



**Gulf Breeze Hospital  
Gulf Breeze, Florida**

**A community-based not-for-profit hospital that is a part of Baptist Health Care, with 65 beds**

**Summit Award Winner – Ambulatory Surgery  
Area of Focus:**

The one challenge that we focused on was addressing overall patient satisfaction regarding surgical procedures. Specifically, our goal was to increase patient satisfaction scores as measured by our Press Ganey scores, while improving SCIP scores. We chose this as our focus because of our desire to better educate and care for our patients pre- and post-operative with the result of increased patient satisfaction for our organization.

**Actionable Steps:**

Gulf Breeze Hospital is hyper-committed to service excellence and patient satisfaction, and we did not receive resistance at any level or from any department in implementing these three initiatives:

1. We utilized our RELATE™ model for patient and family communication.
2. We created a welcome letter for our surgical patients that is given to them pre-surgery in their Patient Portfolio materials. The letter specifically addresses with the patient the areas that we focused on for improvement -- as evidenced by multiple and repeated complaints on returned Press Ganey surveys. The letter addresses these complaints/concerns, and speaks to patient

safety and SCIP measures.

3. We renewed our commitment to service excellence by personally escorting patients to all locations while they are at our facility in our care.
4. Another service excellence commitment was for all staff to treat every patient and their family as if they are our own family – with warmth and sincere interest.

**ROI:**

Our efforts to foster better understanding of what patients and their loved ones can anticipate during their surgical experience is vital to maintaining loyalty and trusting relationships with our customers and their families. It is also a huge contributor to our quality outcomes. Our most significant ROI is sustained patient loyalty, and continued rankings in the upper 90<sup>th</sup> percentile for patient satisfaction, service excellence and quality of care.

**Summit Award Winner – Inpatient**

**Area of Focus:**

The one challenge that we focused on was renewed commitment to service excellence through a back-to-basics, doing it right every time, every patient across our organization. As the pioneers of patient centered service excellence at Baptist Health System, our legacy has been upper 90<sup>th</sup> percentile in patient satisfaction for over 10 years. We recognize the need to continuously challenge ourselves to grow and improve, and not become complacent even though we are national renowned for our outcomes. We are relentlessly focus on being better every day, across all of our strategies.

## **Actionable Steps:**

Inpatient Nursing Division, Infection Control and Quality Improvement departments led the development and implementation of the initiative. The Actionable Steps included:

1. We utilized our RELATE™ model for patient and family communication.
2. We developed and deployed back to basics quality care through professional education visual cues for all staff. We specifically targeted the basics of patient care: bathing, responding to call lights, pain management, and communication.
3. Education and information was shared with staff regularly on milestones and outcomes of the initiatives. Creative and informative boards were developed and placed on nursing units as communication tools. They were rotated by-monthly over a four month period for the most current, up-to-date deployment of information.