

# Rural Hospital Renaissance

ENGAGE ■ TRANSFORM ■ GROW



Brian Lee, CSP

*“A game changing blueprint for  
a patient driven future.”*

*Pat Schou, Executive Director, Illinois Critical Access Hospital Network*

# Reviews for Rural Hospital Renaissance

*“The patient drive-by, silent but deadly. Excellent information to keep that from happening. The differentiator of a 5 Star hospital is a DNA of empathy, kindness and compassion, an amazing recipe for success in rural hospitals.”*

*Brock Slabach, Senior Vice President  
for Member Services, NRHA - National  
Rural Health Association*

*“If stories of hospital closures, declining life expectancy and lack of access and coverage have got you down, Brian’s book that challenges all of us to rethink and transform culture and experience, could be just what the doctor ordered.”*

*John Henderson, CEO / President  
Texas Organization of Rural &  
Community Hospitals (TORCH)*

*“Brian Lee is able to dive into the core of what builds a quality hospital. In a world that is centered around patient satisfaction and quality controls, this books highlights the major topics that health care executives can target to become a 5 Star health care system.”*

*Ryan Kelly, Executive Director  
Mississippi Rural Health Association*

*“Rural Hospital Renaissance provides practical steps for improving the patient experience, and achieving excellence within a rural hospital.”*

*Alan Morgan, MPA  
Chief Executive Officer  
National Rural Health Association*

*“After reviewing the Rural Hospital Renaissance Draft, I found the information to be key to anyone who may need guidance in making their organization better in so many ways. By empowering the staff and having everyone take ownership in an organization helps morale and the clients being served. Working in public health, it is imperative to be attentive to the needs of others. Some people need guidance within an organization, some may need to be spoken to in a sincere manner and others may need for someone to just listen to them. Regardless, as public servants, we must always be attentive and show compassion to our customers/clients”.*

*Sherry Johnson, MBA, CPM, Bureau Chief,  
Arkansas Office of Rural Health  
and Primary Care Section Chief  
Center for Health Protection*

*“This is what we need now. The key to many things in life including health care is the ability to act with kindness. It is the highest honor to serve the community and through our service we must simply remember to be kind. Rural Hospital Renaissance provides excellent practical solutions to increase a patient focused culture.”*

*Michelle Mills, Chief Executive Officer  
Colorado Rural Health Center The  
State Office of Rural Health*

*“Practical ideas that can be successfully implemented in limited resource environments.”*

*Mary Sheridan, Bureau Chief  
Bureau of Rural Health and Primary Care  
Division of Public Health | Idaho  
Department of Health and Welfare*

*“The value and knowledge expressed in Rural Hospital Renaissance goes right to the heart of why hospitals exist. Sometimes all of us get wrapped up in regulations and the day to day challenges of running hospitals and forget to go back to the core of why we are all here. The tenants outlined in this book are the path to where we all want to be.”*

*Rodney D. Smith M.B.A, FACHE  
Vice President/Administrator  
SIH/Herrin Hospital*

*“An invaluable tool for any rural health care administrator. Brian will take you through step by step what is needed to overcome the many obstacles faced by rural providers and inspire you along with way.”*

*Margaret Vaughn,  
Executive Director  
Illinois Rural Health Association,*

*“If you wonder why you are not taking care of your primary market as they drive elsewhere and want to be a 5 star organization ALWAYS - this is the only book you need. If you want a roadmap to maintaining employee engagement and delivering 5 star care, read this book and then be relentless in implementation.”*

*Ada Bair, CEO  
UnityPoint Health-Memorial Hospital  
Hancock County Senior Services, Illinois*

*“Brian Lee’s book, Rural Hospital Renaissance, is timely and reinforces the concept of front line staff having intentional and positive engagement with patients. Management understanding and demonstrating support to every aspect of patient and family contact will have the best chance of organizational survival. Simply organizing with thoughtful actions the concept of people taking care of family, neighbors, and friends. Hospital staff are constantly on stage and watched while performing every aspect of their training and job. They need to remember that even during difficult and emotional interactions”.*

*Don Kelso  
Executive Director  
Indiana Rural Health Association*

*“Brian Lee has given us invaluable insight into what drives patient loyalty. The patient experience is the only thing that matters.”*

*Harold Courtois, CEO  
Memorial Health System  
Abilene, Kansas*

*“The game changer in this book is that we learned we were playing the wrong game. While well intentioned, we were trying to drive change from the top down. However to achieve a real and lasting change, you must engage and empower front line staff to execute your rural hospital renaissance. Our financial and quality turnaround started once we began utilizing the tools Brian outlines in the book. We had these tools taught to frontline staff by their peers, not our managers. We were able to win (engage, transform, and grow) once we changed games”.*

*Michael Slusher, MHA, FACHE  
Community Chief Executive Officer  
Middlesboro ARH, Kentucky*

