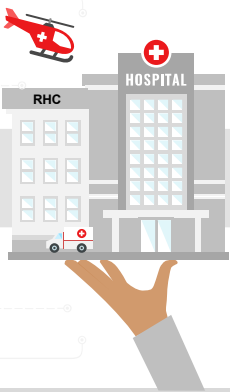




Making Your RHC More  
**Competitive**

MRHA RHC Conference  
April 6, 2018



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To be Competitive:

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

Who do you think they are?

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**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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Who are your patients?

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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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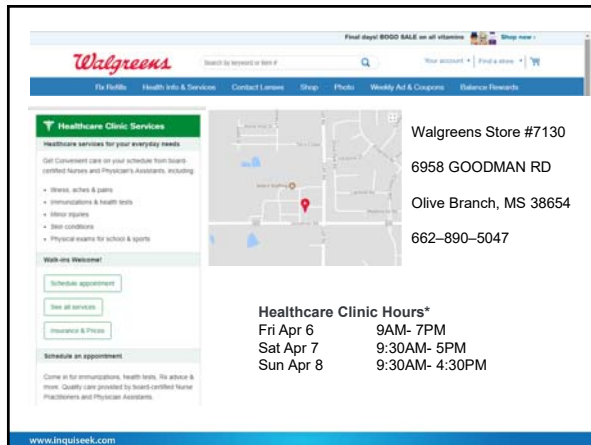
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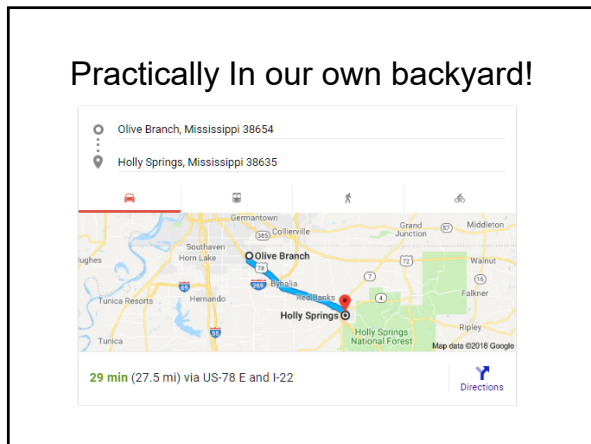
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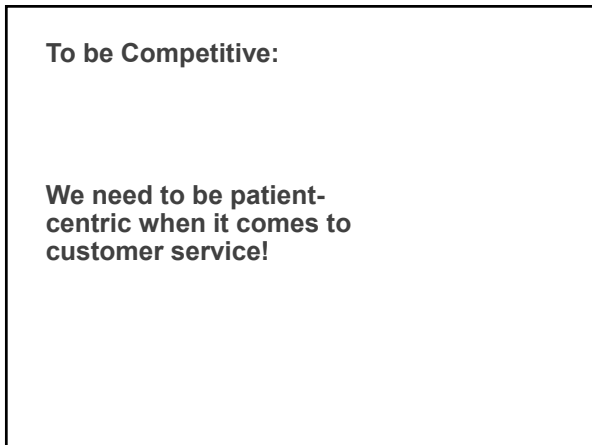
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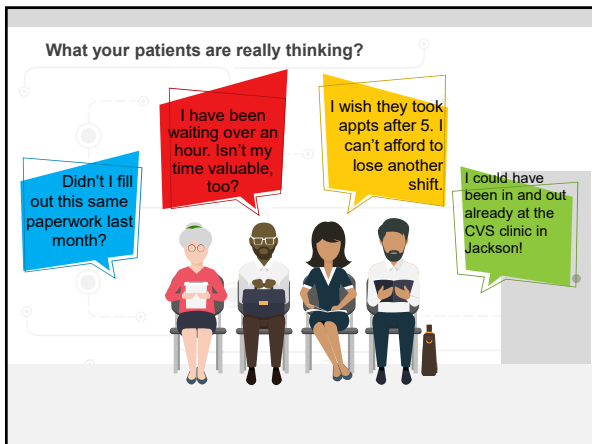
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**Seeing Your Clinic from your Patient's Point of View**



- Ease of Scheduling
- Paperwork or Process Burden
- Redundancy
- Staff Attitude
- Wait Times (front & back)
- Convenience
- Do I feel welcomed and appreciated?
- Did I receive quality of care?

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**To be Competitive:**

**We need to be excellent!**

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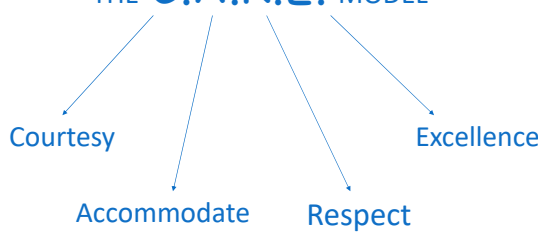
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**THE C.A.R.E. MODEL®**



Courtesy      Accommodate      Respect      Excellence

Customer Service Model – C.A.R.E.

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To be Competitive:

We need happy employees  
and a well-functioning team!

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RENÉE, I'M THE BOSS AROUND HERE ... AND DON'T YOU EVER FORGET IT!

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.

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## Contrasting Leadership Models

Exploitive authoritative Leader

Benevolent authoritative Leader

Consulting Leader

**Team-Based Leader**

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### 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

Which is more corrupt?  
Giving power to people or  
Keeping them powerless?

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Steps of Team-Building from 5 Dysfunctions of a Team by P. Lencioni

Results

Accountability

Commitment

Conflict

Trust

Team-Based Leadership

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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.

**Irrelevance**  
Everyone needs to know that their job matters, to someone.

**Immeasurement**  
People need to be able to gauge their own progress and level of contribution for themselves.

Get to know your people. Take time to sit down with each of them and ask them what's going on in their lives.

They are not just answering the phone, they are giving people access to vital healthcare!

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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