

Happy Employees. Happy Patients: Changing a Culture from the Inside Out

The Challenge

Trover Health System, a regional health care provider, had developed a less-than-stellar reputation for quality — a situation that was suddenly made worse by two high-profile events. A consumer image survey revealed that Trover was lagging its principal competitor in every category, with gaps that were far more sizable than anyone had imagined. The leadership of Trover recognized that a renewal was necessary, but before Trover’s image could be changed with the public, the organization’s culture itself would need significant change.

The Solution

Rather than taking the shortcut of simply saying that Trover was new, Ten Adams designed and supported a process that helped truly create a New Trover. We performed an extensive review of their challenges, which included interviews with 50 key stakeholders and a formal cultural analysis. We then proposed a rebranding process that would take place from the inside out, which would start by focusing on a hand-picked set of 20 employees who were recognized by the CEO and their peers as leaders. This group was commissioned as “change agents” within Trover, people who would champion and model change for others. Once the process of internal cultural change had taken hold, a communications program with both internal and external components was launched to unveil “The New Trover” to the public.

The Results

Happy employees. Happy patients. When a cultural analysis of Trover was repeated, it showed improvement in all categories. Employee morale improved significantly. Perhaps most importantly, patient satisfaction shows significant and steady improvement, jumping 18% for the ED and 6% for inpatient nursing.

PRINT AD

**Today,
I sat down and listened,
I took as much time as
each patient needed.**

I am the new Trover.

If we want to change medical care for the better, there's no better place to start than your doctor's office.

And you can see precisely how well that's working if your doctor happens to be Dianne Goodale.

She is one of the leaders of the remarkable changes that are happening at Trover Health System. With her help, we are taking our new Trover Pledge to every doctor's office in our primary care network.

So whether you are just seeing your doctor for a regular checkup—or if you need a referral to any of the top specialists throughout the Trover network—you will witness a new level of quality, teamwork, growth and excellence.

It may look like the same doctor's office. But it's a whole new level of care.

**Today is a new day in health care.
Meet the new Trover.**

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www.TheNewTrover.com

TROVER
HEALTH SYSTEM

Wallet Card

The Trover Pledge

- Performance** I will perform at the highest level.
- Leadership** I will lead by example.
- Each Other** I will work with others as a team.
- Distinctive Quality** I will deliver quality care.
- Growth** I will continuously grow as an individual.
- Excellence** I will strive for excellence, always.

Floor Graphics

It's a brand new day.

We are the new Trover.

AWARDS:
Silver — 2009 Addy Awards
Silver — 2009 Healthcare Marketing Report Awards