*“I find in reading it great information every CEO and manager should understand that is beneficial for any size hospital in the United States. A practical and easy way to implement changes that will impact health care in these changing times. Why not implement these tools? Otherwise, you can expect to be left behind and wondering where did I go wrong. Where did all my patients go and why?”*

*Margaret Brockman, RN, MSN  
Administrator, Office of Rural Health  
Division of Public Health  
Nebraska Office of Rural Health*

*“Patient centric care is a goal every organization should aspire to provide, but getting there requires a road map that everyone can follow. Rural Hospital Renaissance provides the basics to help any organization begin the journey”.*

*Virginia A. Razo  
Chief Executive Officer  
Curry Health Network, Oregon*

*“Brian Lee dives headfirst into the issue of rural hospital transformation in his book Rural Hospital Renaissance by providing easy to implement solutions that speak right to the heart of the matter. His focus on transforming into a 5 Star health care system with the patient experience at the center, provides health care executives with a blueprint for transformation.”*

*Rebecca Jolley, MBA  
Executive Director  
Rural Health Association of Tennessee*

Brian Lee

# Rural Hospital Renaissance

**Achieve a breakthrough in the patient experience to transform the future from decline and survival, to growth and revival.**

[www.savingruralhospitals.com](http://www.savingruralhospitals.com)



Lee, Brian

**Rural Hospital Renaissance**

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I gratefully acknowledge Roger for his contributions, expertise, and commitment. Roger joined Custom Learning System in January 2001 as a speaker and trainer. He brought humor, art and above all, Service Excellence to everything that he touched. Roger Irvin Brugraff July 9, 1941 - July 26, 2019. Thank you Roger, you will be missed.



Roger Burgraff, Ph.D.  
Co-Author



Profile of an author and  
world-class professional speaker



**Brian Lee CSP**  
Healthcare's "Mr. Engagement"

# Brian Lee CSP

Brian Lee is the founder and CEO of Custom Learning Systems Group and the HealthCare Service Excellence Conference.

He has been awarded the prestigious designation CSP (Certified Speaking Professional) by the National Speakers Association.

With headquarters in Calgary, Canada, Brian has lead his team of training professionals for 35 years, focused exclusively on hospitals and health care.

34 of their clients have earned regional and national awards for world-class patient experience, employee and physician engagement.

Brian has personally trained and consulted over 300 Critical Access Hospitals throughout the nation over the past 20 years.

For two consecutive years, the International Customer Service Association rated Brian the #1 Customer Service Speaker in the world.

Brian is the author of 8 books, including "Keep Your Nurses and Healthcare Professionals for Life™" and "Satisfaction Guaranteed™"

He is also the author of the acclaimed HCAHPS Breakthrough Leadership Series™ webinars and the Everyone's a Caregiver™ Micro-Webinar System.

In the past 35 years, he has travelled 5,000,000 miles to speak more than 3,840 times. He's spoken in every state and province in North America, and in 16 countries worldwide.

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# Rural Hospital Renaissance

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BRIAN LEE CSP



## RURAL HOSPITAL RENAISSANCE

# Table of Contents

Introduction	A Blueprint for Success	<b>15</b>
Chapter 1	Two Ways To Grow Market Share	<b>17</b>
Chapter 2	You Have 100% Control	<b>21</b>
Chapter 3	A Renaissance Of Compassionate Care	<b>25</b>
Chapter 4	The “Drive-By” Factor	<b>29</b>
Chapter 5	Six Vital Questions	<b>33</b>
Chapter 6	What Differentiates You?	<b>41</b>
Chapter 7	The Four “ <i>Must-Haves</i> ”	<b>45</b>
Chapter 8	<i>1st Must-Have</i> : Culture	<b>47</b>
Chapter 9	<i>2nd Must-Have</i> : Frontline Engagement	<b>51</b>
Chapter 10	Imperative #1 Education	<b>53</b>
Chapter 11	Imperative #2 Buy-In	<b>57</b>
Chapter 12	Imperative #3 Staff Engagement	<b>61</b>
Chapter 13	Imperative #4 Empowerment	<b>65</b>
Chapter 14	Imperative #5 Ownership	<b>69</b>
Chapter 15	<i>3rd Must-Have</i> : Leadership Engagement	<b>73</b>
Chapter 16	<i>4th Must-Have</i> : Patient Engagement	<b>79</b>
Chapter 17	Conclusion	<b>81</b>

Addendum A	Recommended Reading	<b>85</b>
Addendum B	About Rural Health Care	<b>87</b>
Addendum C	Rural Hospital Renaissance Hospital Assessment Tool “Survival Index”	<b>91</b>
Addendum D	A Study of HCAHPS Best Practices in High Performing Critical Access Hospitals by StratisHealth	<b>103</b>

## INTRODUCTION

# A Blueprint For Success

In Florence, Italy, at the close of the Middle Ages, in the 14th Century, a momentous event occurred. Spreading throughout Europe, a relatively sudden and pervasive renewal of learning and culture took place. This movement is referred to as “The Renaissance.” (“rebirth”). Universities sprang up; art and literature began to flourish. This period spawned such giants as Leonardo da Vinci, Michelangelo, Erasmus, Donatello and Raphael to name a few. The term “Renaissance,” is used today to highlight revitalization or renewal and can be applied to individuals, and institutions or organizations, including hospitals.

