

Building Engagement by Letting Employees and Customers Tell Their Story

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Patient Letters



More than
35,000
Employees

More than
5,800
Affiliated
Physicians

\$6.8 Billion
In Total Net
Operating
Revenue

Celebrating One Year

\$9 Billion
In Total Assets

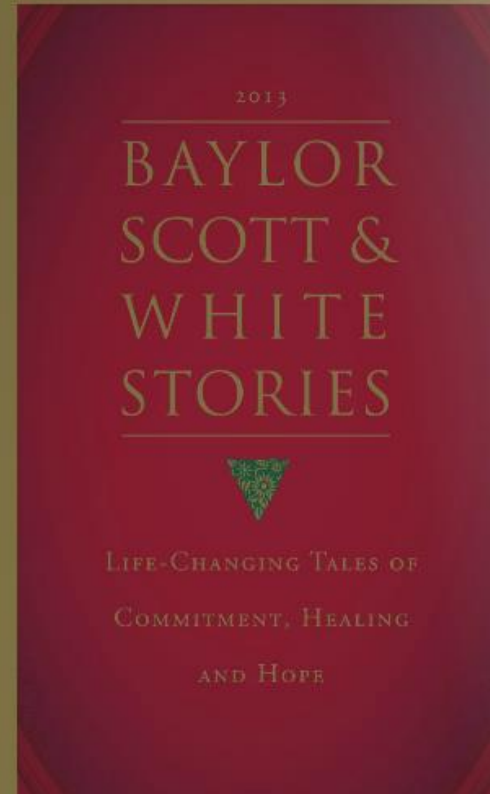
More than
800
Patient
Care
Sites

5,253
Licensed Beds

5.3 Million
Patient
Encounters
Annually

46
Hospitals

\$861 Million
In Community Benefit



Why Stories?

They're in our DNA

You Remember Them

Inspiration Drives Engagement

Why it Matters

Only 44% of the U.S. hospital workforce is ‘highly engaged’

Towers Watson - 2012 Global Workforce Survey

Why it Matters

43% of disengaged employees consider other employment options

17% of highly engaged employees consider working elsewhere

Operating margins were 3X higher when employees were ‘sustainably engaged’

Towers Watson - 2012 Global Workforce Survey

“Employees who derive meaning and significance from their work were more than three times as likely to stay with their organizations — the highest single impact of any variable in our survey. These employees also reported 1.7 times higher job satisfaction and they were 1.4 times more engaged at work.”

The Energy Project “Energy Audit” 2013

Employee Feedback

Love these reminders of why I love working for Baylor.

This is what it is all about, our patients, our community.

What a great feeling, goose bumps! Way to go team!

And that is why I am so proud to be a part of Baylor!

I wanted to write to you to share what I experienced as a patient in your hospital...



Story-Driven Videos and Blogs

60% more page views

70% more comments

Yes, it can work on
seemingly dull stuff too...

Lean

Process Improvement

The “Aha” Moment:
**Baylor Fort Worth
Lost Charges–*Found***

Finding Engaging Stories

There's a story behind every initiative or strategy

Who 'lives' your message?

Who is already telling interesting stories?

Don't Be Afraid to Borrow

October
14

Have You Hugged Your ER Nurse Today?



A few years ago I packed up my trauma shears, Kelly clamps and community acquired antibodies to leave ER Nursing behind me. The separation was quick and clean and one of the toughest career decisions that I have ever made but knew it was healthiest for me to quit while I was still on top of my game and while I remained patient, competent and caring.

To me, the intrinsic beauty of ER Nursing was in the capacity to choose to be someone's hero every day but believe me when I say that ER Nursing can taint even the most well-intentioned amongst us... if you let it. So there you have it. A love/hate relationship if ever there was one.

During my twenty-plus years in ER Nursing I recall the token tote bags and such - gifts of appreciation from our nurse managers during Emergency Nurses Week and although I was thankful for the gesture, I couldn't help but think that Emergency Nurses Week always fell a little flat. Why? I think I get it now. How do you thank someone for...

