Team DO IT Plan

- ☐ 1 Please discuss why knowing your score is important.
- ☐ 2 Make a point of familiarizing yourself with your hospital and your own department's "willingness to recommend" score
- ☐ 3 To personally clarify the importance of referrals in your life, ask and answer the following three questions:
  - What products and services do you like to obtain referrals for?
  - Why do you like to give referrals?
  - When and how would you ask patients for a referral?
- ☐ 4 Conduct the "what do we expect as customers" expectation exercise with your team, using the "Lifetime Patient Loyalty" section as a model
- ☐ 5 Where you can't consistently "meet" expectations, remember the key is to "manage" expectations. For example, 'sounds of care' vs. 'unnecessary noise'
- ☐ 6 As a team, ask and answer "The Mother Test"
- ☐ 7 Agree upon a process of coaching caregivers who don't meet the expectations of "The Mother Test"
- ☐ 8 Be sure to share patient verbatim comments that are relevant to your department's service line at ongoing staff meetings
- ☐ 9 On a rotating basis, invite staff to take turns reading the verbatim comments out loud in the tone of voice intended
- ☐ 10 Schedule a patient Reality Check Visit by inviting previous patients and/or family members to attend a meeting and share their feelings about their experience and to answer questions
- ☐ 11 If as a team you have decided to proceed with the Community First concept, begin by appointing a six-person steering team to develop a draft Community First charter and first year plan of Action. Hold a founding meeting as soon as your Executive team approves the recommendations
- ☐ 12 Request a copy of the webinar's Community First Charter on your evaluation form