

OUR PATIENT-CENTRIC CULTURE CODE



What is Culture?

A set of shared
beliefs, values, and practices.

Why Patient-Centric?

Our patient-centric culture code is the convergence of our **patients' needs** and our staffs' deep-rooted desire to help **care for our patients and each other.**

We are All Caregivers

Every member of our Nova Health team is part of our patient-centric care model. **Whether you are a:**

- ✓ Back office team member assisting in patient care
- ✓ Provider treating a patient's needs
- ✓ Patient Access Specialist guiding inquiries or scheduling
- ✓ Physical or occupational therapist helping a patient with recovery
- ✓ Administrative team member supporting our patient care team
- ✓ Leadership team member supporting the staff and patients

You are part of the patient care delivery process and have earned the right to be called a **Nova Health Caregiver.**

The Need

Life is the most precious gift any of us are given. When we're not well, or a child or loved one is sick, we look to receive care from an **expert we can trust.**

How We Can Help

Our valued staff members tell us that they entered the healthcare field to help others achieve optimal wellness and that they are motivated by a desire to help, heal, and offer hope.



“What I find the most rewarding about my career in medicine is taking the time to listen to a patient’s concerns and provide thorough and high-quality care.”

— Cindy Smith, ANP, DNP

Our Promise:

In everything we do, we keep our **patients** and **each other** at the **center of our universe**.



*It's our promise to our patients
and the foundation of who
we are as a company.*



Why Care about Culture?

Culture is more than a philosophy.

It defines *who we are* and impacts *how we treat one another*,
how we feel about coming to work every day,
the short and long-term *organizational decisions* that we make,
who we hire, and how we *treat our patients*.

We want to be the preferred place our patients choose for outpatient medical care and the place caring people want to work.

To achieve this goal, we must foster a culture that rewards and supports compassionate people and enables them to produce high-quality patient outcomes and customer service.



**Here are our nine principles that drive
our patient-centric culture code:**

Nova Health's Patient-Centric Culture Code



Quality

*Care means
continuous improvement.*

- 1.** We strive for continual improvement in patient care, clinical outcomes, and ourselves.
- 2.** We care about our patients and demonstrate our commitment to their wellbeing by listening, observing, analyzing, and collaborating.
- 3.** We ensure our patients feel they are being treated as individuals and know that we are an ally, an advocate, and a resource.



Teamwork

*Care means
working together.*

- 4.** We succeed together through the sharing of knowledge and open, trusted communications.
- 5.** We celebrate our individual and collective successes and champion one another's unique and valued contributions.
- 6.** We motivate one another to improve continually; and we support, guide, and strengthen one another as we work toward shared achievements.



Compassion

*Care means
personal kindness.*

- 7.** We feel compassion for our patients and are committed to alleviating their spoken and unspoken distress.
- 8.** We feel compassion for one another and are committed to listening, understanding, and supporting one another.
- 9.** We are elevated by the compassion, kindness, and appreciation of those around us and strive to turn that compassion into the highest quality care.



QUALITY



1

We strive for continual improvement in patient care, clinical outcomes, and ourselves.

Our #1 Rule: Solve for the patient.



Continual Improvement in Patient Care

We strive to become trusted, familiar, reliable extensions of our patients' families. We want to be the caregivers they return to year-after-year to help them:

- ✓ Remain vigilant about changes to their health
- ✓ Listen intently when patients come to our clinics with their emergent needs
- ✓ Focus on preventive care and early detection
- ✓ Feel supported in addressing changes to their health promptly



Continual Improvement in Clinical Outcomes

We understand that wellness means something different to every patient. It may mean...

A cure.

- *Immediate treatment and alleviation of sudden or onset symptoms.*
- *Maintaining a comfortable lifestyle while battling a chronic condition.*
- *Constant preventative care.*

By understanding the unique needs, history, and goals of each patient, we can help them achieve a shared vision of wellness by never giving up on their improvement plan, never accepting a plateau in clinical outcomes, and never making them wait for responsive urgent care treatment.



