



# Rotary Leaders

10 DECEMBER 2020

# GUNDERSEN HEALTH SYSTEM® STRATEGIC PLAN

**Our Purpose is to bring health and well-being to our patients and communities.**

**Mission:** We will distinguish ourselves through excellence in patient care, education, research and improved health in the communities we serve.

**Vision:** We will be a Health System of excellence, nationally recognized for improving the health and well-being of our patients, families, and their communities.

**Commitment:** We will deliver high quality care because lives depend on it, service as though the patient were a loved one, and relentless improvement because our future depends on it.

**Values:** **Integrity** – Perform with honesty, responsibility and transparency.

**Excellence** – Measure and achieve excellence in all aspects of delivering healthcare.

**Respect** – Treat patients, families, and coworkers with dignity.

**Innovation** – Embrace change and contribute new ideas.

**Compassion** – Provide compassionate care to patients and families.

## Superior Quality and Safety

Demonstrate superior Quality & Safety through the eyes of the patients & caregivers

## Outstanding Patient Experience

Create an outstanding Experience for patients and families

## Great Place

Create a Culture that embraces a passion for caring and a spirit of improvement

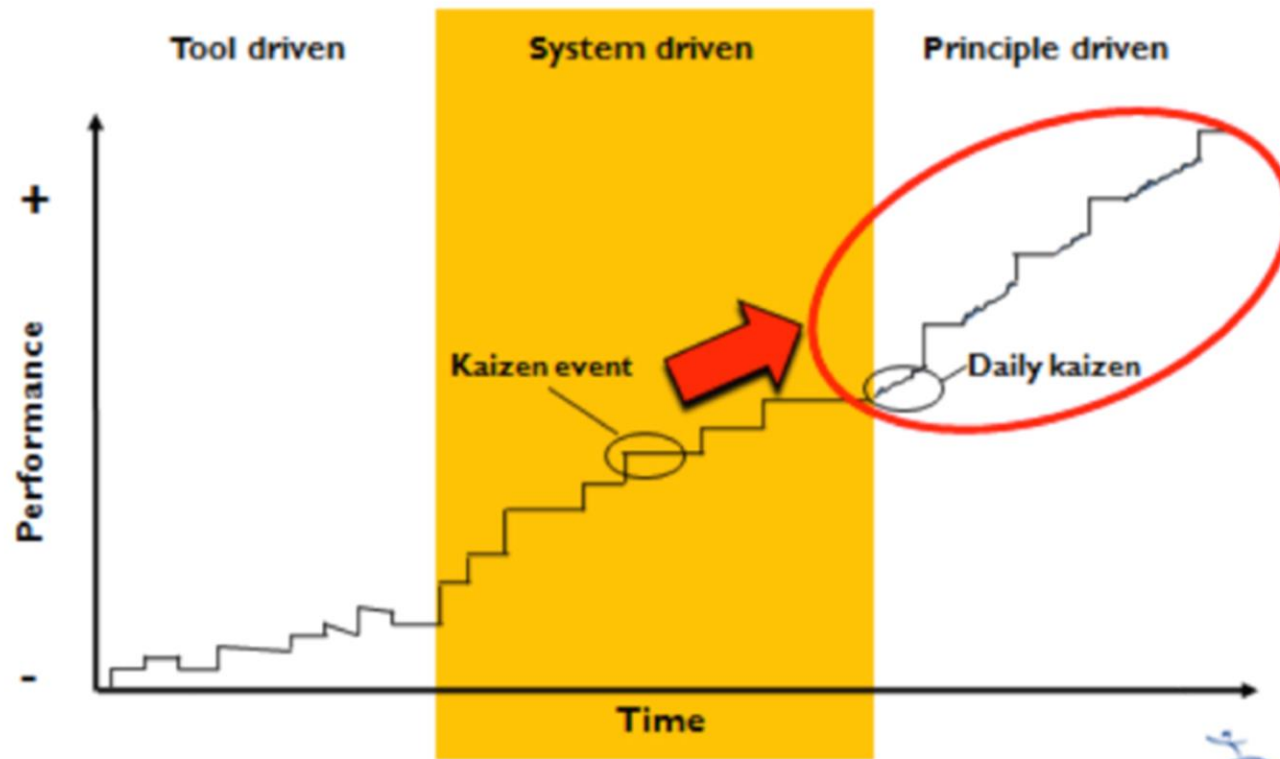
## Affordability

Make our care more Affordable to our patients, employers, and community

## Growth

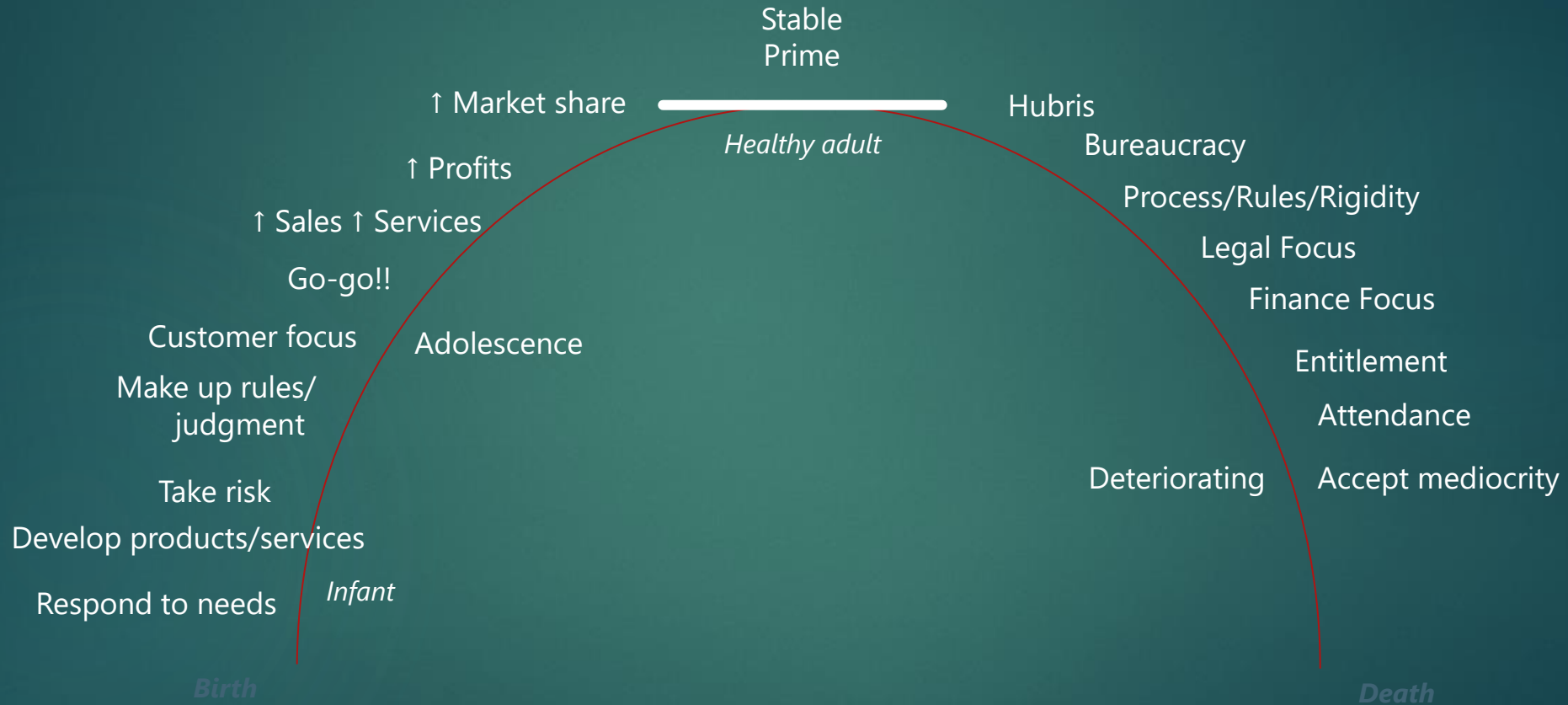
Achieve Growth that supports our mission and other key strategies

