

2022



STRONGER

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THE UNIVERSITY OF
KANSAS HEALTH SYSTEM

Partnering With the C-Suite for Effective Communication

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Learning Objectives

- List three to five interventions that are effective in developing trust with the C-suite.
- Identify three biases/fears that traditionally prevent C-suite interventions and how to overcome them.
- Describe three to five impact goals for your organization based on the outlined interventions.



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About Us-Our Story



THE UNIVERSITY OF KANSAS HOSPITAL

**We believe
patients come first.**



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Lesson 1: Communication is a Team Sport

- What would we say about patients?
- What would we say to our staff?
- How would we manage to keep internal messages inside the organization?
- What would we say to the media?



Lesson 2: Work to Agree on Rules for the Game

- Be transparent/create trust.
- In times of uncertainty, help staff/patients gain some control by giving them knowledge.
- Employees have to feel safe; employees who feel safe will help patients feel safe.
- It's important to connect with one another.
- We have to be leaders.
- We have to stay in our lane.
- What you say inside will travel outside whether you like it or not.

Lesson 3: Have a Process For Calling an “Audible”

- What will be effective with
 - employees?
 - physicians?
 - leaders?
 - media?
 - community?
 - patients?



Another Audible

- The Morning Medical Update helped us communicate with the community and the media

[Open Mics With Dr. Stites ENCORE PRESENTATION: A Deep Dive Into Ivermectin and Paxlovid - YouTube](#)



