

case studies



Achieving Goals Together

How collaboration works for Ascension and TouchPoint

When TouchPoint regional leadership was approached to serve as a resource on Seton's new committee, they had no doubt that the outcome of this opportunity would be collaboration at its best.

Supporting Studer

With a mission to improve the patient experience for the entire

Seton family of hospitals in the Austin, Texas area, Seton partnered with Studer Group to reinvigorate their culture and raise HCAHPS scores. One of the pillars that the Studer Group uses involves **creating a multidisciplinary team represented by all of the ministries within the network.** This interdisciplinary team represents the clinical element from both the front lines and the administrative areas, Human Resources, Communications and Marketing, Patient Experience

and Support Services, among others. For Seton, this team is known as the Standards Committee.

Incorporating TouchPoint Expertise

TouchPoint Customer Experience Manager Lucy White accepted an invitation by Janet Smith, Director of Experience at the Seton Family of Hospitals to represent Support Services on the Standards Committee. The committee was tasked with the responsibility of developing a code of conduct

and standards of behavioral expectations that would be representative of the Seton Humancare Brand. Lucy was able to bring a wealth of impactful knowledge about Food & Nutrition and Environmental Services and the way in which patients and residents perceive Support Services.

Together is Better

Together, the committee developed a concept called, Living the Humancare PROMISE. PROMISE is an acronym that conveys Seton's mission and standards to hospital staff. Lucy was able to draw parallels between the Seton PROMISE and

TouchPoint's newest associate training and recognition platform, **GoBEYOND**. She suggested that the system utilize a similar structure that TouchPoint developed to reinforce the values in GoBEYOND for Seton's Humancare PROMISE. As a result of this recommendation, a department team lead will review the importance of a monthly value in the Seton PROMISE during daily staff meetings.

Lucy also gave a suggestion for the hospital system to develop their version of the TouchPoint **'Pat on the Back'** cards. These cards have positive messages on them and can be given to anyone that does something nice or that may need a pick-me-up. The committee is planning on developing their own version of these cards.

By being open to collaboration, Lucy was able to provide valuable insight and expertise to the ministry about how to make their new programs successful.

"This is a really great example of what happens when we sit down and talk about putting the patient first. We've gained so much learning from each other at a ministry level to create an incredible experience for our patients,"

Lucy explained.

She went on to say that creating an interdisciplinary committee is a good model to use in other ministries within Ascension, "Through collaboration, the ministries are developing associates across the board, regardless of who they report to, and that is what is going to make Ascension different from any other healthcare system."

Ministry Snapshot

Seton Family of Hospitals
Greater Austin, Texas
11 facilities
1,540 licensed beds

