

Defining Personalized Care—Elevating Our Culture of Service

End of Fiscal Year 2020: We are making a difference!

DEFINING
personalized
care

Personalized Care *in action!*

Let's take a moment to pause and recognize our exceptional, collective effort with **Defining Personalized Care!** Since our launch in the fall of 2018, VUMC employees have truly embraced these concepts.



"May I please have your name and date of birth?"



Be Welcoming

- Acknowledge others by **smiling**
- Be present and make **eye contact**

Communicate Effectively

- Tone: it's not just what you say, it's **how you say it**

Listen to Understand

- Listen with **empathy**
- **Ask** clarifying questions

Power Up Positivity

- Focus on **what is**, rather than **what isn't**
- **Celebrate** others

We're hitting on all marks!

Compared to last year ...

- more patients than ever are giving us the highest ratings possible for **kindness** and **communication!**
- our Culture Survey **engagement** results and **workforce retention** also improved!



17,218 VUMC team members completed all these steps in our Defining Personalized Care journey!

