



ASSESSING CULTURE IN HEALTH CARE

Striving for Service Excellence

Is your organization getting stuck when trying to improve patient satisfaction and create a culture focused on service excellence? Maybe there are underlying elements of the culture that you are missing.

At Baird Consulting, we specialize in training and development around service excellence. Our skilled consultants will help you to evaluate and understand your roadblocks and find solutions for achieving your goals. Together, we will take a closer look through:

- Employee focus groups
- In-depth interviews with key stakeholders
- Manager focus groups
- Mystery shopping – visitor, patient, and phone calls
- Review and analysis of data

The Baird Advantage in Health Care Culture Assessments

The Baird approach to conducting culture assessments offers the distinct advantage of a company that works solely in health care and is dedicated to improving the patient experience. Owned and operated by a registered nurse and experienced marketer with over 30 years of health care experience, Baird deliverables include:

- Thorough research.
- Comprehensive report.
- Core recommendations and critical next steps.

After completing the culture assessment, you can expect to receive detailed information about your culture including actionable data, a series of strategic and tactical ideas to affect incremental change, and a roadmap for immediate improvement.

For more information about how to better understand and improve your culture, call **866-686-7672** toll-free today.