



To be Competitive:

We need to know who our patients and prospective patients are!

Who do you think they are?

Demographics: Holly Springs, MS

Characteristic	2016*
Median Age	31.7
Female	50.2%
Total estimated population: 21- 40 years of age	> 41%
Total estimated population: > 65 y/o	9.5 %
Total estimated population > 18 y/o	
Single mom households with children under the age of 18	46.5 %
Median earnings per worker	\$22,798
Mean time traveled to/from work	21.8 minutes
Over 25 y/o with only high school education	38.5 %

*US Census Bureau; American Fact Finder



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Baby Boomer

- Born approximately between 1946 and 1964; Current age > 50.
- Sees work as EXPECTED; Strong work ethic; everyone should pay their dues; loyal.
- Wants more of a democratic work environment; collaboration; group discussions; loves meetings; face-to-face communication.
- Life experiences include: Landing on the moon; advent of television; Vietnam War.
- Views job security and financial security as important; work is tied to value system; loyal; willing to climb ladder; expects promotions and advancement over time.
- Motivated by recognition and black/white financial scenarios.

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Generation X

- Born approximately between 1966 and 1977; Current age >40.
- Sees work as a CHALLENGE.
- Self-reliant; entrepreneurial spirit; doesn't trust the status quo or "establishment".
- Life experiences include: MTV; Nintendo; personal computers (blooming of technology).
- Willing to change jobs for better opportunity; wants real life experiences; concerned about life/work balance.
- Motivated by independence and freedom; want to know real-time options.
- More casual communication style; prefer email.

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Millennials- Gen Y



- Born approximately between 1978 and 1995; Current age = Thirty-something.
- Sees work and decision-making as a MEAN TO AN END.
- Multi-taskers, tenacious; "Prove it"
- Life experiences include: Natural Disaster/World Change; Diversity in society; Mobile Technology.
- Frequent job changes; flexibility and fun.
- Motivated by interaction and participation.
- Concerned about both financial and physical security.
- Prefer email and texts.
- Always connected; techno-savvy.
- Need validation.

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Gen 2020 or Gen Z



- Born after 1995; Current age = Twenties or younger.
- Sometimes considered as Gen Y or Millennial
- Sees work as constantly evolving activity; Intense work style; wants corporate responsibility and volunteer opportunities.
- Looking for stability and structure in an ever-changing world.
- Life experiences include: Global Warming; Economic ↓
- Expects job turn-over and change. Not loyal.
- Motivated by social justice; humanitarian efforts, inclusion.
- Social justice; want to make a difference.
- Face to face collaboration; validation.
- May not work as well with Gen X because of work style.

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To be Competitive:

We need to know what is happening in the healthcare industry overall!



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- Immunizations & health tests
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Come in for immunizations, health tests, flu shots & more. Quality care provided by Board-certified Nurse Practitioners and Physician Assistants.

Walgreens Store #7130
6958 GOODMAN RD
Olive Branch, MS 38654
662-890-5047

Healthcare Clinic Hours*

Fri Apr 6	9AM- 7PM
Sat Apr 7	9:30AM- 5PM
Sun Apr 8	9:30AM- 4:30PM

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Practically In our own backyard!

Olive Branch, Mississippi 38654
Holly Springs, Mississippi 38635

Map data ©2018 Google

29 min (27.5 mi) via US-78 E and I-22

[Directions](#)

Do patients need us more than we need them? Or do we need patients more than they need us?

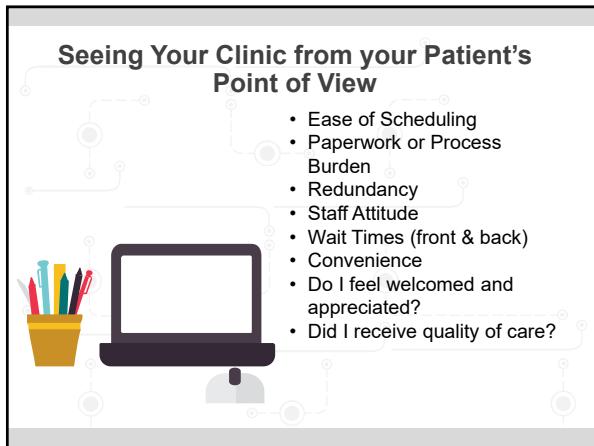


To be Competitive:

We need to be patient-centric when it comes to customer service!