Continual Improvement in Ourselves

We believe that:

- Complacency dulls the senses
- Continuous education and shared learning positively impact patient outcomes

**We will never stop pushing each other, ourselves,
or our leaders to earn the right to provide
ongoing healthcare to our patients.**



2

We care about our patients and demonstrate our commitment to their wellbeing by listening, observing, analyzing, and collaborating.



Whether diagnosing at urgent care, answering a billing question, or assisting with appointment scheduling, we give every patient the time and attention they deserve. We strive to collaborate with our patients—understanding them not as a case but as a person—to develop a solution to help them achieve their goals.

Patients

The comfort and care of our patients are more important than recognition or rewards.

Team

We collaborate with each other, giving questions and concerns the time and respect they deserve.

Self

Every patient is cared for by a team of caregivers. Being a member of that team means open dialogue, sharing ideas, and being open to the suggestions and insights of others.



According to West Corporation, **25% of patients don't feel** that their provider cares about them as an individual and nearly **20% aren't convinced** their doctor is focused on improving their health.

So we're defying the odds.



3

We ensure our patients feel they are being treated as individuals and know that we are an **ally**, an **advocate**, and a **resource**.



ALLY

noun

al·ly | \ 'a-,lī , ə-'lī \

plural allies

: one that is associated with another as a helper

: a person or group that provides assistance and support in an ongoing effort, activity, or struggle

Maintaining one's health throughout a lifetime can become a battle, especially when facing genetic, environmental, and lifestyle risk factors.

**We aim to be a trusted and knowledgeable ally
in each patient's quest for longevity.**



ADVOCATE

noun

ad·vo·cate | \ 'ad-və-kət , -kāt\

: one who supports or promotes the interests of a cause or group

When patients are uncertain how to advocate for their health, their finances, or their time, we will be a caregiver and supporter to champion their cause.



"Helping people and making a difference in their health is my passion"

— Anita Moghe, PA-C



RESOURCE

noun

re·source | \ 'rē-,sòrs , -,zòrs, ri-'sòrs, -'zòrs\

: a source of information or expertise

We are committed not only to providing our patients with the time and attention they deserve during annual exams or urgent care visits, but to being a trusted resource that they can seek out any day or time with questions, concerns, and trusted advice.



“I grew up in Veneta and was a patient at this medical office. The physician’s assistant (PA) that took care of patients here for many years inspired me to become a PA to continue care for members of our community.”

– **Karrie Patterson, PA-C**



TEAMWORK



4

We succeed together through the sharing of knowledge and open, trusted communications.



“Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work.”

– **Vince Lombardi**



Together we are **stronger**.

When it comes to our patients, we owe it to them, to their families, and to their health to pull strength, expertise, support, and care from every available resource as we fight for their ongoing health and longevity.

We believe that we are better caregivers when we collaborate and work together, and from that place of strength, we can achieve better clinical outcomes and patient experiences.



5

We celebrate our individual and collective successes and champion one another's unique and valued contributions.



TEAM > INDIVIDUAL

Being a caregiver is not about ego. It's not about personal achievement, internal competition, promotion, or career success.

If we are stronger as a team, then our individual successes are our shared successes, and we owe it to one another to advocate for each other with the same persistence and zeal that we advocate for our patients.



6

We motivate one another to improve continually; and we support, guide, and strengthen one another as we work toward shared achievements.



“Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results.”

– **Andrew Carnegie**



The respect we have for one another allows us to:

PUSH ONE ANOTHER

SHARPEN OUR SKILLSETS

STRIVE TO IMPROVE CONTINUALLY

By staying motivated and avoiding the risks of complacency by remaining committed to education, shared learning, and personal development, we become better healthcare professionals, caregivers, and team members.