Lesson 4: Include Your Communications Team Members in Operational Conversations



Lesson 5: Develop Relationships

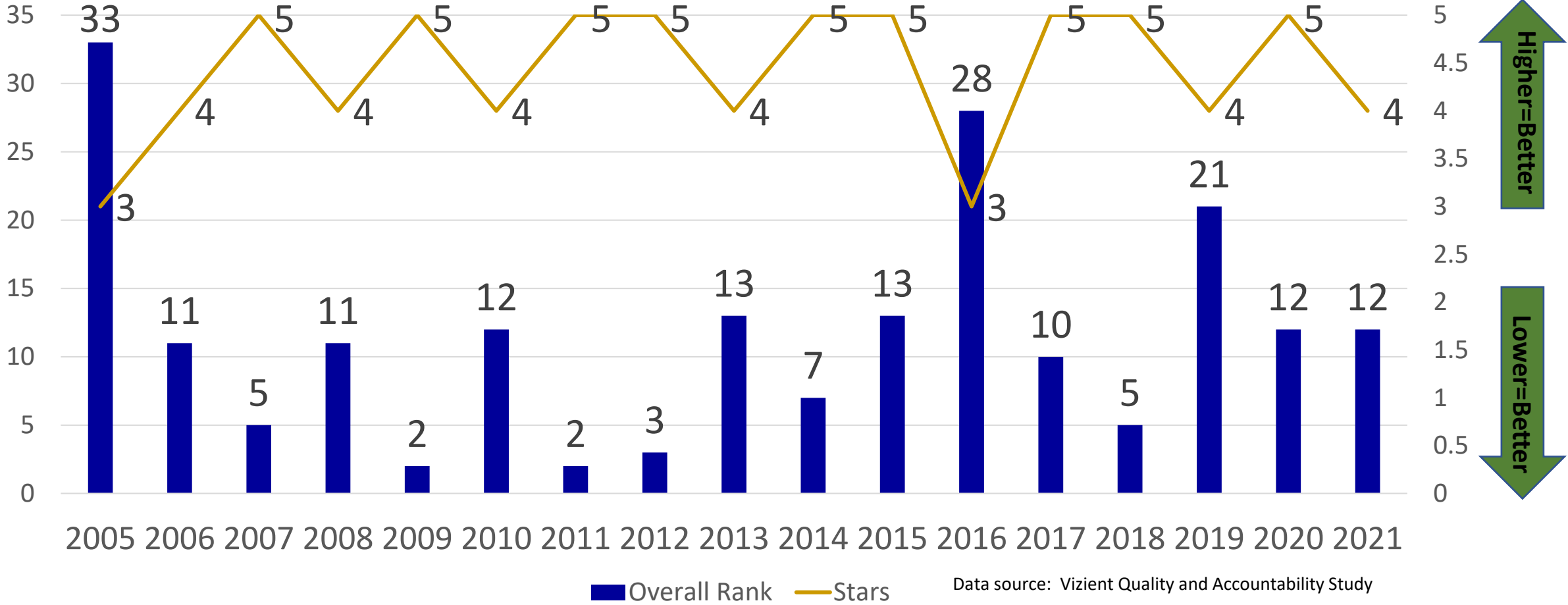


Lesson 6: Think Boldly

- Traditionally, executives want to avoid:
 - Being in the media for the wrong reasons
 - Saying things that will be misinterpreted by internal and external audiences
 - Communicating when there is uncertainty
- Traditionally, communications teams are afraid of:
 - Asking executives for the time they need
 - Demanding the clarity they need to communicate

