

Bucking The Trend

Real Results In Managed Care Markets

Once upon a time they were the underdog of their healthcare system. Within twelve months they've moved to top dog with enviable business performance statistics, rocketing employee and customer satisfaction, growing market share, and a unified team of 1,000 associates moving in the same direction.

Real-time Rapid Results

"We're a high performance organization, but we weren't always acting that way. Just one year ago we were a well meaning, but unstructured hospital," reports CEO John Schwartz. "The culture was trying to move forward, but had one foot still stuck in the past. Employees were feeling like victims of economic and industry circumstances. Managers lacked accountability and uniformity, and results were variable.

"Now, we have an invigorating culture. Department leaders work as a winning team. There's unity and pride among associates. Management variance is greatly reduced. We're reaching goals that once seemed elusive, measuring better and more meaningful outcomes, and holding people accountable. Where competitors see shrinking market share and profitability, we see rising admissions and revenue. We're bucking the trends in nearly all measurable arenas.

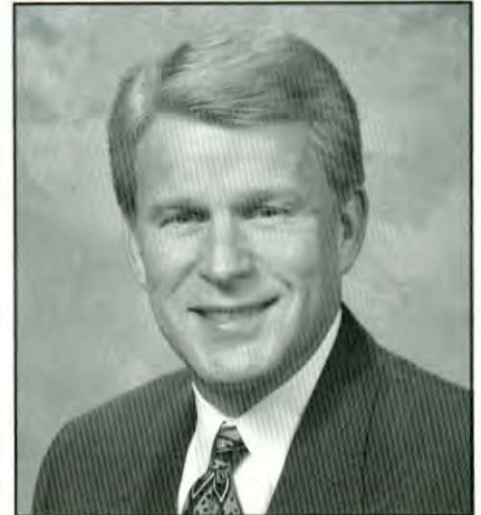
First Year Results

- ♥ Inpatient admissions up 5%
- ♥ Outpatient visits up 4.3%
- ♥ ER visits up 6.2%
- ♥ Net patient revenue up 4%
- ♥ Inpatient LOS down 4%
- ♥ Associate & Customer satisfaction rocketing
- ♥ \$1,250,000 tangible program ROI in 12 months
- ♥ Physician requests for privileges at all time high
- ♥ Market share up & rising
- ♥ FTE's down 3.5%

"Where other hospitals experience sagging employee morale, our people are bubbling with pride, confidence, and innovation," Schwartz states. "They're creating and implementing thousands of ideas to help keep performance high. It sounds euphoric, but it's true. This amount of change requires hard work, but it can also be great fun and very rewarding for leaders and associates.

More Physicians Requesting Staff Privileges

"Initially physicians had a wait-and-see attitude. We had tried so many 'programs of the month' that didn't deliver on expectations. Now, people are seeing hundreds of changes occurring making things



*John Schwartz, Chief Executive
Trinity Hospital, Chicago, IL
Part of Advocate Healthcare*

better for patients, associates, and physicians.

The word is out in the community that great things are happening at Trinity, and we're getting more physicians requesting staff privileges than ever before.

"**The Uncommon Leader** process is the primary contributing factor in our unusual success story. Through this process we integrated equally strong and important principles of high quality, low cost, high customer satisfaction, and best people management into all aspects of our operations while creating a sustainable organization culture that embraces continuous improvement. Leaders and associates have a sense of ownership in the organization they've created. They've learned how to build the business.

CEO Secret

"We tried various approaches and programs for performance improvement prior to undertaking **The Uncommon Leader**. To my colleagues, I advise, 'Don't continue with piecemeal management fads. Follow a systematic process like **The Uncommon Leader** that aggressively integrates associate and customer needs; financial and quality goals; and rapidly generates a culture of pride, achievement, and team. The speed and amount of change that you can achieve through the integrated approach used in **The Uncommon Leader** will literally astound you and your customers.'"

*For More Info Please Visit
www.GoldStandardManagement.org*
