive \$50 in movie tickets. If they receive 3 tags they can submit them for \$50 Debonair's Mall Dollars.

Nominations that have not qualified for an Above and Beyond will receive a nomination tag to be submitted during their next nomination cycle. These nominations can be resubmitted.

Upload the photograph and tag to the "Above and Beyond" button on the right hand side of the home page.

Or on the tablet and click on the "Thank a Staff Member" button on the right hand side of the home page.

**COMPASSION is our PASSION**

Each person recognized will receive a letter of appreciation as well as an *Above and Beyond* token which can be exchanged for a small token of appreciation (i.e. gift cards, movie tickets) in the Human Resource's office.

Team members nominated also have their supervisor inform fellow team members of their honour and are also featured on our monthly Honour Roll which is on display throughout the internal hospital television system. Team members recognized through the *Above and Beyond* program may also be showcased on Hospital promotional material such as the website, wall frames, banners, brochures and patient menus throughout the hospital as well as possibly on billboards and banners external to the hospital as well.

Our goal is to honour and recognize those that provide that little extra that makes your attendance at the hospital more comfortable while at the same time sharing their achievements both internally and externally for the world to see.

This program was started almost a decade ago and has received International Recognition as a Leading and unique practice!

**Again, If you are interested in participating in the development of any of these initiatives aimed at improving the patient experience, consider volunteering as a member of the Patient Experience Task Force. Contact Gisele Seguin, Director Public Affairs, Communications and Philanthropy [gisele.seguin@wrh.on.ca](mailto:gisele.seguin@wrh.on.ca) or Linda McLean, Executive Assistant in Public Affairs [linda.mclean@whr.on.ca](mailto:linda.mclean@whr.on.ca) for more information.**