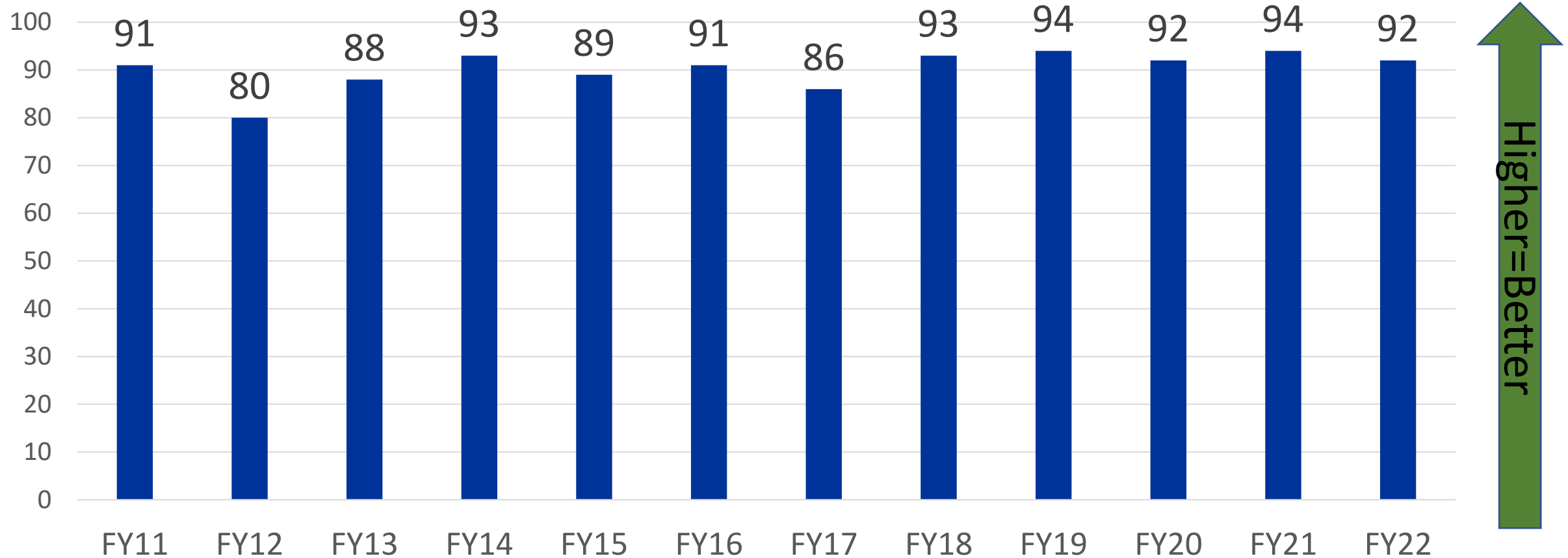


Vizient Q and A Study Performance



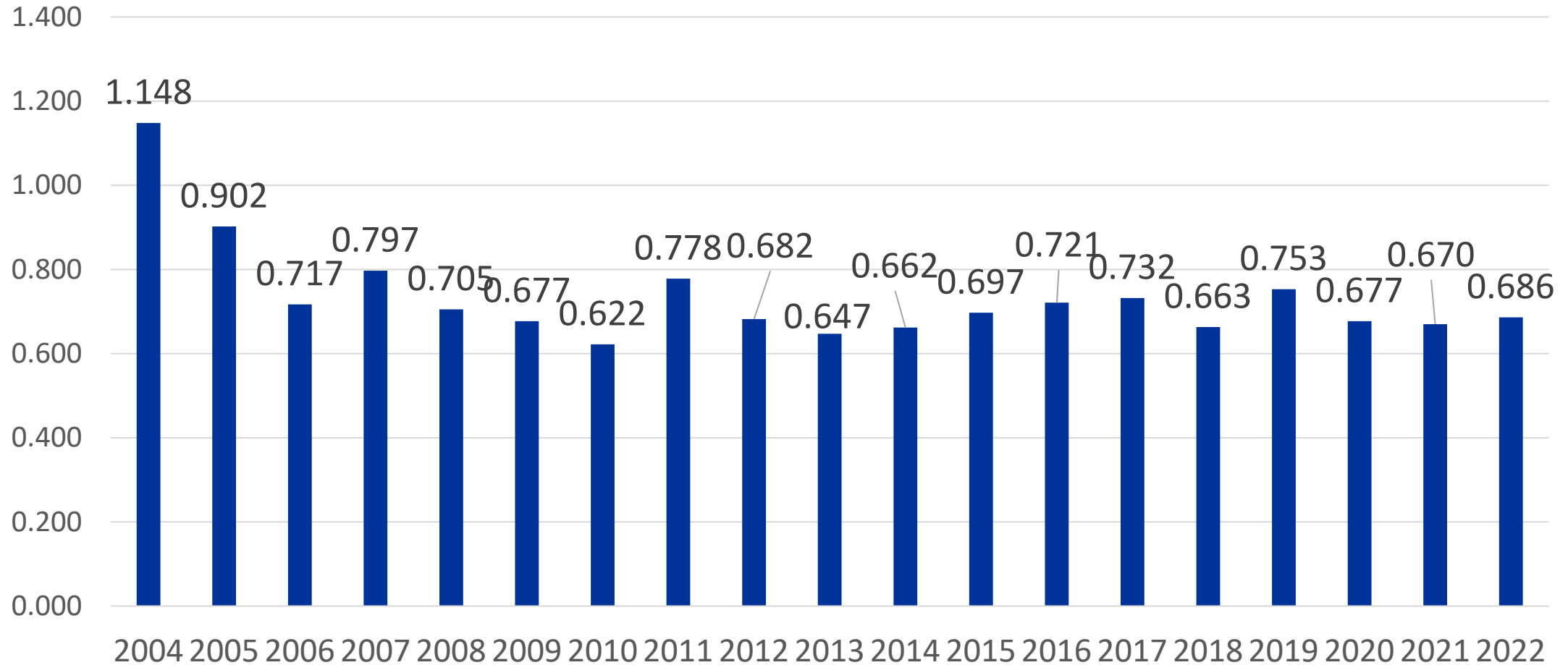
HCAHPS Overall Rating

