Volunteers: Design Partners in the Future of Health Care

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TRANSFORMATION OF HEALTH CARE
Pivotal Changes in Health Care

- 1932: Blue Cross and Blue Shield Insurance
- 1946: Hill-Burton Act
- 1965: Medicare Act
- 1982: Diagnosis-Related Groupings (DRG)
- 1996: Health Insurance Portability and Accountability Act (HIPAA)
- 2010: Health Care Reform: Patient Protection and Affordable Care Act (ACA)
Responding to the Changes

• New Models for Care Delivery
• Care Coordination
• Information Technology and Analytics
• Patient Engagement
• Preventive Health
• Population Wellness
THE CHANGING FACE OF HEALTH CARE
More than 50 Years of Caring

• Fundraising
• Support services to staff
• Direct care and support to patients
• Ambassadors
• Patient Navigators
• Health Promoters
Vision Igniting Possibilities

The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.

-Michelangelo
Sharp HealthCare
San Diego’s Health Care Leader

• Not-for-profit

• Largest health care system in San Diego
  – 4 Acute Care Hospitals
  – 3 Specialty Hospitals
  – 2 Affiliated Medical Groups
  – Full range of programs and services

• Largest private employer in San Diego
  – 18,000 Employees
  – 2,600 Affiliated Physicians
  – 3,000 Volunteers
4 Acute Care Hospitals

Sharp Grossmont Hospital

Sharp Coronado Hospital and Health Center

Sharp Memorial Hospital

Sharp Chula Vista Medical Center
3 Specialty Hospitals

Sharp Mary Birch Hospital for Women & Newborns

Sharp Mesa Vista Hospital

Sharp McDonald Center
Transforming the Health Care Experience

• Commitment to create individualized personal experiences
• Redesign a future for health care that is filled with possibilities
• Be the best place to work, practice medicine and receive care
The Sharp Experience

Cultural Transformation Tools:

- Disney
- Ritz Carlton
- Good to Great
- Studer Group
- Malcolm Baldrige National Quality Award
- ANCC Magnet Recognition Program
- Planetree Patient Centered Care
- Experience Economy and MORE!!!
THE PATIENT EXPERIENCE JOURNEY AT SHARP MEMORIAL HOSPITAL
The Founding

With a vision and commitment to provide quality health care for a growing San Diego, a group of San Diegans formed the San Diego Hospital Association in 1946 to raise funds for hospital facilities.
Vision Drives Our Passion

To be the best place to work, the best place to practice medicine, and the best place to receive care, and ultimately to be the best health care system in the universe.
What is The Sharp Experience?

• It is our core competency
• It is our brand promise
• It is our brand experience

• It is everything we do!
The Sharp Experience Built on a Foundation of 6 Pillars of Excellence

Quality ■ Service ■ People ■ Finance ■ Growth ■ Community
We are committed to *going beyond* what patients and their families need and expect to what they really want and deserve.
Highest Quality of Care

Our new hospital was designed by a team of physicians, nurses and staff to provide the highest quality patient-centered care.
At Sharp Memorial Hospital, we encourage our patients and their loved ones to be actively involved in the care.

• Care Partners
• Health Information Ambassadors
• GetWell Network
• My Health Record
How can you lead transformation?

SEVEN STEPS TO LEADING THE PATIENT EXPERIENCE
Lead the Patient Experience

IT BEGINS WITH YOU

– Be Authentic
– Be Compassionate
– Be Engaged
– Be Present in Every Moment
Lead the Patient Experience

VISION
Lead the Patient Experience

BECOME AN ARCHITECT

– What would it look like?
– What does it sound like?
– How would it make your patients and families feel?
– What tastes come to mind?
– What are the smells that would surround the environment?
A Personal Art
Lead the Patient Experience

TAKE ACTION

Vision without action is merely a dream. Action without vision just passes time. Vision with action can change the world.

—Joel Barker
Lead the Patient Experience

GET WITH THE GEMBA

Gemba: “the real place” (Japanese translation)

• Patient Visits (rounding)
• Patient Post-Discharge Phone Calls
• Patient and Family Advisory Councils
• HCAHPS Surveys
Lead the Patient Experience

MEASURE WHAT YOU TREASURE

• Keeps track of your progress
• Helps you celebrate success
Lead the Patient Experience

REWARD

AND

RECOGNIZE
HOW DO YOU RESPOND TO THE GREATEST TRANSFORMATION?
Make a Difference

Table Exercise

• Starting today…
  – What will you do to inspire a healthier lifestyle in the lives of others?
  – How can you become more involved to engage patients and families in their care?
“And that is how change happens. One gesture. One person. One moment at a time.”

- Libba Bray