

EDUCATION



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One Integrated Approach to Healthcare.

Establishing a Central Service/Sterile Processing Department Public Relation Plan Through Awareness, Credibility & Trust



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Learning Objectives

Upon completion of this presentation, you will be able to:

- Explain the importance of establishing communication channels with stakeholders.
 - Describe the elements for effective public relations.
 - Identify methods to raise awareness and build credibility.
-

Stakeholders

- What are stakeholders?
- Who are the stakeholders in your health care facility?
- How would you characterize your department's reputation amongst your stakeholders?

SATISFACTION
TRUST
POSITIVITY
CONVICTION
LOYALTY
COMMITMENT
FEELING
EXPERIENCE

Building Trust

- *"It takes many good deeds to build a good reputation, and only one bad one to lose it."*

Benjamin Franklin



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ANSI/AAMI ST90

- Measurement, analysis, and improvement section speaks to monitoring information related to Customer perception as to whether the department has met Customer requirements.



Customer/Stakeholder Expectations

- Who are your stakeholders?
 - What are their expectations for products and services delivered by your department?
 - Begins with transparent communication.
 - Marketing....
 - Public relations and advertising are similar in concept.
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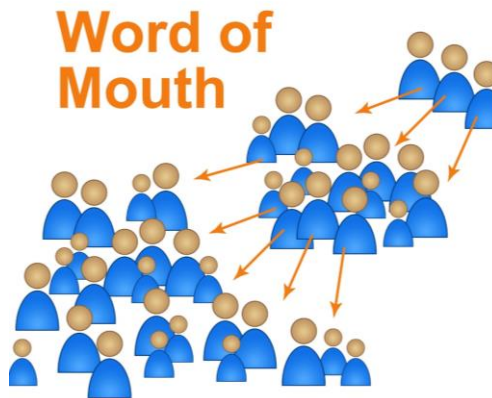


Reputation-Reality Gap

- Reputation is a matter of perception.
- How do your stakeholders perceive your department?
- Developing trust narrows the gap and encourages a better and more productive working team.

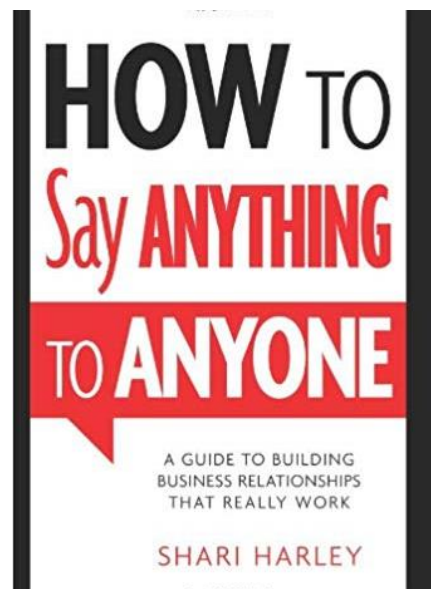
Repair, Rebuild, Recuperate

- Reputation is a fundamental quality of every business; what stakeholders believe about it, expect from it, and say about it to others resonates and drills down to each department supporting the organization.



Repair

- Should your department require reputation remediation the first step is to repair some of the damage.
- You should handle this in a concerted, thoughtful and aggressive manner.
- Yes, changing your reputation can be difficult, but it is not impossible.





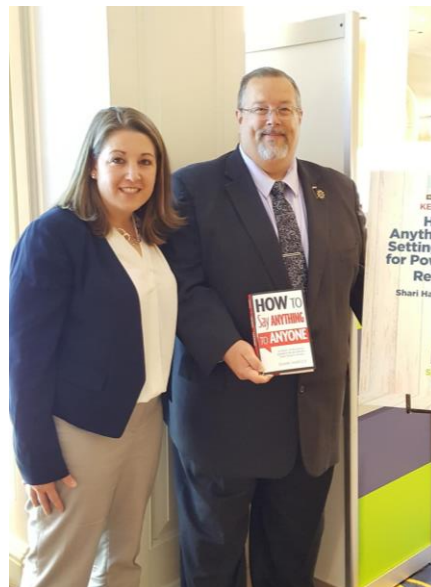
Rebuild

Once initial fires are dampened the next step is to rebuild reputation.

If you want others to think differently about your department then tell key people what you are doing to improve, ask them to look for changes, and ask for additional input.

Recuperate

- Finally, to bury the negatives, you need to optimize a regular response and constant monitoring to verify changes are continually improving.
- Don't make your stakeholders guess the improvements you are trying to make – Tell them.



