"Defining Personalized Care – Elevating Our Culture of Service" is a multi-year initiative of education and communication to enhance VUMC’s ability to deliver exceptional service to each other, patients, and their families. Through clearly defined learning opportunities, this initiative helps VUMC differentiate itself as a health system that provides exceptional service. This effort also complements our external storytelling campaign.

Building on our Mission, Credo and Patient and Family Promise, Vanderbilt University Medical Center is committed to improving service to others through Defining Personalized Care – Elevating Our Culture of Service. Our approach is simple: make the delivery feel different and celebrate those that already consistently provide exceptional service. This endeavor establishes that our behaviors are just as important as our processes and projects, and should be demonstrated in the way we do all things, especially care and service.

Through the vehicle of electronic learning modules, VUMC personnel explore specific behaviors that positively impact all experiences and exchanges. Segments from the roadmap are rolled out about every quarter and are presented to learners through engaging use of videos, story telling, interactivity, and gamification. Our inspiration from sharing stories of exceptional service at VUMC is to find creative ways to celebrate and leverage actual behaviors we all can emulate to drive more exceptional interactions – every time.

This concept also aligns to our external storytelling campaign that illustrates the influence everyone in the organization has on colleagues, patients, and their family members. Our goal is to create the most superlative environment for the best possible outcomes in every service opportunity. This will be accomplished by empowering all VUMC employees and clinicians with knowledge of exceptional service skill sets, and encouraging support from all across the enterprise.

1. Personalized Care starts with how we treat each other:
   - Patient experience starts with how we treat each other. All of VUMC is involved – including physicians, as well as employees without direct patient contact.
   - Our focus is first on Leaders as culture change starts at the top, including Clinicians.
   - Tied in to the external campaign – Sharing stories that show how staff experience and solid teamwork relate to patient experience and a positive, supportive work environment.

2. Behavior-based
   - Focuses on simple, specific, actionable behaviors that we all can do to make a difference.
   - Research and educational best practices to create engaging and innovative learning experiences.
   - Behaviors driven by feedback from our own colleagues, patients and families, various steering committee, and advisory groups.

3. Leadership Accountability
   - Individual accountability to support the success of this initiative is incorporate into Performance Central mid-year conversations and annual evaluations.
   - Leaders are provided a Tool Kit to customize training to focus on specific needs for their staff and areas.
   - Leader As Coach sessions enable leaders to give staff specific and meaningful feedback.

4. Role Specific Learning
   - Staff and Clinicians received separate modules that focused on their specific responsibilities based on the specific needs of each audience.
   - Clinician modules are targeted to be more comprehensive for a full years content and therefore occur one time annually for the duration of this initiative.

REFERENCES


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