

HOST CULTURE & THE INTENTIONAL EXPERIENCE

Audra Isaacson, Consumer Experience Strategy Journey Manager
Allina Health

February 4, 2023



1

OBJECTIVES

Upon completion of this lecture, participants should be able to:

1. Understand Host Culture and the impact implementation has on patients, care circle members, and employees.
2. Celebrate the ideas and efforts bringing these principles to life.
3. Bring awareness and momentum to continuing sustainment - leading to system spread.
4. Be curious about your own impact. How can you be intentional with your actions? How do you notice when others are demonstrating Host Culture behaviors?

2

TEAM HOST CULTURE: Consumer Experience Strategy

Core Team

- Audra Isaacson, *Journey Manager*
- Cyndy Cohen, *Sr. Advisor*



2022 Implementation Leads

- Mary Grant, *Journey Manager*
- Sarah Arnold, *Sr. Advisor*



3

The Allina Health Experience¹ delivers **seamless service** that elicits **emotions** our patients tell us² they want to feel with us: being *at ease, valued, understood, and known.*

¹ Experience: the **emotions** elicited by perceptions of individual and collective interactions.
² Allina Health Insights Community May 2022



4

What is Host Culture?

Host Culture creates a feeling of being welcomed and cared about - for our patients, their care circle, and with one another.

It is our recipe for a **unique brand of service** that reflects our values, keeps people first, and nurtures a culture of caring and hospitality.

"I FEEL WELCOMED AND CARED ABOUT"



5

The Host Culture Difference

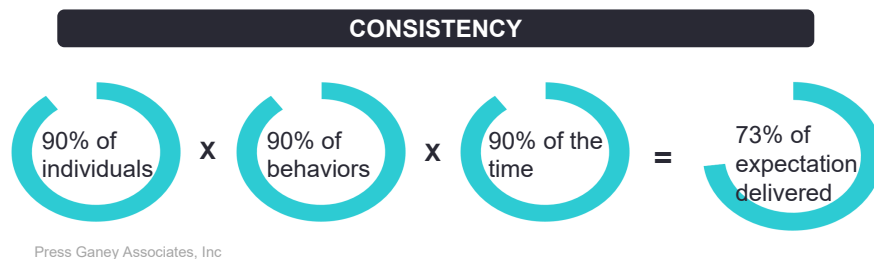
Host Culture is about bringing warmth and intentionality to our interactions & environment in simple, practical ways.

In the ever-changing world we live in, this focus on the human element of the healthcare journey is core to our Allina Health experience that sets us apart.

6

Host Culture at AHCI

“ This training will build upon the exceptional care AHCI is known for and will integrate all of the necessary components to consistently provide the best service and experience at all touchpoints to each of our AHCI customers.” Mike Koroscik, VP Oncology Operation, AHCI



“Success isn’t always about greatness. It’s about consistency. Consistent hard work leads to success. Greatness will come.” Dwayne Johnson

7

Host Culture Foundations

“ I feel welcomed and cared about. ”

All Host Culture Foundations come together seamlessly for a differentiated experience.

HOST CULTURE FOUNDATIONS

WELCOMING ENVIRONMENT	DIGITAL ENABLEMENT	COMFORT RESOURCES	COMMUNICATION TOOLS	SERVICE ESSENTIALS
<ul style="list-style-type: none"> Assess and declutter patient-facing environment to create a more welcoming and stress-free experience (physical, auditory, visual) Adhere to brand standards in signs and overall space 	<ul style="list-style-type: none"> Introduce and support patient use of digital experience tools Reinforce and show appreciation for use of digital tools 	<ul style="list-style-type: none"> Leverage practices/tools that alleviate stress and enhance the comfort of care delivered Connect patients with resources that support their Whole Person Care. 	<ul style="list-style-type: none"> Communicate what’s next in a patient’s encounter Connect and collaborate across care team to ensure a coordinated patient experience 	<ul style="list-style-type: none"> Embed practices and workflows that support a welcoming and connected experience Enhance communication skills demonstrating empathy and compassion
<p>Examples:</p> <ul style="list-style-type: none"> Environmental decluttering Standard use of branded materials Host identifiers 	<p>Examples:</p> <ul style="list-style-type: none"> PatientWisdom Allina Health account eCheck-in 	<p>Examples:</p> <ul style="list-style-type: none"> Blankets Allina Health pain scale Kid activities Comfort Menu 	<p>Examples:</p> <ul style="list-style-type: none"> Patient Passport Wait Time Transparency toolkit Care boards 	<p>Includes:</p> <ul style="list-style-type: none"> Service Essentials training Sustainability resources

These four foundations are tailored tools that support each service line or site’s specific needs.

Service Essentials is the foundation that all staff at Allina Health take part in carrying out.

