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Category 12 –
Internal Communications

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Roper St. Francis Healthcare
"Your Excellence In Action"

SCPRSA
2008 Mercury Awards
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Roper Hospital “Your Excellence In Action” Campaign

Research –

In early 2007, the Roper Hospital CEO identified a downward trend in employee satisfaction based on PRC (Professional Research Consultants) employee satisfaction survey scores. In analyzing survey data, key drivers influencing employee satisfaction included employee perception of the quality of patient care provided and communication. In response, the Roper Hospital “Your Excellence In Action” quality communication campaign was initiated. While the campaign was geared to increase overall employee satisfaction, a heavy emphasis was placed on nursing, recognizing that nurses are the primary patient caregivers and comprise in excess of one third of the employee population at the hospital.

Planning –

“Your Excellence In Action” was developed to more effectively communicate with hospital employees. Because approximately one third of employees do not have regular access to computers during the workday, a multimedia approach was developed so that the campaign did not rely solely on electronic media. The budget for the six-month pilot program was \$21,500.

This multimedia approach included posters in display cases in high traffic, high visibility locations such as elevators and timeclocks, tent cards displayed in cafeterias, lobbies and waiting rooms, LED “ticker” in the cafeteria, and equally important, opportunities for employees to interact face to face with hospital leadership during “Coffee & Conversation” with individual departments, hospital wide “Employee Forums” and “Fun at Work” events, both held quarterly and “Mission Accomplished” employee recognition. This special “spot” recognition involves executive staff surprising employees with visits to their work areas. During these visits employees receive special “Mission Accomplished” certificates and pens, free meal tickets and have their pictures taken for publication in the “Your Excellence in Action” posters and online photo gallery.

Posters and tent cards rotate every two weeks. Featured content includes patient letters/testimonials, department spotlights, breaking hospital news, employee professional and personal news (marriages, births, retirements, etc.), honors and clinical successes.

Execution –

“Your Excellence In Action” included several components. It involved the creation of a news pipeline for employees to submit news and information to be shared and publicly celebrated. A dedicated website was created on our intranet for this purpose. Display cases were hung with the first round of posters and tent cards displayed in early May. The electronic ticker in the cafeteria was installed and operational in June. Face to face opportunities for employee interaction, recognition and celebration also began in the spring. The six-month quality communication pilot campaign ran from April to August 2007.

Evaluation –

The success of the campaign was overwhelming! Annual employee satisfaction survey results released in September 2007 showed major improvement over the previous year. Overall staff employee satisfaction increased from 68.6% to 89.7%. Nursing employee satisfaction increased from 35.8% to 82.9%. Key drivers also increased with perception of patient care going from 65% to 89.9% and communication going from 75.3% to 85.7%. Face to face opportunities touched an average of 1,000 employees attending each quarterly forum. Over 200 employees

were touched by either “Mission Accomplished” or “Coffee & Conversation.” The program is not only being continued at Roper Hospital, it is also being replicated at our sister hospital, St. Francis.

50-Word Summary:

The Roper Hospital “Your Excellence In Action” quality communication campaign was initiated to more effectively communicate with hospital employees and to increase employee satisfaction. A multimedia approach was developed that included several pieces. The success was overwhelming! Annual employee satisfaction survey results showed major improvement over the previous year.

