

Must HavesSM Video Series

IMPROVING BOTTOM-LINE RESULTS

By implementing the Must Haves, health care organizations around the country are seeing better bottom-line results, including increased volume and decreased length of stay, as well as improved clinical outcomes, staff retention and recruitment.

Studer Group developed the Must Haves video series to help organizations “hardwire” these breakthrough practices into their culture. The videos consist of live lectures by Studer Group founder Quint Studer, followed by role-plays to let the participants see each of the Must Haves in action.

The series includes instruction on the following proven practices:

- Healthcare FlywheelSM and Introduction
- Rounding for Outcomes
- Employee Thank You Notes
- Selection and the First 90 Days
- Discharge Phone Calls
- Key Words at Key Times



The video features compelling lectures by Quint Studer, plus role-plays by real staff members demonstrating the Must Haves in action at the Cleveland Clinic Foundation.

A Video Series
Demonstrating Proven
Techniques to Drive Results



“The series came at a perfect time for our use. We’ve found the videos provide a consistent message, are wonderful tools, and reconnect all of our leadership and hospital staff back to their purpose and worthwhile work.”

Michelle Johnston,
Special Projects Coordinator,
St. Alexius Medical Center

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COMPONENTS

The Must Haves Video Series helps organizations sustain the results. To do this, the Must Haves should be “hardwired” in the organization’s culture. Designed to encourage you to think of desired results first, this training resource becomes an effective tool to permanently move the organization rather than just a one-time learning experience. It allows you to:

- Understand the importance of each of the Must Haves
- Visualize with real experiences the Must Haves in practice
- Improve the concept and take it to the next level
- Develop an action plan to apply the Must Haves to your organization
- Introduce the Healthcare FlywheelSM and how it creates momentum for change

EACH MODULE OF THE MUST HAVES VIDEO SERIES INCLUDES VIDEOS (VHS OR DVD) AS WELL AS:

Facilitation Guide (in print and CD format)

Take advantage of this step-by-step resource to train effectively. It seamlessly guides leaders through the process of identifying learning objectives, detailing activities and exercises, facilitating participation discussions and formulating an implementation plan.

Action Grids (50 per module)

Develop a plan to define the next steps, who is responsible for taking them and when, and how to hardwire them into your organization.

Action Grid for Must Have _____
Develop an action plan

Goal:

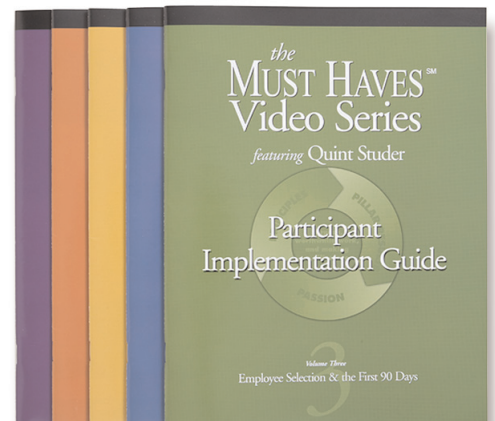
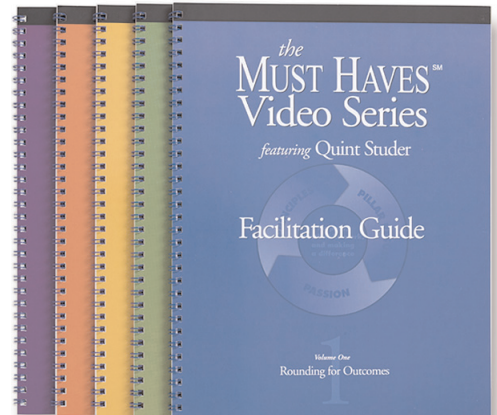
Action	By Whom & When	How to Hardwire / Performance Indicators
1.		
2.		
3.		
4.		

Potential Barriers and How to Overcome:

The Must HavesSM Video Series
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Participant Implementation Guides (50 per module)

Use this invaluable resource for the training itself as well as for implementing the actions identified during the training. The workbook includes feedback discussion sheets and other helpful tools designed to help participants integrate each of the Must Haves into their regular routine.



CONTENT AND PRICING

The Must HavesSM Video Series Library

Position your organization for better bottom-line results with this all-inclusive case bound set providing you the complete 5 video/DVD Must Haves Video Series. The videos are excellent stand-alone programs which can be used together for a comprehensive multi-session training program. Each video/DVD includes an introduction to the Healthcare FlywheelSM and how organizations create momentum for change by engaging the passion of their employees, applying principles and achieving excellent Pillar results.