HCAHPS Overall Rating Percentile Performance*



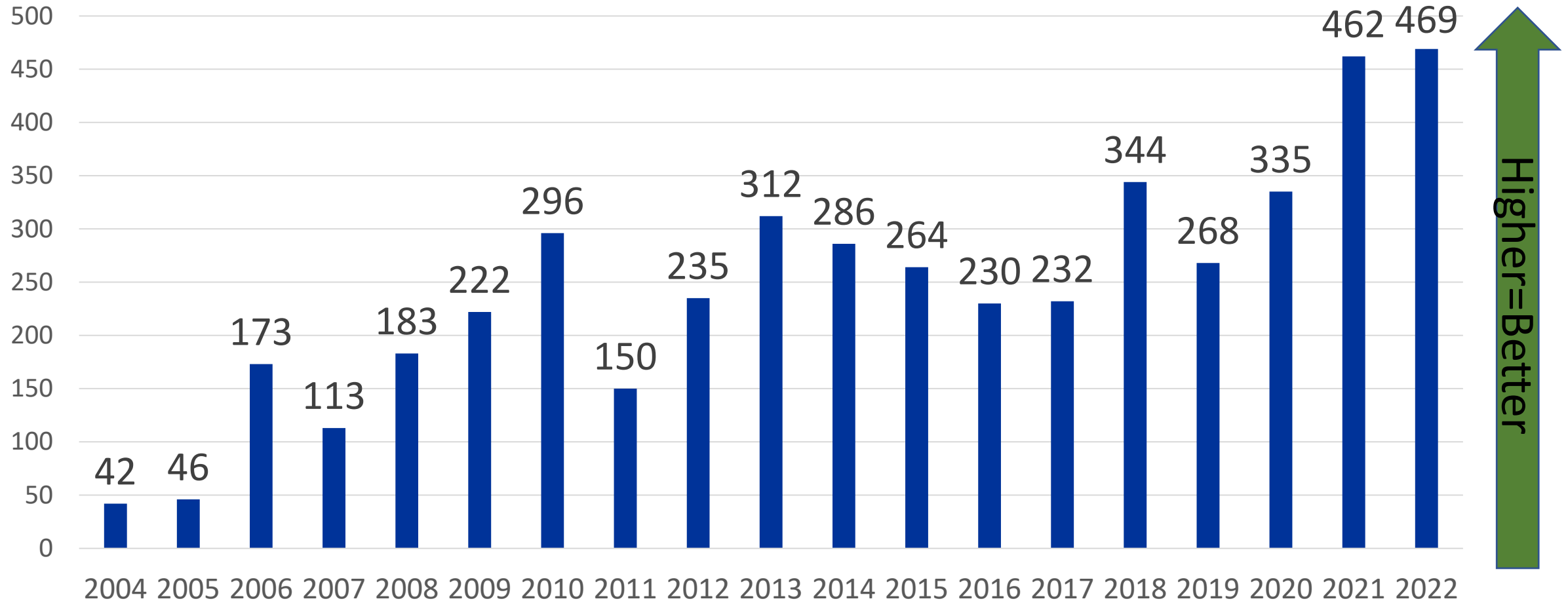
Data source: Press Ganey
*Compared to Press Ganey database