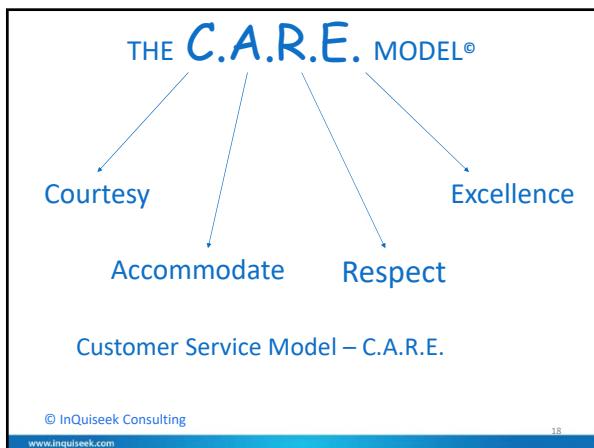
What your patients are really thinking?





To be Competitive:

We need to be excellent!



To be Competitive:

We need happy employees
and a well-functioning team!



A miserable employee goes home at the end of the day frustrated, cynical, and weary and spreads that frustration, cynicism, and weariness to others—spouses, children, friends, strangers on the bus. Even the most emotionally mature, self-aware people cannot help but let work misery leak into the rest of their lives.

Contrasting Leadership Models

Exploitative authoritative Leader

Benevolent authoritative Leader

Consulting Leader

Team-Based Leader

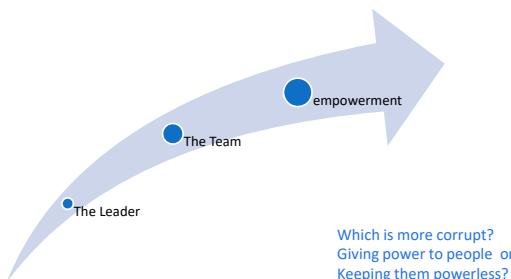
WHY IS TEAM-BASED LEADERSHIP NEEDED?

- ✓ No single person can develop the best solution
- ✓ These changes affect multiple people and/or departments
- ✓ Buy-in will be required of all stakeholders
- ✓ For these changes you will need an empowered staff

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Empowerment – enabling people to make decisions that affect their work



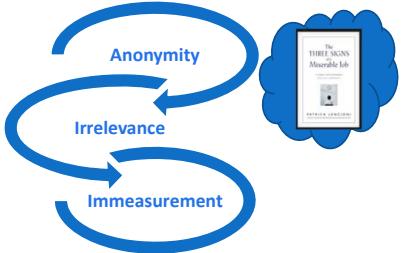
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Three Signs of a Miserable Job



What would your RHC look like w/o these miserable symptoms?...

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Anonymity People cannot be fulfilled in their work if they are not known.	Get to know your people. Take time to sit down with each of them and ask them what's going on in their lives.
Irrelevance Everyone needs to know that their job matters, to someone.	They are not just answering the phone, they are giving people access to vital healthcare!
Immeasurement People need to be able to gauge their own progress and level of contribution for themselves.	How miserable would the ballgame be w/o a scoreboard? People want measurables so that they can obtain a sense of accomplishment.

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Steps to Transforming our clinics:

- To compete with other clinics**
We must have a customer service model
- We have to know who our patients are**
But we first have to change the staff attitudes
- We need to be patient-centric**
CARE model
- We need a transformed RHC culture**
Therefore we must have team-based leadership

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