The complete series provides what you will need to achieve break-through results in your organization. *Price: \$3,950 (Full set, available on VHS or DVD.)*

Use this training resource to help your organization:

- Reconnect leadership with their passion and purpose
- Understand and implement the Must Haves for a Culture of Excellence
- Achieve measurable and sustained results
- Improve patient, employee, and physician satisfaction

THE MUST HAVES VIDEO SERIES LIBRARY MAY ALSO BE PURCHASED AS INDIVIDUAL VIDEOS.

VOLUME ONE: Rounding for Outcomes

Discover the power of rounding to proactively lead your organization to higher levels of performance. After Quint Studer introduces the basics and benefits of the Must Haves of Rounding for Outcomes, you'll view three different vignettes, featuring a Senior Leader, Unit Leader, and Environmental Services Leader rounding and applying the principles with employees, patients, and supporting departments. *Price: \$895 / 55 minutes*

Find out how to use Rounding for Outcomes to:

- Reward and recognize staff for doing a good job
- Learn firsthand what works well and what does not
- Create stronger relationships between management and line staff
- Drive operational excellence
- Provide better care and service to patients

VOLUME TWO: Employee Thank You Notes

Gain new insights into the forceful impact a thank you note can make. In the video, Quint Studer details the advantages of hardwiring thank you notes into your organization, and several employees who have received these notes and recognition testify to their effectiveness. *Price: \$695 / 20 minutes*

Learn how employee thank you notes work hand in hand with the other Must Haves to:

- Build employee loyalty and satisfaction
- Increase retention of employees
- Reinforce desired behavior
- Help employees feel they are performing worthwhile work and making a difference

“By implementing the Must Haves for improved patient, employee and physician satisfaction, health care organizations around the country are seeing improvement to bottom-line results.”

Quint Studer,
CEO and Founder of Studer Group,
Author of *Hardwiring Excellence*

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VOLUME THREE: Selection and the First 90 Days

Increase employee retention and ownership with the strategies presented in this module. The first 90 days of employment are critical for encouraging future communication and providing feedback. Quint Studer's video presentation defines and discusses the peer interviewing process. The four segments that follow model the peer interview process planning meeting, peer interview using behavioral-based interview questions, post-

meeting with the leader, plus a meeting with a new employee 90 days after being hired.

Price: \$895 / 41 minutes

Focus on Selection and the First 90 Days of employment to allow your organization to:

- Empower employees to support the goals of your organization by selecting good staff
- Show respect for employees' experience and skill
- Create a sense of ownership in the organization

VOLUME FOUR: Discharge Phone Calls

Consistently, top-performing organizations implement a process for calling patients within 24-48 hours after discharge. In the video, Quint Studer explains how to use discharge phone calls to demonstrate empathy, improve clinical outcomes, learn about the patient's perception of service, and encourage reward and recognition of staff. The video also includes an example of a nurse making a follow-up phone call to the home of a patient discharged from her floor. *Price: \$695 / 15 minutes*

Introduce Discharge Phone Calls in your organization to:

- Achieve better clinical outcomes
- Elevate perception of care from patients
- Increase opportunity to provide reward and recognition to staff
- Capture process improvement ideas to help optimize clinical outcomes

VOLUME FIVE: Key Words at Key Times

Build positive results by learning to use Key Words at Key Times by saying and doing things to "connect the dots" and help patients, families, and visitors better understand what you are doing and why. In his video lecture, Quint Studer describes this concept and the advantages of using Key Words at all levels of your organization. The four video vignettes demonstrate a variety of scenarios that incorporate Key Words at Key Times, including a departmental staff meeting and common patient and family encounters. *Price: \$895 / 41 minutes*

Use Key Words at Key Times to:

- Build bridges of communication with patients and their families, increasing satisfaction
- Align the behavior of the staff to the needs of the patient
- Provide a consistent experience to patients, families, and visitors
- Reduce rework and improve staff productivity
- Create and harvest "wins" for the staff



A comprehensive training video series that will improve your organization's performance, this valuable resource gives your leaders all the information and training support they need to hardwire these critical Must Haves—Rounding for Outcomes, Employee Thank You Notes, Selection and the First 90 Days, Discharge Phone Calls, and Key Words at Key Times—and position your organization for better bottom line results.

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