**Roadmap FAQs**

**What is the Roadmap?**
The Roadmap is our plan to be a nationally recognized healthcare leader and fully aligned organization in order to provide reliable care to the patients and communities we serve.
- It defines how we will put patients first and stay committed to our team members.
- It inspires us live our values and focus on culture every day.
- It positions us as a leader in the industry during this time of change.
- It outlines tools and resources to build upon and connect the work we are already doing in key areas.
- This is “our” plan. We all own it, as one team, together.

**Does the Roadmap Compass replace “the house”?**
- Yes. The UnityPoint Health Compass has replaced the former “house” as a visual of our strategic direction moving forward.
- It brings all elements of who we are and what we do together in one graphic.
- You will see it being used in presentations, communications and to report on our performance and metrics.

**How is the Roadmap different from our values?**
- Our values, FOCUS, are a single foundation that unites our behavior and our culture.
- Roadmap is a single strategy that unites the focus and goals of our work.
- Pairing our culture and strategy together allows us to be a strong organization so that we can put our best foot forward in terms of providing care and coverage to those who need us most.

**What does “fully integrated” mean?**
- Fully integrated means that we will work together within and between regions, clinics, colleges, home care, system services, foundations and insurance to deliver a comprehensive healthcare experience to patients and families.

**What does “nationally recognized” mean?**
- Nationally recognized means that we will be a leader in our outcomes and will redefine the healthcare experience for our patients and communities.
- It means that UnityPoint Health will be a proactive leader in the health care industry. We will be a part of the solution versus sitting back and waiting to see what happens. We will work with state and federal legislators to set the future direction of health care.

**What is expected from team members?**
- Embrace the Roadmap as a guide to focus on what’s most important.
- Help to articulate and understand the “why” by connecting Roadmap to its value to patients.
- Show up differently in your day-to-day work.
  - Ensure your work is aligned to our plan.
  - Tell stories about how you and your team members take care of patients and each other.
  - Use data and best practices to make decisions.
  - Solve problems by reaching out to other groups, teams to involve those who have expertise or accountability for the issue.
  - Be bold – offer ideas, suggestions, innovations to your team to continue to improve how we deliver care to our patients.
- Enable others to live our values, and be a model of FOCUS.

If you have questions regarding the UnityPoint Health Roadmap, please contact Ryshawn.Peer@unitypoint.org or (319) 235-3452.
Q: Are there any future plans to carry hearing aid coverage for UnityPoint Health employees? With eye coverage, health coverage and dental coverage, the ears have been left out. Those who need hearing aids need their hearing to do their jobs too.

A: At this time there has been no discussion about this type of benefit. I will bring this idea to the proper authorities for consideration.  
Steve Sesterhenn, HR

Q: Why do EVS employees have to agree to respond to Clinical alarms per NetLearning when most EVS staff would not know what to do for the patient!

A: EVS team members have knowledge of the facility and who to summon for help in emergency situations that others may not.  
Glen Rogers, Environmental Services

REMINDER: NetLearning Modules have been assigned for first quarter. Deadline for completion is March 31. Please contact Professional Development with any questions.

March is National Colon Cancer Awareness Month

Colon cancer can be deadly, but please know it is treatable and beatable! Colorectal cancer occurs in the colon or rectum. Besides skin cancer, colorectal cancer is the third-most common cancer found in men and women—and the second leading cause of death when both genders are combined. The American Cancer Society estimates 95,220 new cases of colon cancer and 39,910 new cases of rectal cancer will be diagnosed in 2017. It’s estimated that colorectal cancer will take nearly 50,260 lives this year. The good news is the death rate is decreasing.

Screening and improved treatments means there are now 1 million colorectal cancer survivors. The take-home point here is screening can and does save lives! If everyone 50 years or older had a regular screening test, as many as 80% of deaths could be prevented.

If you are 50 or older, having abnormal symptoms or love someone who is, get screened! For more information visit www.ccalliance.org or www.cancer.org/cancer/colon-rectal-cancer.

Thanks for helping us spread the word.

Friday, March 3
- Please join us in wearing blue on National WEAR BLUE day.
- Check Morning Report for more celebration information.

HealthPartners / UnityPoint Health Medicare Advantage Information Meetings

Wednesday, March 8 | 1-2:30 p.m. | Meeting Room 6

Medicare-eligible beneficiaries are invited to attend a 90-minute meeting to learn more about these Medicare Advantage plans.