An **example** of how by supporting one another,
we help our patients:



Oakridge Clinic Teams Up to Help the Community During Snowmageddon 2019



In the winter of 2019, Oakridge was plagued by what has since been referred to as “Snowmageddon.” It started with a winter snowstorm that resulted in a massive power outage. From there it went from bad to worse, with a train of 200 people becoming stranded in Oakridge due to the heavy snow.

The Oakridge Fire Department reached maximum capacity dealing with Emergencies. An SOS was sent to all community members including the Oakridge Nova Health clinic. The clinic team lead sent a text message to available staff asking for help. What follows are just some of the ways staff worked together and volunteered their time to support the community:



- ✓ Coordinated daily meetings at the Oakridge Fire Department to discuss plans for the community and to arrange well-checks for medically fragile patients, and the patients that needed oxygen due to the power outage.
- ✓ Set up ER supplies in the clinic, making lists of things that were needed, and contacting patients. Blankets, oxygen, and food were set up for easier transport.
- ✓ Walked through the snow, going from house to house to do well-checks for patients
- ✓ Conducted triage over the phone and called in prescriptions for patients.
- ✓ Picked up prescriptions and delivered to the homes of patients not able to travel due to snow.
- ✓ Went to senior apartments to check on seniors, bringing them food and blankets and arranging for oxygen.
- ✓ Transported patients to the warming center at the local church.



COMPASSION



7

We feel compassion for our patients and are committed to alleviating their spoken and unspoken distress.



"I love to help others. Being able to help patients feel better is the best part of my job."

— Lauren Bell, PA



COMPASSION

noun

com·pas·sion | \ kəm-'pa-shən \

: sympathetic consciousness of others' distress
together with a desire to alleviate it



Medical professionals have a desire ...

- ✓ To heal.
- ✓ To reduce emotional strain and eliminate heartache, both for the patient and their loved ones.
- ✓ To be the friendly face and comforting voice a patient sees when they walk in an office.
- ✓ To accommodate an urgent need for treatment.
- ✓ To ease pain and suffering.

We hire the most educated and compassionate staff members for every critical role, from front desk staff, to providers to administrative support and leadership teams because without compassion, a healthcare team cannot hope to earn patient trust.



8

We feel compassion for one another and are committed to listening, understanding, and supporting one another.



“The purpose of human life is to serve and to show compassion and the will to help others.”

– Albert Schweitzer



“Love and compassion are necessities, not luxuries.
Without them, humanity cannot survive.”

– **Dalai Lama**



At the core of what drives every caregiver is compassion.

Health care is not about personal accomplishment. It's about saving lives, easing sudden unexpected pain, and protecting the fragility of wellness.

It's about giving mothers and fathers more time with their children, husbands and wives more time with their partners, and friends more time with those who matter most.

It's about seeing concern in someone's eyes and being driven to ease their worries and knowing that healing can only be achieved by:

- ✓ Listening more than we talk.
- ✓ Understanding more than we question.
- ✓ Supporting one another more than we focus on ourselves.



“I love the intimacy of the provider-patient interaction and believe that listening intently and communicating effectively with my patients is just as vital to their medical care as any specific treatment that I prescribe.”

— **Keith Best, PA-C**



9

We are elevated by the compassion, kindness, and appreciation of those around us and strive to turn that compassion into the highest quality care.



For some, a good day at work may be signing a big deal, earning a raise, receiving the corner office, or wrapping up a project.

For our team, caregivers, a good day at work means saving a life, clarifying a financial question, accommodating a scheduling need, diagnosing sudden symptoms, and earning respect and appreciation of our patients and each other.

It's what motivates us to do what we do.

Our compassion, kindness, and support of one another motivate our resolve and elevate our ability to provide the highest possible patient service and clinical outcomes.

**Do we sound like
your kind of people?**

If you ...

... Strive for quality outcomes

... Want to be part of a supportive team

... Are motivated by compassion and kindness

**Then consider being part of
our Nova Health team.**



Learn more about us at
<http://www.novahealth.com/about-us/>