Mortality Index



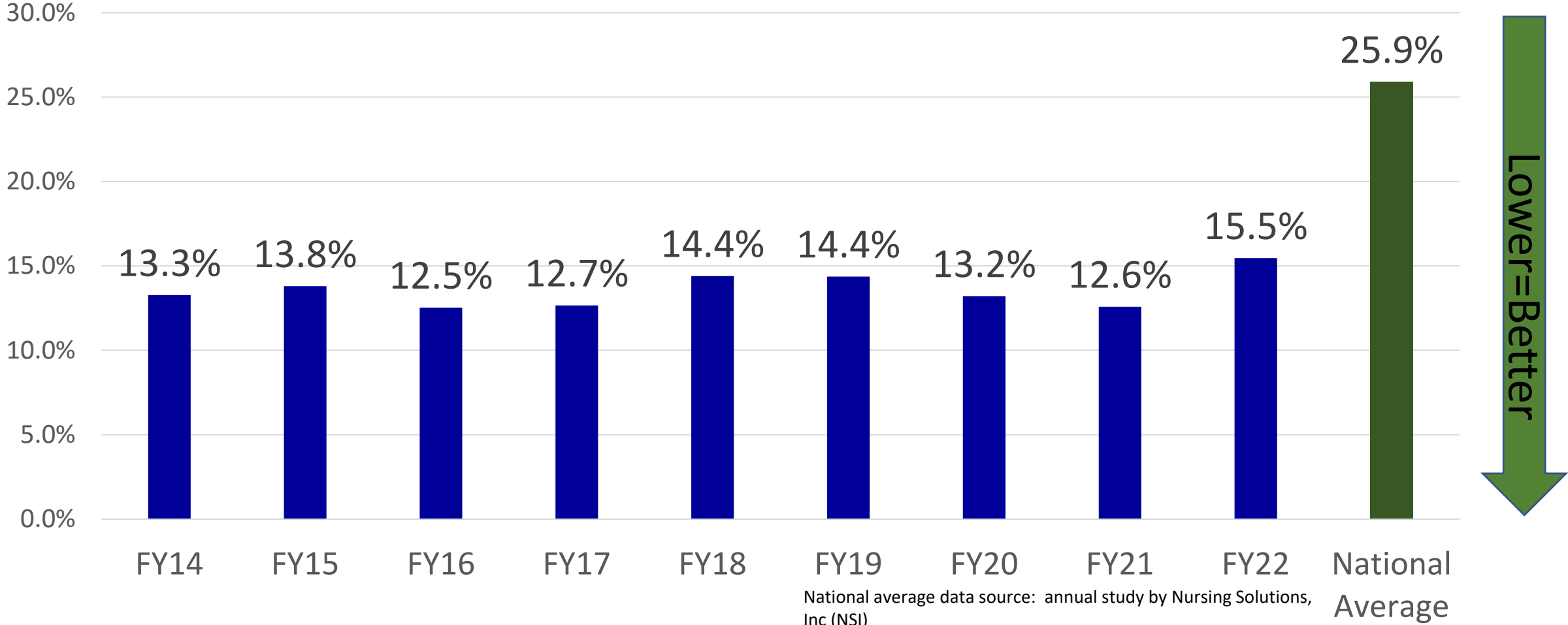
Data source: Vizient Clinical Data Base

Lives Saved

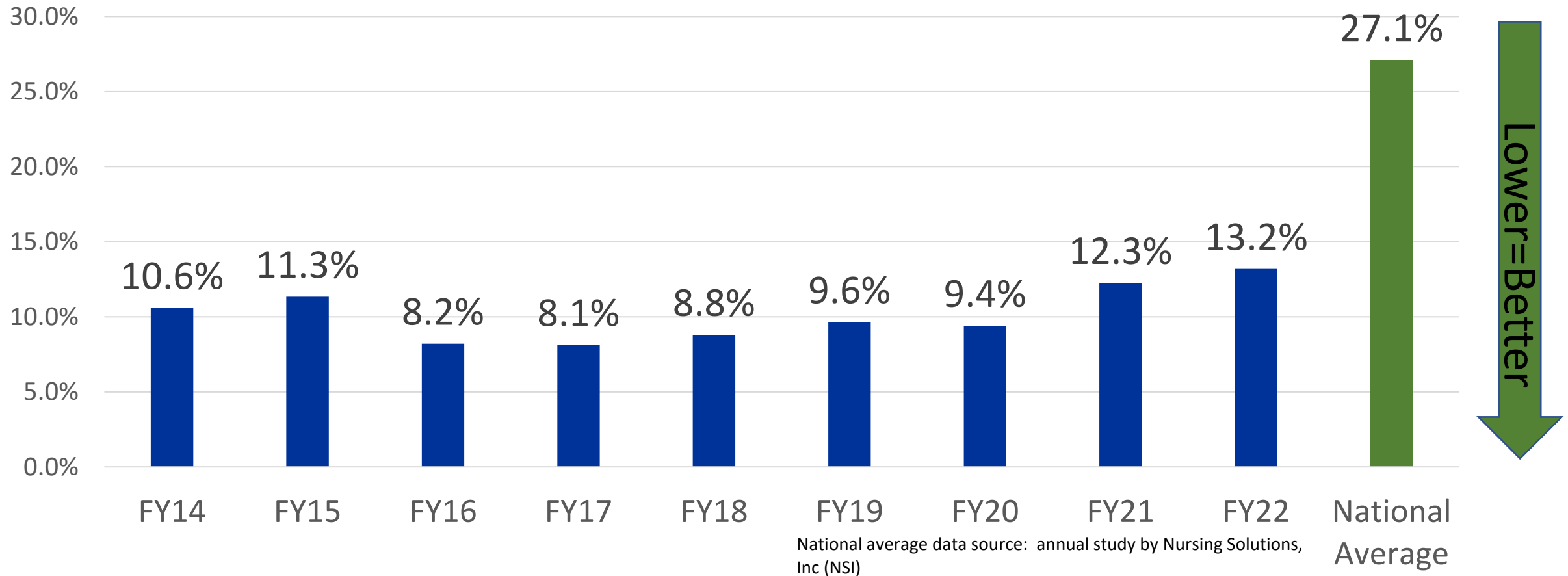


Data source: Vizient Clinical Data Base. Lives saved is the expected number of deaths minus the actual number of deaths.

