

Gila Regional Center March Member Spotlight



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Brian Bentley, President

Member Since 2002

2008 New Mexico Quality Award Roadrunner Recipient

Contribution of 52 staff to serve on the New Mexico Quality Awards Board of Examiners from 2005 through 2009

Category 3 of the Baldrige Criteria for Organizational Excellence addresses developing patient and stakeholder engagement through a customer-focused organizational culture. Since 2003, Gila Regional Medical Center has adopted strategies toward this goal from the Planetree organization, which advocates a patient-centered model of health care. By exceeding patient and stakeholder expectations, we continue to build relationships and strengthen our culture.

"Planetree at Gila Regional is about walking a mile in our patients' shoes, trying to see everything from their point of view and designing our systems and procedures accordingly," says Gila Regional Chief Executive Officer, Brian Bentley. GRMC caregivers strive to ensure a consistently positive patient and stakeholder experience that will translate into loyalty and willingness to utilize our health care services and recommend our hospital to others.

As the only Planetree-affiliated hospital in New Mexico, GRMC believes that we can best serve patients and the community by providing the latest in medical technology in a healing, nurturing environment that encourages their involvement and participation. We believe in peaceful, comfortable surroundings, warm and supportive caregivers and access to health information and education to help our patients get well faster and stay well longer.

Patient Satisfaction Surveys administered by Press Ganey (a third party company that collects and aggregates hospital patient satisfaction survey data) are used to listen to the voice of our customers and identify needed improvements. Since the introduction of the Planetree approach, GRMC Press Ganey scores have risen. Our ranking, compared to other small hospitals surveyed by Press Ganey, has improved in several categories verified by patient survey questions and responses that specifically address the patient care experience.

Feedback from our patients collected in survey data from 2001-2009 has improved GRMC's ranking overall 132% compared to our peers. Our ranking has improved 112% regarding patient room décor, and 167% regarding visitor accommodations and comfort. Patient feedback also raised our ranking among our peers 159% with respect to staff attention to patient special/personal needs and 156% with respect to staff addressing emotional needs

of patients. Among small hospitals surveyed, our ranking regarding friendliness of nurses improved 156%, our ranking regarding courtesy of the housekeeping improved 186% and our ranking regarding courtesy of food serving staff improved 159%.

GRMC's commitment to partnering with patients and stakeholders is reflected in our Mission and Vision statements. Our Mission: providing exceptional quality, patient-centered care in healing environments. Our Vision: to be the best place to receive care, work and practice medicine.

For more information about Gila Regional Medical Center, contact Laura Howell at (575) 538-4657 or visit our website at www.grmc.org.