A cultural Renaissance in health care is currently taking place. There is a renewed focus on maximizing the patient experience. This renewal is accomplished through empowered frontline engagement led by total management engagement. The magic



consists of building positive connections between patients and frontline staff as well as positive connections between management and staff. It is nothing less than achieving a breakthrough in the patient experience to transfer the future of health care from decline and survival to growth and revival.

My mission for the book is to empower readers as patient relationship experts to implement a blueprint to become a Rural 5 Star Hospital of Choice.

To assist you in that journey, I have included two invaluable tools:

- Addendum C  
A self scoring Rural Hospital Assessment tool that will enable you to complete your very own “Survival Index”, as a valuable benchmark in your journey.
- Addendum D  
A study of HCAHPS Best Practices in High Performing Critical Access Hospitals authored by StratisHealth.

This 100% relevant research provides an extraordinary guide to rural hospital leaders wishing to improve and I extend my enthusiastic gratitude to StratisHealth for their authorship and the permission to reprint.

## CHAPTER 1

# Two Ways To Grow Market Share

There are only two ways to grow your market share:

### **#1 Provide New Services**

### **#2 Word Of Mouth Advertising**

There are obviously many constraints to developing new services. So, it's more useful to turn our attention to "word of mouth." How important are word of mouth recommendations to you?

Have you ever gone to a movie based on a word of mouth recommendation? I often go to movies based on

recommendations from friends. It's the same for books or articles to read. How about selecting a handyman? In the face of no evidence to the contrary, we all tend to follow word of mouth recommendations from family and friends and what we find on the internet. How much more important is this when selecting a hospital or residential facility for yourself or a loved one?

In the world of health care there are at least 16 websites that are available for access by our patients. In other words there are a lot of ways they can check on our service:

- [www.besthospitaladvisor.com](http://www.besthospitaladvisor.com)
- [www.caring.com](http://www.caring.com)
- [www.caredash.com](http://www.caredash.com)
- [www.google.com](http://www.google.com)
- [www.healthgrades.com](http://www.healthgrades.com)
- [www.ratehospitals.com](http://www.ratehospitals.com)
- [www.ratemds.com](http://www.ratemds.com)
- [www.topdocs.com](http://www.topdocs.com)
- [www.wellness.com](http://www.wellness.com)
- [www.vitals.com](http://www.vitals.com)
- [www.webmd.com](http://www.webmd.com)
- [www.yelp.com](http://www.yelp.com)
- [www.yellowpages.com](http://www.yellowpages.com)
- [www.zocdoc.com](http://www.zocdoc.com)
- [www.whynotthebest.org](http://www.whynotthebest.org)
- [www.topdoctors.com](http://www.topdoctors.com)

The ratings from these sites provide transparency of the customer experience in health care institutions for everyone to see. More and more people are consulting these sites to guide their decision making.

Yet, with all of this internet technology available ...

***“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”***

***– Mark Zuckerberg, CEO, Facebook***

In rural areas especially, patients, neighbours, friends, and family offering recommendations is all that matters when selecting a health care institution.

Remember – Advertising will not bring back people who don't like you.

Having placed about one million dollars of advertising in a year, I was once asked how much of it works. I replied, “About half.” I was asked which half and I had to reply that I didn't know. But what I did know is that recommendations from a satisfied customer or patient do work.

***“A brand is no longer what we tell the consumer it is. It is what the consumers tell each other it is.”***

***– Scott Cook, CEO and  
co-founder of Intuit***

Here are some startling numbers: “84% of consumers say they either completely or somewhat trust recommendations from family and friends about patient services.”

And... “88% of people trust online reviews by other consumers as much as they trust recommendations from personal contacts.” ([www.getambassador.com](http://www.getambassador.com))

In these days of social media exposure, your service is fish-bowl transparent. People are beginning to trust what they find online as much or even more than personal recommendations.

What are your patients reading about your hospital?

*“Are your patients and their families telling their story of their experiences the way we hope they will?”*

*Ken Blanchard and Sheldon Bows,  
“Raving Fans”*



***Recommendation:***

Set a personal example to engage and influence everyone to ensure that no patient leaves your institution without experiencing a kind, compassionate experience.

Click button to

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to get your copy of this book

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for more details