

Background

This intervention was carried out for one of country's premier healthcare initiatives in the private sector. Located in the bustling heart of India's financial metropolis Mumbai, the sprawling facility supports specialization across the realm of clinical medicine.

This hospital is determined to pay special attention to the qualitative dimension of healthcare delivery, even as it pursues the goal of leadership in knowledge and excellence in the choice of personnel and technology.

The Need

A key requirement shared by representatives from this renowned hospital, in NIS consultant's initial rounds of discussions was to bring in synergy and team spirit among the hospital's medical practitioners. Given the corporate model of working, there was a clear urgency to bring in a sense of belonging in the medical practitioners toward the institution.

In addition, they also shared the following needs:

1. To be sensitive to the needs of the patients, especially from the nursing staff...right from the way they appear.
2. Preparing the marketing team for business development.
3. To deliver consistent "pleasant experience" and to demonstrate the Vision and Values visibly at all patient/customer touch points.

The Solution

To help meet the critical goals, NIS Sparta chose the alliance partner program Promises Promises™. This program was chosen because it:

1. Focuses on the importance of a common purpose (Vision) and align with the "big picture"
2. Emphasizes on the criticality of team work
3. Fosters effective communication and mutual trust
4. Boosts internal customer service to aid external customer service

Program Methodology

Promises, Promises™ is a unique program that forces people to deal with the pressures and obstacles of interdependent teams to demonstrate the strong relationship between quality communication and quality results. Participants walk away from Promises, Promises!™ understanding that everyone within an organization is both a supplier and a customer. In short, they learn to practice both giving and seeking behaviors and become more aware of the need to bring in the "we" versus "me" focus for mutually beneficial associations.

In the program, as newly elected politicians of different countries, participants must fulfill the promises they made to their constituents, no matter how outrageous! Operating in an environment of scandals, alliances, fun and politics, they grapple with the needs of their constituents and neighboring countries and move through cultural barriers, lack of trust and poor communication. Before the end of the five-year term, all countries have to become a truly United League of Nations.

- To meet their goals and become a United League of Nations, all teams must get the right resources to the right people according to their needs and deadlines.
- Participants understand that everyone within an organization is both a supplier and a customer. Teams, individuals, departments and even organizations exist as part of an integrated system which thrives on trust and clear communication.

For the medical practitioners at the hospital, a clear one-to-one analogy was drawn between the countries participating in United League of Nations to become “Truly united” with the Vision statement of the Hospital and that People, Promises, Resources and Deadlines are at core of the well being of every organization. The 10 countries represented in the experience were actually the different department and functions in an organization which come together to service the need of their customers...in the case the patients and customers (as in corporate tie-ups).

Result

It was impressed upon the participants and understood that all the departments and functions' including the Management needs to join hands in providing the world class experience to its customers/patients.