8



Host Culture Service Essentials


-  **First impressions**
-  **Warm handoffs**
-  **Narrating care**
-  **Wait time transparency**
-  **Active listening with empathy**

9

9

2022 Implementation and Timeline

Week of June 27




Feb-March		Mar. 28-April 15		April 18- May 6		May 9-May 27		May 30-June 17		June 20-June 24		July		Aug- July 2023	
Host Culture Foundations															
Welcoming Environment	Comfort Resources	Communication Tools	Digital Enablement	Service Essentials	Launch Week Planning	Launch Week	Implementation Month	Sustain Program							
Warm Handoffs	First Impressions	Narrating Care	Wait Time Transparency	Active Listening w/ Empathy											
Service Essentials															

Cx-led Functional Leader Foundations Planning Session
(1st week of every 3-week phase)

Leader & Ambassador-led Host Culture in Action Sessions

Host Culture Callout **Ambassador Recruiting and Support**



10

Welcoming Environment



13

What our Patients are saying...

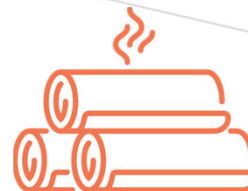
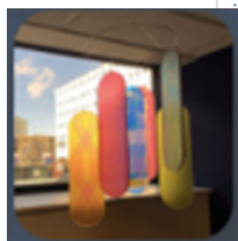
"I have had my mammograms done at the Piper Breast Center for over 10 years. The surrounding[s] are **comforting**, the staff are always gracious and welcoming - all of which [puts] you **at ease**. The technicians are skilled in performing exams and answering questions, and when to expect results."

"Walking into the Piper building is a welcoming experience. Veronica checked me in and she made me feel **cared for** and got the wrist band promptly. Then, on the fourth floor, the breast center check in was quick and also gave me a "cared for" feeling. And the person who did the scan - great. She was **friendly** and made the experience quick."

"Again, I felt welcomed by everyone I dealt with at the center. The clinic was very **clean, warm and inviting**. All the receptionists were great as they knew this was my first mammogram. My tech explained everything brilliantly and I was at **ease and comfortable**. Plus, the visit was on time and a breeze."

14

Comfort Resources



AllinaHealth
Cancer Institute

INFUSION THERAPY

Comfort during your visit today

During your treatment

The infusion center offers a variety of beverages, snacks and comfort items for you at no charge during your treatment.

<p>Beverages*</p> <ul style="list-style-type: none"> • Specialty coffee • Ginger ale, regular diet • Hot chocolate • Hot tea (chamomile, lemon, mint) • Juice, apple, cranberry, grape, orange • Flavored bottled, non-sweetened drinks <p>Snacks & meals**</p> <ul style="list-style-type: none"> • Chips • Cookies • Crackers • Gingerbread house, nut-free • Grapes, kiwi • Hard candy, variety of flavors 	<p>Comfort items</p> <ul style="list-style-type: none"> • Acupuncture • Bed pillows • Spa blanket for covers • Warm blankets • Warm pack on ice pack <p>Bring anything you like to pass the time</p> <ul style="list-style-type: none"> • Coloring books and markers • Games • Origami kits • Playing cards • Crochets 	<p>Integrative therapy services</p> <p>If you are interested in any of the following, please call your nurse for more information.</p> <ul style="list-style-type: none"> • Acupuncture • Massage • Acupuncture • Sound techniques • Guided meditation and imagery • Light massage <p>*For patients requiring treatment, bring items that are clean, safe, and made of acrylic from our kitchen. Please be prepared to be referred to a small fee for your use for a menu.</p>
---	--	---

Recommended meditation and guided imagery apps for relaxation

- **Awake** (meditation and visualization)
- **Calm** (guided for beginners, anxiety, focus)
- **Guided to Heal** (stress relief through creativity)
- **Meditation** (guided for beginners)
- **Insight Timer** (guided meditations)
- **Living Meditations for Cancer** (visual meditation)
- **Living Mind** (for adults and children to grow)

Allina Health is here to help

Take the stress out of your visit today. We have a variety of resources to help you relax and feel more comfortable during your visit.

Counseling Services

Our counselors are here to help you with any concerns you may have about your diagnosis, treatment options, and your prognosis.

Genetic Counseling

Genetic counseling can help you understand your risk of passing on a genetic condition to your children.

Infusion Services

Our infusion center provides a comfortable and safe environment for your treatment. We offer a variety of services to help you feel more at ease during your visit.

Support Groups

Join our support groups to meet other patients and caregivers who are facing similar challenges. You'll find a supportive community and a wealth of information.

Financial Assistance

We offer financial assistance programs to help you manage the cost of your treatment. Contact our financial counselors for more information.

Transportation Services

We offer transportation services to help you get to and from our facility. Contact our transportation coordinators for more information.

Food and Beverage Services

We offer a variety of food and beverage options to help you feel more comfortable during your visit. Contact our food and beverage coordinators for more information.