- Allowing themselves to be exposed to unknown hosts of viruses, bacteria, air-borne and blood-borne pathogens on a daily basis?
- Caring enough to incorporate extraordinary measures - just to make sure a patient can get a ride home?
- Working for hours without so much as a drink of water?
- Bathing a homeless person - just because they needed it – all the while hoping they're adequately protected from the transmission of scabies and/or lice?
- Participating in an attempt to resuscitate a child, then being tolerant of angry tirades from patients and/or their family

Make a Campaign Personal

October
09

My Lifetime United Way Benefit

My story of having benefitted by a United Way agency is pretty old, but so deeply impacted my life that I feel it is still a great testimony of what a United Way agency can do. I shared my story with my fellow co-workers at MEDCO Construction some years ago during MEDCO's annual campaign kick-off meeting.



I was a stay-at-home mom, working a part-time job earning \$4.50 per hour when I found myself suddenly single. I was going to have to enter the full-time workforce and my 5-year-old daughter was going to need day care. Day care costs were going to consume much of my salary and I really didn't know how I was going to make ends meet.

I heard that the local YMCA in my neighborhood provided day care, so I contacted them, not knowing that they were a United Way Agency. Through United Way, they were able to provide excellent day care for my daughter at a fraction of the cost of standard day care. She was loved and cared for and enjoyed her time there. I was able to make ends meet and not stress so much about our financial situation or worry about the care she was receiving.

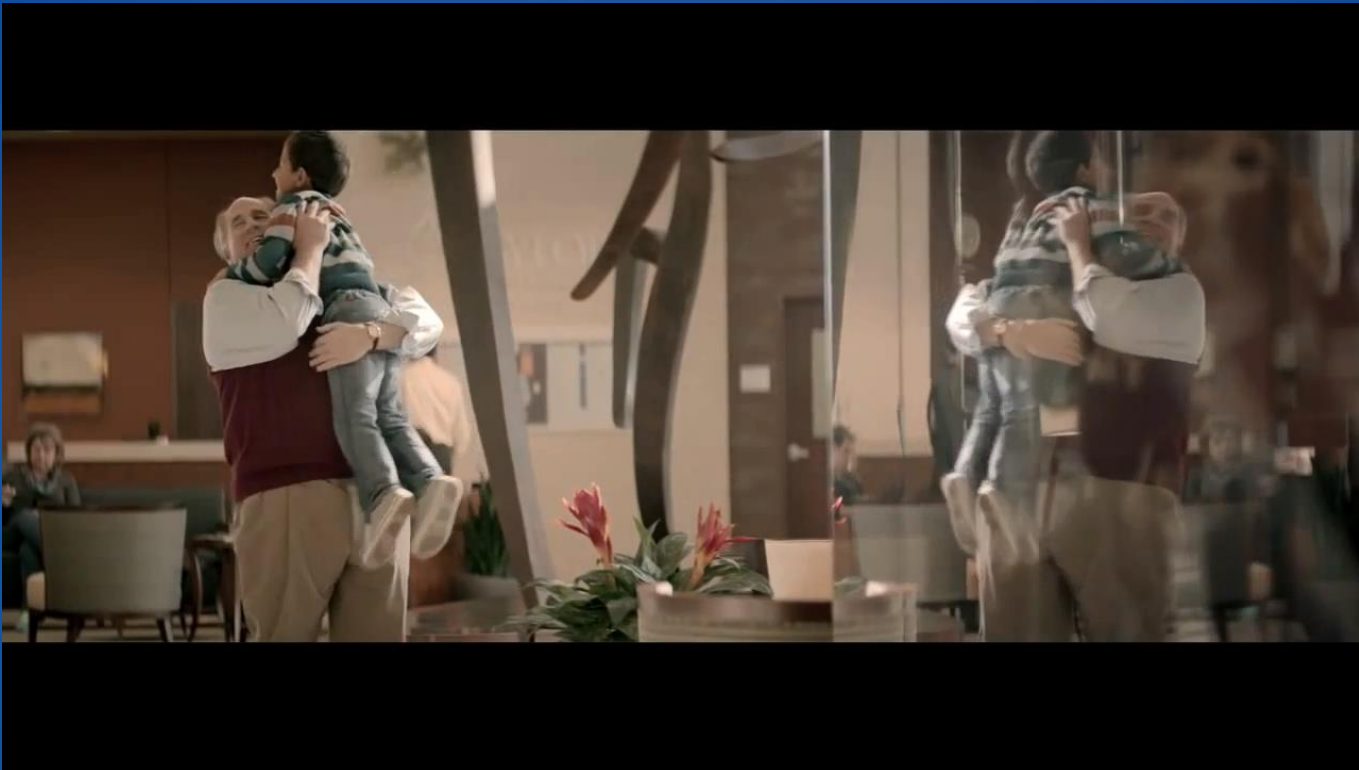
United Way and the YMCA allowed me an opportunity to have excellent day care where my child was safe, nurtured and taught. The caregivers there played a role in her becoming the lovely woman she is today. Lowered day care costs allowed me to eventually be able to save money, which grew into a college fund for my daughter (she has received her PhD and is a Licensed Specialty School Psychologist with a minor in School Neuropsychology).

