



## FOR IMMEDIATE RELEASE

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### In Patient Care...it's all about the Relationship

There should only be two job descriptions in health care: those that care directly for patients and those that support the people who care for patients. Everyone working in health care has a role in patient care.

Those words, and their meaning, send a powerful message to anyone who has ever been in a hospital.

The care model for health care is changing and Creative Health Care Management is leading the way with the support of Relationship-Based Care (RBC). It's a simple concept to understand and a powerful concept to implement. It starts in the boardroom and ends at the bedside with the commitment to put the patient at the center of all we do in health care.

"I had the same nurse throughout my stay. I think she knows me better now than my wife!"

"My family was totally involved in my care."

"The CEO of the hospital came to visit me, can you believe it?"

"Everyone cared about me, even the young man who cleaned my room."

In an organization that lives Relationship-Based Care, these comments are heard all the time.

Creative Health Care Management (CHCM), an international health care consultation, education and products company celebrating 30 years of transforming health care, is pleased to announce the introduction of the ***Leading Lasting Change: Relationship-Based Care Resource Package***.

Relationship-Based Care (RBC) has been embraced by leaders as the means and method for transforming point-of-care and service experiences for patients, families, physicians and staff. This model provides tools for organizing care and effecting change but also guidance in transforming the cultures of health care institutions from depersonalized, schedule-driven systems into person-centered sources of individualized care imparted within a caring and healing environment having been hard-wired to support this intention.

This knowledge transfer package has been designed to assist in engaging leaders from all levels of an organization in understanding the vital and unique roles they play in transforming dreams into reality. CHCM is offering this collection of knowledge and wisdom from our expert consultants and our colleagues who share their lived experiences. This ground-breaking resource provides timely tools to inspire the culture change necessary to implement and sustain Relationship-Based Care.

In this package we have bundled award-winning products with expert faculty coaching and education for a virtual consulting experience. The Leading Lasting Change: The Relationship-Based Care Journey DVD Series will provide a key educational resource for use with your RBC implementation teams.

Produced by Jayne Felgen, President of Creative Health Care Management, this 5-DVD series shows how one hospital system is implementing Relationship-Based Care from the bedside to the board room to the boiler room. Each DVD addresses one of the stakeholder groups whose involvement is vital to RBC implementation. Using Felgen's I<sub>2</sub>E<sub>2</sub> framework each group describes their:

- **Vision** of what true patient and family focused care looks like
- **Inpiration** for organization-wide commitment to RBC
- **Infrastructure** changes that they made
- **Educational** efforts
- **Evidence** of their culture change on staff, physician and patient satisfaction

**Each Leading Lasting Change Resource Package includes:**

**Award-winning Books:**

Five copies each of

- *Relationship-Based Care: A Model for Transforming Practice,*
- *I<sub>2</sub>E<sub>2</sub>: Leading Lasting Change,*
- *The Practice of Primary Nursing* and

One copy of the *Relationship-Based Care Field Guide*

**Consultation Support:**

- Three hours of expert phone consultation with a Creative Health Care Management faculty member, **or**
- One complimentary tuition for the five-day *Relationship-Based Care Leader Practicum*

***Leading Lasting Change: The Relationship-Based Care Journey DVD Series***

Five copies of the Leading Lasting Change DVD Series. Each series includes:

- The C-Suite Journey (54 min.)
- The Executive Sponsor and RBC Implementation Leader Journey (41 min.)
- The Results Council Journey (58 min.)
- The Unit/Department Manager Journey (51 min.)
- The Unit/Department Staff Journey (63 min.)

For more information about the Leading Lasting Change Resource Package please call 800.728.7766 or visit [www.chcm.com](http://www.chcm.com).