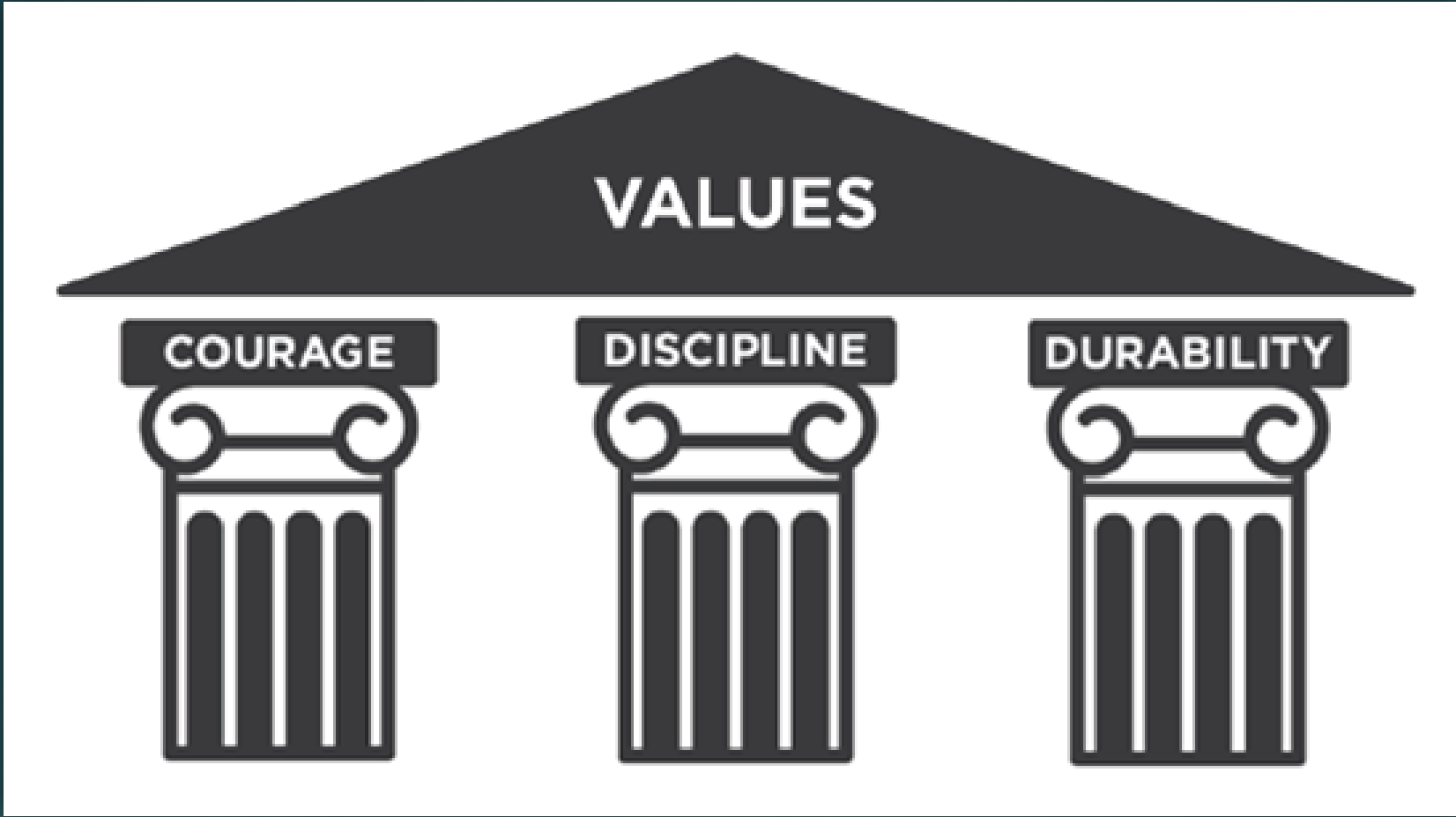
# Kaizen True North



Source: K&S

# Corporate Life Cycle





# MEDICAL STAFF COMPACT

## GUNDERSEN HEALTH SYSTEM'S RESPONSIBILITIES

### ACHIEVE EXCELLENCE

- Recruit and retain outstanding physicians and staff
- Support career development and enhance professional satisfaction
- Acknowledge and reward superior performance that enhances patient care and improves Gundersen Health System
- Create opportunities to participate in quality improvement, research, and improvements in community health

### COMMUNICATION

- Communicate information regarding organizational priorities, business decisions, and strategic plans
- Provide opportunities for constructive dialogue, clarity of goals, and regular evaluation

### EDUCATE

- Support and facilitate teaching and learning opportunities
- Provide the tools necessary to continually improve medical practice

### REWARD

- Provide competitive compensation consistent with market values and organizational goals of quality, service, and efficiency
- Maintain clear organizational responsibility and integrity to those it serves

### CHANGE

- Manage the inevitable rapid changes in healthcare so that staff have an opportunity for participation, for clarity of goals, and continuous modification of the process as well as the outcomes

## MEDICAL STAFF'S RESPONSIBILITIES

### FOCUS ON SUPERIOR PATIENT CARE

- Practice evidence-based, high-quality medicine
- Encourage increased patient understanding, involvement in care, and treatment decisions
- Achieve and maintain optimal patient access
- Insist on departmental focus on superior patient service
- Work in collaboration with other physicians, support staff and management across the system in both service and patient care improvements
- Demonstrate the highest levels of integrity and professional conduct
- Participate in or support education and research

### TREAT ALL PEOPLE WITH RESPECT

- Listen and communicate both clinical and non-clinical information in a clear, respectful, and timely manner
- Provide and accept feedback in a respectful manner from all staff and outside contacts


### TAKE OWNERSHIP

- Provide leadership to improve outcomes quality and service quality
- Work to ensure personal, departmental, and organizational compliance with all legal and educational requirements
- Steadily improve the efficiency and economic aspects of your practice