I am eternally grateful for the lifetime benefit that United Way and the YMCA provided for us.



Connect Cultures

**One Name. One Team.
Many Patient Letters.**



“The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions.”

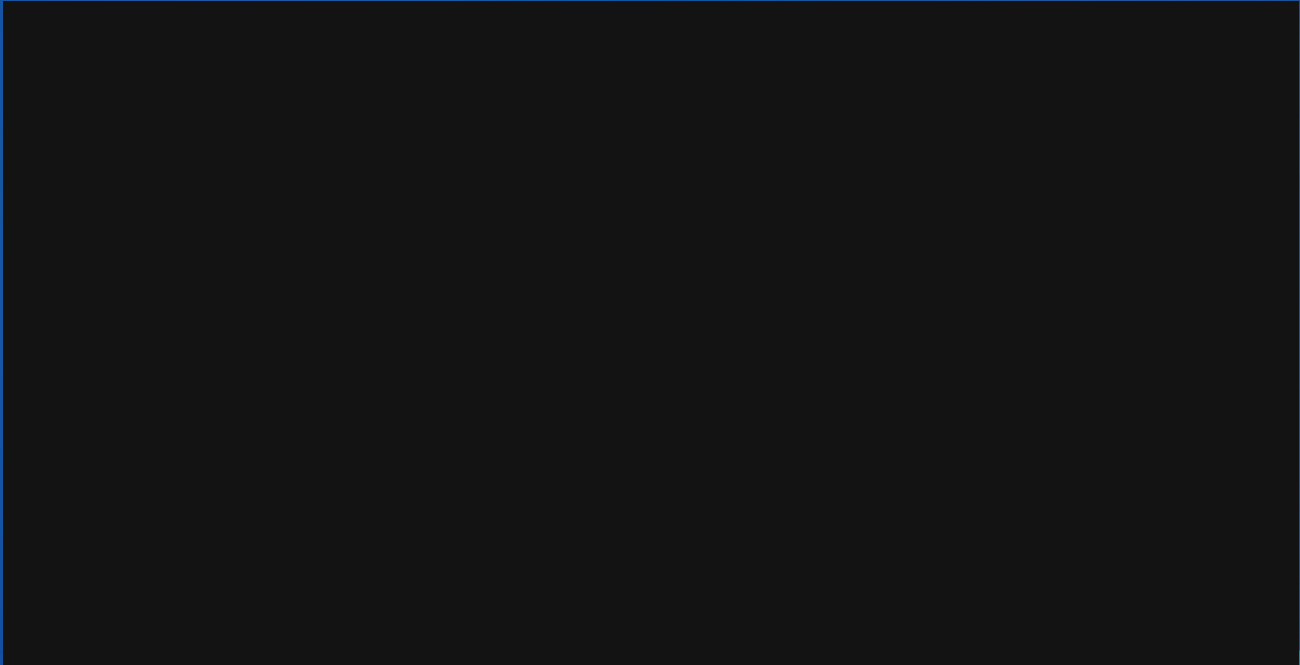
~ Michael Margolis

More Info?

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Bonus Material:

Heart Transplant Live on Twitter



Video Tips

Essential: Camera (no smartphones),
Tripod, 2 Lights, Headphones, Mic

Shoot On Location

Keep It Legal – Get Permission

Video Tips

Have A Conversation

Be Open to the Story Changing

Change Angles and Zoom

Use Text for Emphasis