



JERRY EDMONSON

Vice President, Integrated Loyalty Systems

Plain and simple, I believe in the power of compassionate healing.

Unlike many who enter healthcare due to a negative experience, I am drawn to healthcare because I have had so many positive healthcare experiences. From the time I was a small child, I learned to trust doctors, nurses or hospitals. My parents were not wealthy, but they took us to an outstanding pediatrician and pediatric dentist who communicated honestly, directly and compassionately to us and our family. As a result, I have always viewed healthcare professionals as caring healers, people you can trust with your most precious asset...your life.

Even facing his death from cancer before he turned 60, my father and our family received impeccable care from the hospice team. They told us he would have a period before he passed where he would appear to rebound. His energy level and lucidity would temporarily improve; and although this would not last, they encouraged us to make the most of the time. Just as they described, this period happened to coincide with my father's birthday and a week after my second nephew was born. Nearly 30 close friends and relatives showed up. His hospice room was obviously not that large so the hospice staff cleared out their own break room and wheeled my father's bed down the hall so he could celebrate his last birthday for several hours with the people who loved him the most. You could see how much it meant him. The photos we have of that day, including the only photo with my father, my nephews and I together, remain a cherished memory. And if that was not enough, they asked my sister to bring my 4-year-old nephew back a few weeks later to check on his emotional state, since his universe revolved around his grandpa. When my sister returned, the psychologist said he had a healthy understanding that his "Pa was in heaven now." We will never forget what that hospice team did for our family, and I sing the praises of hospice caregivers to anyone who will listen.

Facing a potential tragedy less than a year later, my mom had a brain aneurysm. She had an excellent neurologist, but her amazing neurological ICU nursing team ultimately changed and saved her life. One nurse in particular had an incredible sense of humor and rapport with our mom. Having told us we would have a completely normal conversation with our mom, but she would not remember anything during the three weeks after brain surgery, this amazing nurse convinced our mom she had quit smoking years ago. To see my mom's surprised face that she had quit





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smoking was priceless! This nurse literally had us laughing tears, which was so therapeutic for us. We looked forward to her making her rounds. She always made time for us when we would show up with questions or concerns at the nurses' station. Looking back, she was super-efficient with her care and answers, but we never once felt like she was rushing, or felt we were inconveniencing her. Since my mom was not on dietary restrictions, she encouraged us to bring our mom's favorite foods to help her memory recall. You could tell my mom appreciated eating her favorite foods. Thankfully, my mom made a full recovery, and she has never smoke again, thanks to the thoughtful care of her nursing team. Even after my mom transferred from ICU, the ICU nurse told the nurses to tell my mom she quit smoking.

I've had my own countless positive experiences with outstanding physicians, dentists, nurses and healthcare staffs. From a colonoscopy to outpatient surgery, from chiropractic care to podiatric care, I appreciate the quality and friendliness of care I have experienced from these medical and dental care professionals, and their staffs. I actually look forward to visiting these caregivers, and co-guardians of my health.

Everyone deserves to receive the quality of care and compassion I have experienced. Integrated Loyalty Systems focuses on rekindling the passion within healthcare professionals by enabling them, and their leaders, with the knowledge and tools to provide the outstanding level of compassionate patient care they always knew they could provide. It is an honor as a marketing professional to find healthcare organizations that are willing to transform their culture and their level of care to enhance their patients' and employee's lives.