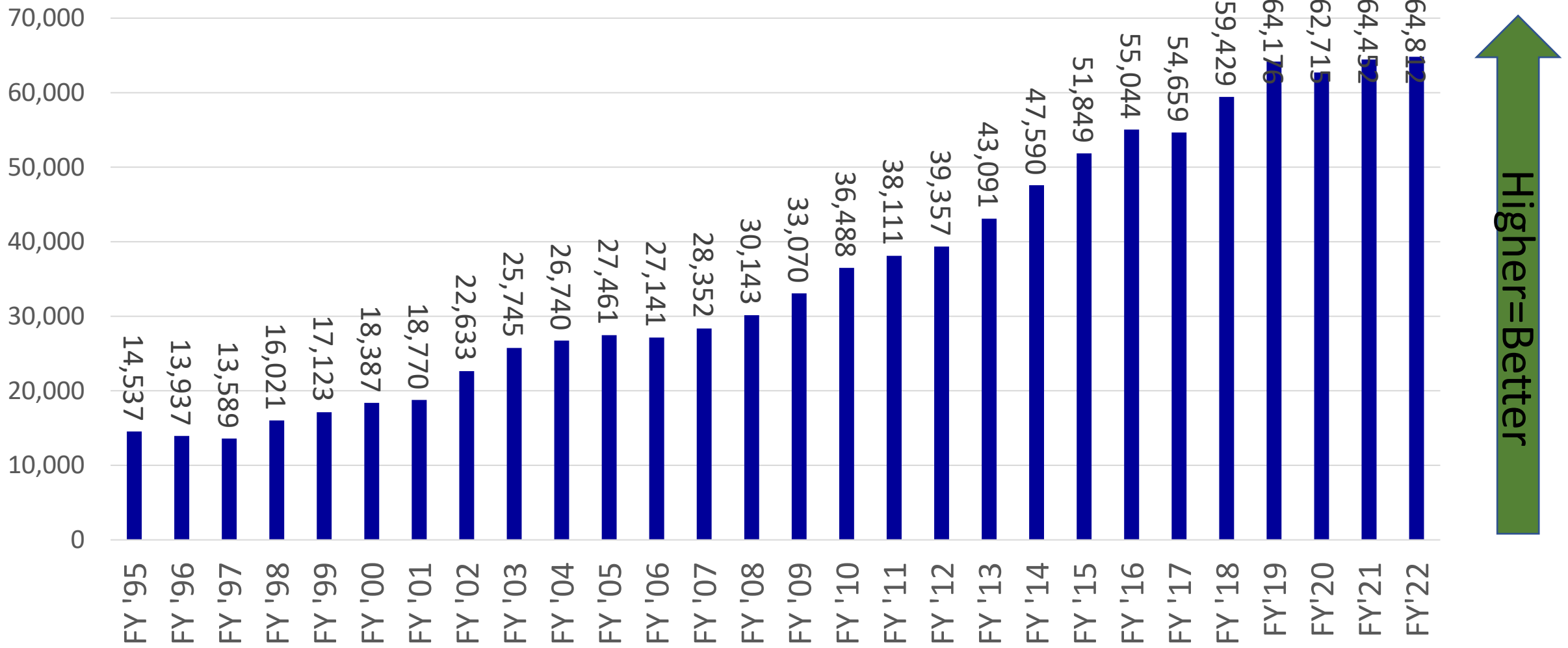
Overall Employee Turnover



Nursing Turnover

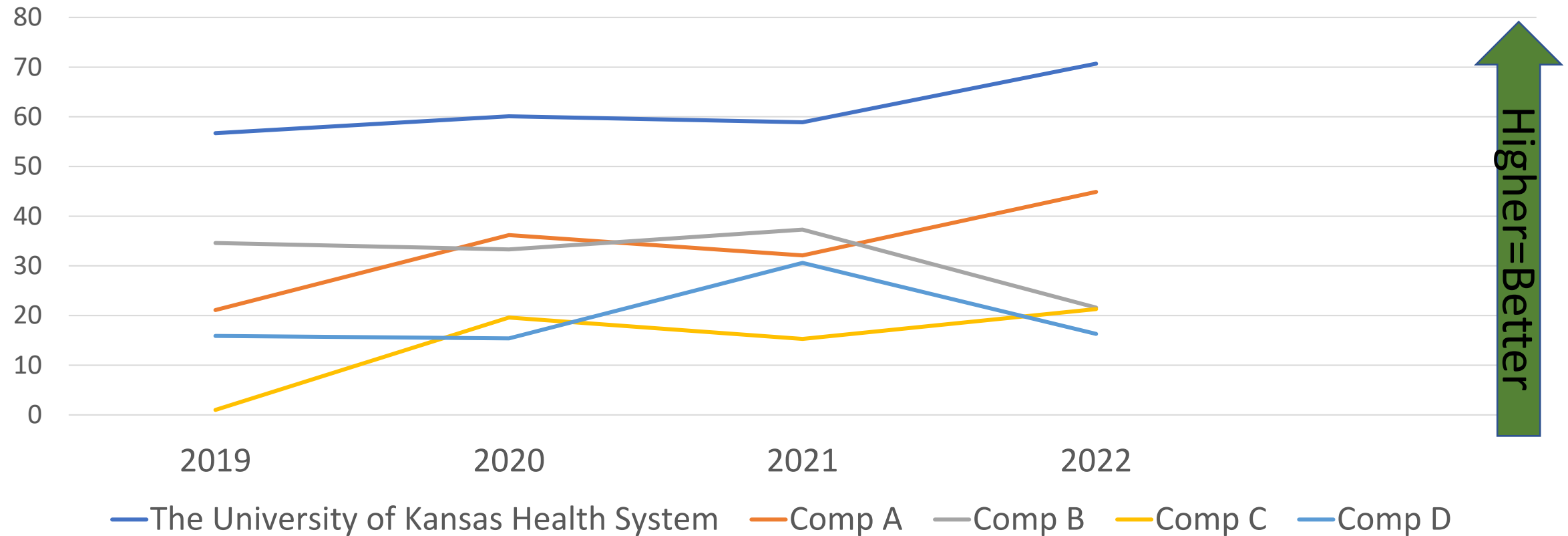


Discharges



Net Promoter Score

How Likely Would You Be to Recommend?



In the Kansas City MO-KS CBSA market within the survey period. The standard error range for a sample $\pm 11.5\%$ at the 95% confidence level

Data source: NRC

Lessons Learned

1. Communication is a team sport-engage!
2. Develop a game plan and rules for play!
3. Make sure you have a process for calling “audibles.”
4. Include communications in operational conversations.
5. Be intentional about developing relationships.
6. Allow yourselves to be a little bold.

Key Takeaways (Or “What Can I Do As Soon As I Get Back to the Office?”)

1. Identify who you need to develop a stronger relationship with – and be intentional about how that relationship develops.
2. Think about your toughest current issue/challenge, and ask yourself “have I thought about how we should communicate about this?”
 - If you haven’t, ask a communications team member into your next meeting.
3. Get bold. Think about a situation where you feel limited, and really be honest with yourself about what’s limiting you.
 - Is it you, limiting you? Is it a fear? Can you discuss it with a colleague? If it’s a communication fear, can you discuss it with a communications team member?

Questions?



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