Other suggested resources

American Cancer Society (cancer.org)
2027 Avenue K - Columbus, GA 31906-3207
1-800-4-A-CANCER (232-2323) or 1-800-273-8889
TTY: 1-800-4-A-CANCER (232-2323) or 1-800-273-8889

Angel Foundation (angel.org)
10000 Wilshire Blvd, Suite 1000, Beverly Hills, CA 90210
1-800-4-A-ANGEL (426-2537) or 1-800-4-A-ANGEL (426-2537)

Cancer Support Community (cancer-support.com)
10000 Wilshire Blvd, Suite 1000, Beverly Hills, CA 90210
1-800-4-A-ANGEL (426-2537) or 1-800-4-A-ANGEL (426-2537)

Living Mind (livingmind.com)
10000 Wilshire Blvd, Suite 1000, Beverly Hills, CA 90210
1-800-4-A-ANGEL (426-2537) or 1-800-4-A-ANGEL (426-2537)

Living Meditations for Cancer (livingmeditations.com)
10000 Wilshire Blvd, Suite 1000, Beverly Hills, CA 90210
1-800-4-A-ANGEL (426-2537) or 1-800-4-A-ANGEL (426-2537)

Living Mind (livingmind.com)
10000 Wilshire Blvd, Suite 1000, Beverly Hills, CA 90210
1-800-4-A-ANGEL (426-2537) or 1-800-4-A-ANGEL (426-2537)

15

What our Patients are saying...

“Every time I visit the Breast Center I welcomed with warmth and compassion. I had my mammogram results within a few hours which for me as a Breast Cancer survivor is so **reassuring**. Thank you.”

“The **cheerful warmth** of the Genetic counselor. Her knowledge and honesty. Her willingness to tackle my earnest questions and concerns.”

16

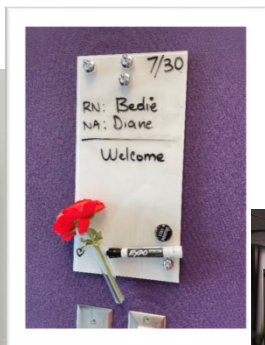
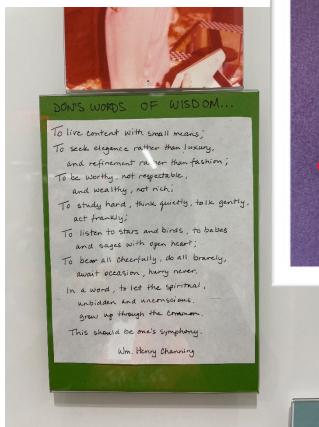
What our Patients are saying...

“They were extremely friendly. They were calm and kind. The staff and volunteer were very nice to be around. They eased my anxiety. I so appreciated how they made me feel... **comforted!** Plus the procedure itself went smoothly.”

“The woman who took my mammogram was extremely personable, professional and explained every part of the processes thoroughly and made sure I was **comfortable** before proceeding. Asked several times if I had questions and genuinely seemed to want to be of any service she could be to make this "unpleasant" experience less unpleasant.”

17

Communication Tools & Digital Enablement




18

What our Patients are saying...

"Respect always shown by **explaining** all steps of procedure for my complete understanding, and making me feel **comfortable**."

"Dr Johnson outlined line item my biopsy results for my husband and gave **anticipatory** guidance re treatment options. Prior to that, Dr Jahammer let me know I most likely had cancer, even before my biopsy. Her **compassionate** approach was amazing and gave me extra time to wrap my head around my diagnosis. I am forever grateful. Megan Surley has been prompt in responding to my questions. I know I am being well **cared for**."

19

What our Patients are saying...

"When scheduling the appointment, I was provided **clear** directions that were very helpful in finding the location. Communication was great throughout the experience."

"Fear is usually based on the unknown when it comes to medical care. I felt I was **informed** of what was happening, what would happen next, and what could happen. This concern for **clarity** kept me calm and able to deal with the results."

20

Our Behaviors have impact.

*"Dr. Johnson went above and beyond my expectations. Not only did she spend as much time with me as I needed, but she was so **comforting**. As I am trying to navigate breast cancer and everything that comes with the diagnosis, it really helps having a surgeon who is **compassionate**."*



"Everyone was so welcoming and kind. When a patient is anxious and most are, it's a **relief** to be guided through by guides with a **friendly and warm attitude**. The Piper Breast Center takes excellent care of their patients!"

"It seems the staff over the years has gotten more and more **caring**. I think that's really important to a patient not only to have caring staff but the atmosphere the **small things mean so much** to a patient. Kindness, a smile, the atmosphere...."



21

What our Teams are saying:

"Making patients feel welcome and informed can totally impact a care dynamic"

"Patients would comment on the different things throughout the clinic. Patients really enjoyed being here as it was different then your typical clinic. Staff also really enjoyed trying out new things that would help better the experience for patients throughout their visit."

"The positive energy it brought to our teams and the slightly different lens that we used to look at pt AND staff experience and how that affects satisfaction and outcomes."

"Seeing patients express that they noticeably could see the difference in the clinic with Host Culture being implemented."

22

Moving Forward: Spread and Iteration

1. **Focus on the basics:** *behavior based.*
2. **Simplify:** *memorable and intuitive.*
3. **Engage:** *organic and positive.*
4. **Build on the momentum of Host Culture work to date.**



23

Moving Forward Continued....



24

THANK YOU.



25

TO CONTACT ME



Audra Isaacson, CX Strategy Journey Manager

Allina Health

audra.isaacson@allina.com

Teams/Email/Call - happy to connect!



26