

The Fairfield Medical Center Cultural Transformation Update

Senior Leader Alignment was focused on learning how Disney approaches leadership, employee engagement and guest service in order to shape a successful culture. The Core and Communication Team engaged in extensive dialogue regarding how these principles apply to FMC and work was started in each of these areas. As an output, the Core Team created the Fairfield Medical Center Common Purpose, decided on a few key behaviors to implement immediately and has begun to work on branding our initiative. They also established the Work Team members for the two Work Teams, which are explained and announced on the back side of this document.

Our Common Purpose is the essential foundation on which all other service decisions can be developed. The Common Purpose allows us to distinguish between purpose and task. In the service moment, the governing philosophical rule is “purpose trumps task.” It is OK to be off-task, if you are on-purpose.

The Fairfield Medical Center Common Purpose

“We make a difference for everyone by creating exceptional care and experiences from the heart, always.”

We: The use of “we” communicates that this purpose applies and is aligned to every member of the FMC team, regardless of level or job title.

Difference: Expresses that every person has the ability, and is expected, to make a difference at every guest touch point. Furthermore, a community healthcare experience is meant to be different from other providers, and each member of the team has the ability to make a difference.

Exceptional Care: FMC believes this is already being done exceptionally well. The challenge is to create a paradigm that every member of the team, regardless of his or her level or role, has an eventual effect on the care delivered. Exceptional care is the FMC promise.

Exceptional Experiences: This is the FMC product. The adjective is carried over to describe the overall experience.

From the Heart, Always: This is the FMC differentiator. It describes the image of the organization and the consistency with which the service expectations will be delivered (through the service standards and behavioral guidelines).



The Cultural Transformation Work Teams

Work Teams made up of FMC employees, physicians and volunteers selected from a cross section of the organization will begin their work the first week of December during a session at the Disney Institute. We will begin with two Work Teams but more will be formed in the future. The role of the Work Team members are as follows:

- To solicit input and ideas from all levels of stakeholders and collaborate with other Work Team members to come up with viable solutions and suggestions.
- Work, under the direction of the Core Team, to ensure the cultural elements being reengineered/enhanced by their Work Team are consistent with the vision of the organization.
- Celebrate and communicate success stories.

The Work Teams were made up based off of the following deciding factors:

- Cross section of the organization
- Different tenure
- Different work areas
- Front line representation
- Different shifts
- Different locations
- Include volunteers and physicians

Work Team 1: Communication

Champions:

Darlene Mahaffey
Kellie Sharp
Douglas Pope, M.D.

Team Members:

Sondra Bash
Becky Grubb
Penny Schwickerath
Janet McClain

Gary Ingo
Andy Raver
Paul Geigle

Hondre McNeil
Jeremy Ryan
Jennifer Spearman

Work Team 2: Care and Recognition

Champions:

Jen Birch
Amanda Northrup
David Scoggin, M.D.

Team Members:

Linda Grover
Cassi Rainier
Mary Ward
Andrea Richards

Mike Shaffer
Ben Glass
Ed Krile
Misty Robinson

Jenn Southward
Misty Pinkstock
Elizabeth Snelling-Baker
Phil Settecase

Our President and CEO, Jack Janoso, will explain more about our Cultural Transformation and Common Purpose in a video clip that will be sent out via email in the days to come.

For questions or more information regarding FMC's Cultural Transformation, please contact Regina King at 740-687-8578 or reginak@fmchealth.org.

