What makes a hospital great?

**Hint:** It's not having the newest patient rooms, or the latest diagnostic and surgical equipment, or the most advanced information technology.
What makes a hospital great is its human dimension

These are the things that really drive patient satisfaction and safety, employee satisfaction and retention, operational efficiency and the bottom line.

Best of all, these are the things that cost very little to enhance.

And that’s what Relationship-Based Care is all about.

The relationships between caregivers, patients and their families.

The relationships between caregivers and their colleagues.

The relationships between everyone on a unit—and throughout the hospital.
In the current debate over health care reform, one factor has been largely ignored. There’s something missing at the center of our modern health care delivery model—something no amount of technology or research or automation can replace.

That something is human compassion and caring.

It’s not a luxury as some people seem to think. It’s the key to patient healing, better outcomes, and true efficiency. And putting that human dimension back into the center of our health care delivery system is the central idea behind Relationship-Based Care.

Relationship-Based Care works by inspiring and empowering front-line staff. By creating an atmosphere where staff members treat themselves, each other and patients and families with kindness, compassion and respect. It creates lasting change in a hospital’s culture by transforming the way care is delivered at every level of the organization.

Helping hospitals implement Relationship-Based Care is what we do. We are Creative Health Care Management, an international health care consulting company that’s been transforming the delivery of health care since 1979.

Every hospital that has embraced Relationship-Based Care has improved outcomes for its patients and staff. Here are just a few examples of what forward-looking organizations have been able to achieve.

**Better Clinical and Financial Outcomes**

“Implementing Relationship-Based Care helped us in a number of areas, one of them was being recognized by Thomson Reuters in 2008 as one of the Top 100 Hospitals in the Nation for making the greatest progress in improving hospital-wide performance. Relationship-Based Care is helping our hospital and medical staff set the national benchmarks for the rate and consistency of improvement in clinical outcomes, safety, hospital efficiency and financial stability.”

Scott H. Perra
President & Chief Executive Officer
Faxton-St. Luke’s Healthcare, Utica, NY

**Higher Employee Satisfaction**

“Relationship-Based Care has transformed our organization through the re-igniting of empathy, trust, appreciation and caring. This is evidenced by improved employee satisfaction in all 14 variables on the Healthcare Environment Survey as measured from Year Two to Three at New York Presbyterian Hospital. Patients’ perceptions of caring also improved on all 10 variables on the Caring Factor Survey as measured over three years.”

Georgia Persky
Vice President, Patient Care Services
New York Presbyterian
The University Hospital of Columbia & Cornell, New York, NY

**Better Working Environment**

“Since beginning our Relationship-Based Care journey, we’ve really come together as a team. Everyone’s voice is heard, everyone feels involved and valued. It’s really improved the working environment, which benefits the patients as well as us.”

Debbie Grant
Vice President of Nursing
Moses H. Cone Memorial Hospital, Greensboro, NC

**Meaningful Measurements**

“Relationship-Based Care includes all the essential elements for examining organizational and patient outcomes using Complexity Science: leadership, relationships, role clarity, quality improvement and action planning at the unit and department level.”

John W. Nelson
President, Healthcare Environment,
Saint Paul, MN

**Magnet™ Designation**

“Relationship-Based Care was the foundation of the professional practice model that we used to achieve Magnet™ designation in 2009 at York Hospital. With its emphasis on Primary Nursing and its patient focus, Relationship-Based Care makes an ideal infrastructure for delivering high-quality individualized patient care.”

Michelle DeStefano
Director, Professional Nursing Practice
York Hospital, York, PA

**Best of the Best Status**

“Our commitment to the philosophy of Relationship-Based Care was a key factor in being awarded Banner Health’s ‘Best of the Best’ Award and seven other individual honors. It also played a big part in our receiving the 2008 Premier Award for Quality.”

Christopher Cornue
Chief Executive Officer
McKee Medical Center
Banner Health, Loveland, CO

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Getting Started. There is no single approach to implementing Relationship-Based Care. The path you choose depends on your vision, current situation and existing strengths and resources.

Our services fall into four categories (see above). Our role is to help you select the starting point that makes the most sense and then provide you with the services and tools required to achieve your goals.

About Us. Creative Health Care Management (CHCM) was founded in 1979 by Marie Manthey, world-recognized expert on Primary Nursing. Since then the company has grown into an international consulting firm and the creator and leading proponent of Relationship-Based Care.

With CHCM, clients always work directly with one or more senior consultants. Our team of expert consultants averages 37 years of experience in health care leadership roles. They have met and solved many of the problems facing health care organizations today.
Take the next steps

Our team of experts stands ready to get you started on your Relationship-Based Care journey. Our consultants have broad clinical and operational expertise as well as a deep commitment to improving health care. They have the passion and experience to inspire, direct and implement care models that will help you provide the best possible care for patients and their families.

For more information about our products and services, please visit: www.CHCM.com or call: 800-728-7766