### CHANGE

- Embrace innovation to continuously improve patient care, service and organizational efficiency

**GUNDERSEN**  
**HEALTH SYSTEM.**  
*Where Caring Meets Excellence*

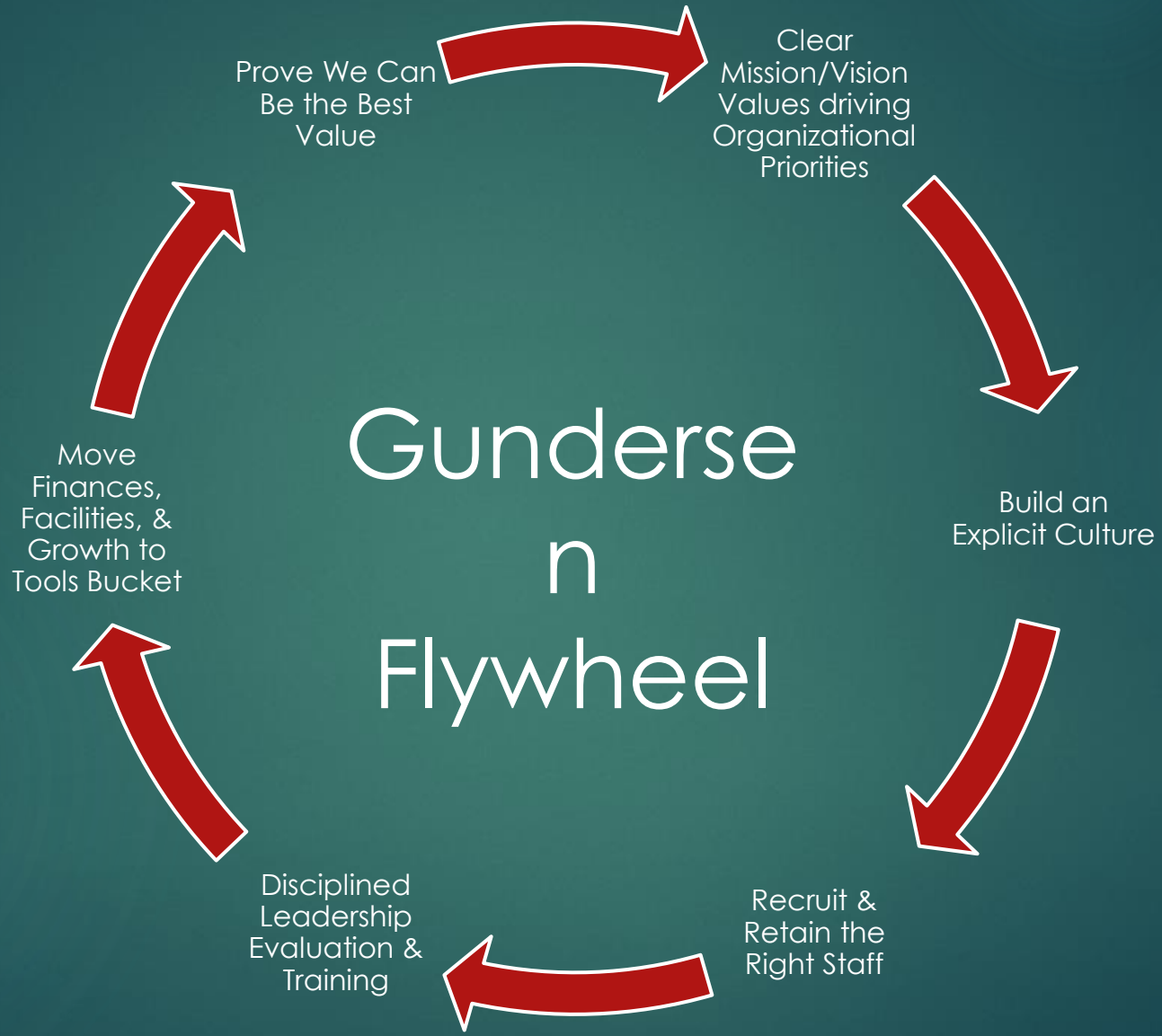


The more special and protected  
we treat our executives or medical  
staff, the less special and more  
afraid the staff feel.



Who takes the beating when  
things go bad?





# Personal Keys

- Live the values
- Pick people that live the values
- Find partners that live the values
  - Government, business, education, NGO.
- Learn from inside and outside medicine
  - People/organization
- Read...Read a lot: Collins, Covey, Heath, HBR, WSJ, NYT, selection of health literature

# What we need to do

- ▶ Listen more, talk less
- ▶ Accept incremental change
- ▶ Incite a ground swell
- ▶ Find allies
- ▶ Promise success

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