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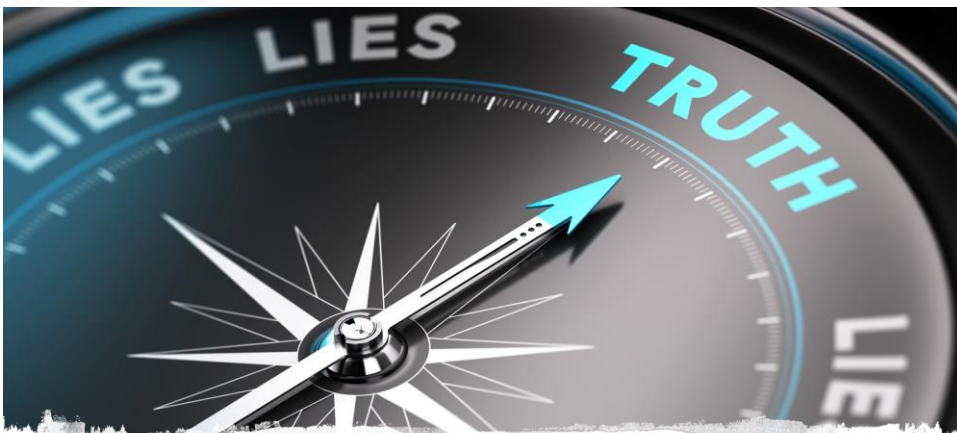
Principles of Public Relations

- How we communicate with our stakeholders helps us succeed.
- Building awareness, growing credibility, solidifying trust, and influencing audience's behavior.

Successful Public Relations

Key Activities:

- Developing solid positioning
 - Messaging
 - Targeting the right audiences
 - Building relationships
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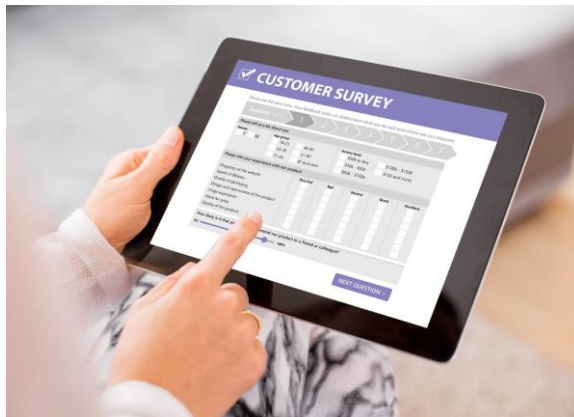
Fact-checking

- Deceit can be worse than the issue trying to be covered up.
- Own your team's mistakes and **NEVER** mislead or misinform your Customer

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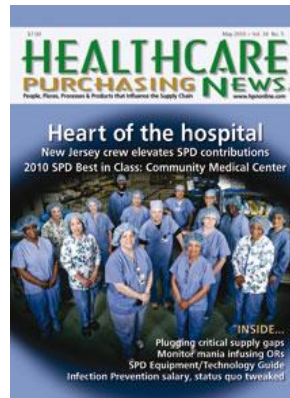
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Assess Reputation

- Since reputation is a perception, it is perception that must be measured.
- In ways that are contextual, objective, and, if possible, quantitative.
- Three questions....

Third Party-Praise vs. Self-Promotion



Kind words from a well-respected third-party like an industry influencer has a multiplier effect that beats all other forms of marketing, hands down.



Customer-Building Basics

- Never become complacent for the product and services you offer.
- Great departments can be a leverage for human resource recruitment efforts.
- Do not take for granted Customer loyalty; word of mouth are reputation builders and attract experienced and talented device processing technicians.

Importance of Written Communication



- Effective communication is logical, rational, and persuasive.
- Strong relationship between good communication and successful quality implementation.
- Important in the implementation of total quality management.
- The ***exchange of information and understanding*** between two or more persons or groups.



Communicating the Quality Strategy

- The essence of changing attitudes is to gain acceptance for the need to change.
- Everyone will need to know their roles in understanding processes and improving their performance.
- A quality policy or a specific statement about the department's intention to integrate quality into the business operations of device processing.

Managing Reputational Risk

- Understanding the factors that determine reputational risk enables a department to take actions to address them.
- The primary challenge is focus.
- Identify all the parts of the department whose activities can affect or pose risks.



Culture & Behavior

- Success is not only the results you need to achieve, but it's the behaviors that enable those results, or in other words, the culture and behaviors.
- Successful leaders work on both.
- Work on facilitating and building the culture they need in their team so that they take the ownership.



Conclusion

- Medical device processing requires attention to detail and the full emersion of one's concentration.
 - Identify stakeholders and communicate often.
 - Keep all stakeholders current and up to date
 - Product and services
 - Changes to industry standards and guidelines
 - Make continual improvement a part of your department's culture.
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Action Items

- Identify stakeholders
 - Identify product/service expectations
 - Identify device processing requirements and expectations w/stakeholder
 - Establish agreed upon metrics
 - Establish agreed upon review schedule of measurement results
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Action Items, continued

- Implement an annual review/survey of stakeholders and track satisfaction
- Identify opportunities and adjust metrics as needed



References

- ANSI/AAMI ST90 Processing of health care products – Quality management systems for processing in health care facilities, Association for the Advancement of Medical Instrumentation, Arlington, VA, 2017.
 - Harley, S., *How To Say Anything To Anyone, A Guide to Building Business Relationships that Really Work*, Greenleaf Book Group Press, Austin, TX, 2013.
 - IAHCSSM Central Service Leadership Manual, *Chapter 13 – Central Service Leaders and Quality*, pages 233-251, 2010.
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Questions



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