



Client Case Study

2001-2007

NATIONAL REHABILITATION HOSPITAL

WASHINGTON, DC



Had we, as an institution, never found Jake Poore and his associates, we would not have prospered as we have. Our New Value Framework has brought out an environment that now produces significant collaboration, satisfaction and long-term loyalty.
Edward Eckenhoff,
President and CEO



“Employee Satisfaction at [this facility] substantially improved in just six months after consulting application. However, long-term results were sustained over a two-year period.”
Edward Eckenhoff

One Hospital’s Remarkable Results

Overview

How we worked together:

Designed *New Value* culture

Communicated and trained new culture

Redesign of NEO

Set up Ambassador Program and trained ambassadors

Pre-employment process

Created corporate university

Outcomes:

Employee satisfaction with management increased 52% to 72%

40% reduction in turnover

Patient satisfaction increased to 98%

\$300,000 investment resulted in \$4 million return

Objective

National Rehabilitation Hospital (NRH) has been ranked one of the top ten hospitals for medical rehabilitation in the nation by U.S. News & World Report. They specialize in treating patients with physical disabilities caused by neurological and orthopedic conditions such as multiple sclerosis, arthritis, amputation, spinal cord injuries, and others.

NRH executives did a retreat at The Walt Disney Company, where they benchmarked the key elements to great service.

National Rehabilitation Hospital then brought Jake Poore and ILS onboard to help them apply what they learned-- design a world-class service culture specific to their unique organization and then to communicate it, train it, and hardwire it.

Solution

NRH has just completed its 7th year working with the ILS team. ILS conducted an Executive Retreat that successfully aligned all vice presidents toward the same goal: to differentiate services by leveraging employees, thus creating “New Value.” ILS then trained all 1200 of NRH’s leaders, employees, and physicians through the many phases of the “New Value.”

ILS also shopped and redesigned NRH’s new hire orientation program, assisted in creating a video for the employee applicants, helped create the first NRH corporate university, created a front-level line Service Ambassador program, and trained the Ambassadors in rolling out the service excellence culture to all fellow team members. Further, ILS helped NRH integrate their service excellence culture into reward and recognition and appraisal processes.

Results

As result of the collaboration with Integrated Loyalty Systems, National Rehabilitation Hospital has enjoyed significant, positive changes in both employee and customer satisfaction.

Employee trust in senior management rose from 39% to 59%, and 92% of employees “know what is expected of them to perform their job successfully.” At one facility, employees voluntarily decertified their workers’ union stating, “*When management listens to you, you don’t need a union to represent you.*”

Patient satisfaction at the hospital equally improved after this cultural transformation. In-patient satisfaction scores increased 93% to 96%, and those who would “recommend hospital to a friend or family” rose from 66% to 84%.

Overall, NRH’s return on investment significantly improved in just 2 years.

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