1-on-1 Retirement Planning

Wednesday, March 8 | 8 a.m. - 5 p.m.
Monday, March 27 | 8 a.m. - 5 p.m.
Meeting Room 3

To schedule your one-on-one appointment with Fidelity retirement planner Orianna Day, call (800) 642-7131 or visit getguidance.fidelity.com.
**FOCUS** on Owning the Moment to Improve Patient Satisfaction

The Outpatient Quality Impact Team is revving up to wow our patients in 2017 and they need your commitment to “Own the Moment” with the UnityPoint Way Core Competencies to be successful.

The goal is to surpass the 2016 two point gain in Top Box percentage. Allen Outpatient departments ended 2016 with a Top Box percentage of 75.7. In 2017, our challenge is to surpass this improvement or move the patient’s overall perception of care above 77.7.

What is Top Box? Top Box percentage is the percentage of times the patient scored “Very Good” on the survey. In order to earn a patient’s confidence, we need to wow them at every touch point in their healthcare journey.

How will we improve perception of care? By strengthening the UnityPoint Way Core Competencies.

- **Acknowledge/Introduce:** The Patient Access Team is stepping up to AIDET+ by using a standard greeting both on the phone and in person. “Welcome to Unitypoint Allen, my name is _____. How can I help you?” Patients have responded quite well to this professionalism and mean scores saw close to a three point jump.
  - **Warm handoffs:** In 2016, the Outpatient Quality Impact Team worked on warm hand-offs, managing up and walking the patient to their next point in care then introducing them to staff involved. While this approach brought positive patient feedback, the practice has not been sustained.
  - **Duration:** Wait time is a deal-breaker. Anxiety makes waiting seem longer and waiting becomes intolerable when the patient doesn’t know the reason for the wait. Giving realistic estimates of wait time and updating the patient and family about delays is crucial. Updates should occur every 30 minutes. Apology/Empathy is an important aspect of Duration: “I am sorry, I know it can be hard to wait when you aren’t feeling well or have other things you want to do…”
  - **Explain care:** For most outpatient procedures, the patient usually has little understanding of the details, what is happening to them and why. Without a simple explanation about what is going to occur, the patients may feel as if they are being lead down a scary path to an unknown destination for an unknown purpose.
  - **Thank you and the Promise:** While most Allen staff are generous with their thanks to patients for choosing Allen Hospital, the Promise is not as hardwired. Every employee should have a well-rehearsed promise: “I am committed to taking this x-ray in the most gentle way can. How are you doing?”

Using the Honoring You Program to Strengthen FOCUS Values

The team on 3-Heart has done a fantastic job embracing the daily unit huddle process in order to Champion Excellence here at Allen. As a part of this process, Nurse Manager, Dawn Biggs came up with an idea to increase Employee Engagement and emphasize the FOCUS values.

Dawn created a contest for the Honoring You program. For every person who received an Honoring You in the department, she hung a small “award” on the huddle board AND their name was entered into a drawing for a $10 gift card at the end of the month. She challenged the team to have enough awards on the board by the end of January, to cover the entire perimeter of the 4 foot by 6 foot space.

The team exceeded that goal — in the month of January, the 3-Heart team submitted 74 Honoring You certificates and received 112!
Allen Foundation is excited to invite the first round of IMPACT Grant applications for 2017. Grant applications are being accepted February 1 through March 31 for programs and equipment requests that further the mission, vision and values of UnityPoint Health – Allen Hospital. The maximum grant request is $10,000. Selected grants will be announced by June 1. Projects must be compatible with IMPACT Allen Hospital Fund’s purpose to enable associates, physicians and/or volunteers to enhance the patient experience. We’re excited to see what innovative ideas you submit.

You may find the application on the Allen Foundation page on the intranet. Please complete and return all applications to the Foundation office by March 31. If you have any questions, please contact Joyce.Coil@unitypoint.org or (319) 274-6714.

Thanks to the many team members who contributed to the Allen Hospital Auxiliary’s peanut butter drive. We were able to donate 72 jars of peanut butter to the Backpack Program at the Northeast Iowa Food Bank.

Submit articles to: Robin.Nicholson@unitypoint.org
Deadline for submissions: Noon the previous Friday