

# HEALTHCARE & CUSTOMER SERVICE

ESP®

## Avista Adventist Hospital

### Problem

Avista Adventist Hospital struggled with projecting the image of 'good medicine' at their institution with such a large and diverse staff. The new hospital administration felt that the casual nature of the doctors, nurses and staff was not only negatively affecting the perceptions of their patients, but was reflecting poorly on the quality level of healthcare their hospital provides.



### Solution

ESP® immediately set out to conquer the informal attitudes and attire that were not reflective of the organization's culture. Recognizing the important role "image and reputation" play in the perception of quality healthcare, ESP® created a new level of expectations for each department. Appearance, dress, bed side manner and courtesy were the focus of the training, and the goal was to raise the bar on the standards and procedures the entire hospital staff will follow.

**Executive Social Presentation**  
*The Business of Courtesy*

### Results

Setting high standards of expectation not only reflected on the quality of the healthcare, but gave patients a greater sense of trust and responsibility. While much of the staff is required to wear uniforms and follow a standard protocol for dealing with patients, the ESP® training created the "gold standard" that improved the employees bed side manner, attire and attitudes— reflecting a caring environment that exudes humanity, humility, grace and love.

### Quotes

*"Our employees are the key to conveying to our patients we know how to take care of them. The knowledge ESP provides on first impressions is essential to the perceptions of our patients because they don't know how to measure good medicine, but they know cleanliness and order when they see it, and will assume we treat our medical practices in the same fashion."*

- Lesley Radocy, VP & Chief Nursing Officer

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