

Maximize the Patient Experience with the Baird Group

The Baird Group is dedicated to helping healthcare organizations transform culture to achieve positive patient experiences. This is accomplished by helping clients first understand the current reality at their organizations and then by closing the gap between that reality and their vision. We take you from start to finish in the patient-experience improvement process, assessing your areas for improvement and offering real solutions.

1. Understand the current reality

A culture assessment reveals underlying behaviors and attitudes contributing to the patient experience. This assessment includes:



- In-depth interviews
- Focus groups with patients, employees, and managers
- Patient-satisfaction data review
- Mystery shopping

Mystery shopping examines the patient experience from various vantage points, including:

- Phone encounters
- Visitor walkthroughs with photo documentation
- Patient visits
- Care partner observers

2. Improve the patient experience

- Leadership development
- Employee engagement
- Service strategies
- Customer-service training

Led by registered nurse Kristin Baird, the Baird Group serves hospitals and medical practices ranging from critical access hospitals to large academic medical centers.

Delivering a great patient experience has never been more important than it is in today's consumer-driven environment. Today's consumers demand quality healthcare on *their* terms. They're savvy, educated, and well connected. Healthcare organizations that succeed in delivering a great experience will build customer loyalty, and earn higher reimbursement in a value-based purchasing environment.

For more information about how to understand and improve your culture, call (866) 686-7672, toll-free.



Transforming culture. Shaping patient experience.