



Agile Action Workshops

Organizing Cross Functional Teams
For Effective Collaboration and Quick Results

Endeavor

OUR STRATEGIC COMPETENCY

We Guide Your Teams at Each Stage of the Transformation

ENVISION

ENGAGE

ENERGIZE

ENABLE



Outcomes

- A deep understanding of what your customers value
- Where you can improve in meeting their needs
- Vision of the future state

- The vision is translated to operational and organizational changes
- Alignment across key stakeholders on the plan moving forward

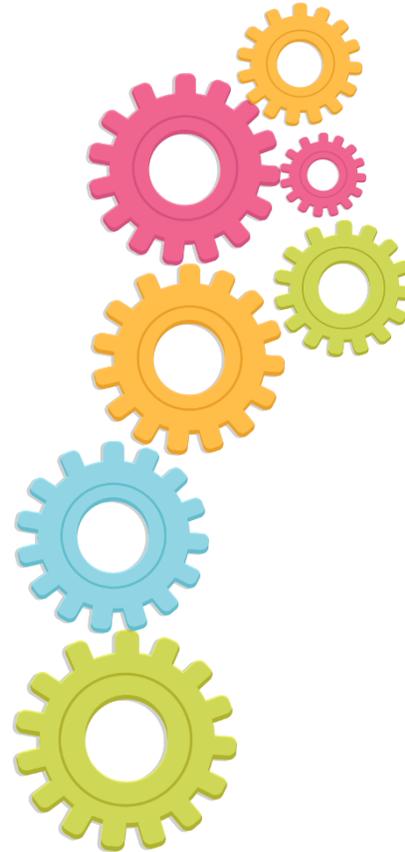
- The organization is motivated and mobilized to adopt the changes
- Related processes and systems are changed
- The plan is validated and refined to ensure long-term sustainability

- The changes are ingrained into the organization's culture for sustainability
- Customer experience management is an ongoing thing rather than a periodic intervention

WHY AGILE ACTION WORKSHOPS?

Unleash the Collective Brain Power of Your Team In Hours, Not Day

- ✓ Only 2+ hours
- ✓ Content + Collaboration
- ✓ Concrete Action Plans
- ✓ Facilitation by SMEs



- ✓ Develop skills and learn best practices in real-time.
- ✓ Jointly solve problems. Collaborate cross-functionally to break down silos.
- ✓ Everyone participates and contributes. Achieve buy-in and commitment to change
- ✓ Jump start your action plan. Identify owners, impact and measuring success.

ENVISION



Begin with the End in Mind

Get teams aligned quickly on the KPIs that matter most with our jump-start library of comprehensive leading and lagging indicators.

We Are The Champions

Establishing the cues of humility in messaging and behaviors while still leveraging your status as market leaders.



We Know Who We Are

Align the brand's promise with key differentiated messages in a message map. Capture team pride with their reasons to believe.

Let's Be More Like Them

Creating meaningful benchmarks, especially out of industry, to examine which aspects of their brand, operations or culture to emulate.



The Digital Front Door

Defining the role of digital touchpoints throughout the entire experience to align value creating roles.

What's Broken, Fix

Identifying the broken processes to build a prioritized list of actions based on ease and impact.



The Price is Right

Dealing with price transparency by understanding what truly constitutes "cost" for the consumer.

This is Who We Serve

Using our experience mapping and other VOC inputs, co-create rich personas to put the "customer in the room" during decision making.

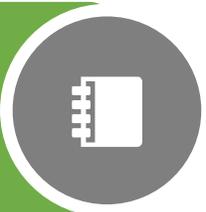


ENGAGE



The Perfect Match
Enabling patients to find the right physician match through rich information that aligns functional and emotional needs.

Always Prepared
Improving pre-arrival information to set expectations, ensure patients come prepared, and create a stress-free arrival experience.



Never Lost
Incorporating a multi-touchpoint approach to rethink wayfinding and develop solutions for better navigation without signage.

Always Connecting
Making the visit personal, to enhance satisfaction, trust and patient engagement.



When You Need Us
Improving scheduling availability through streamlined templates and triage by type of need.

Fewest Clicks
Mapping the digital journey - a deep dive into a specific disease, use case, or digital product to document steps, screens and scenes.



Psychology of Wait
Mitigating the negative emotional impact of wait times by utilizing wait times and reducing unexplained waiting.

Always Here
Making consistent after-visit next steps to ensure patients remain connected, understand their next steps, and have a point of contact.



ENERGIZE



Conflicted

How to identify conflicts and resolve them amicably and quickly by finding common ground.

We Need You

Stakeholder analysis is a tool we use to identify employee groups, their needs, interests and how we should most effectively motivate.



Moving Through Stress

How to move through times of stress, by learning the good, the bad and the ugly, why control feels lost and how to get it back.

We Will Always...

Using cross functional teams to create the series of expected behaviors that deliver the ideal experiential outcomes.

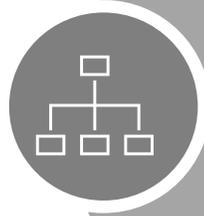


We Know What To Say

Providing information, service recovery, and even persuasion take place on the front line – we detail the conversation map.

It's a Team Thing

Promoting a cohesive team approach and behaviors that communicate to patients your seamless team coordination (e.g., APP vs PCP).



On Point

Mapping message points for leaders at all levels of the organization as your rollout continues.

Feedforward

Improve engagement through timely, effective input on what works, and corrective action where needed.



ENABLE



Physician Brand Building

Our framework helps physicians use their own resources (not marketing) to build stronger personal brands.



Moving Through Stress

How to move through times of stress, by learning the good, the bad and the ugly, why control feels lost and how to get it back.



Everyone's a Leader

Recognize the differences and how to move beyond your title and be accountable for your new leadership responsibilities.



We Will Make it Right

Reviewing key pain points, establishing new "listening posts" and creating visibility with real-time feedback and service recovery.

Power Dynamics

Regardless of your position, how to get and maintain your seat at the table when decisions are made.



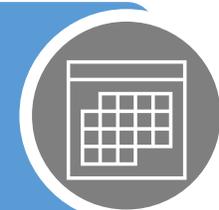
Get Connected...for Introverts

Content, exercises and tools to empower introverts as they professionally network.



Get a Grip

Review and participate in exercises to unlock key secrets to time management.



On the Level

Creating service level agreements across departments – from marketing to clinical operations to ancillary services.





ABOUT US

OUR VALUE

Insights + Expertise = Practical Strategies

Industry Expertise

A team that includes those with prior healthcare leadership experience.

Deep understanding of the healthcare system environment, from the most complex (academic-community partnerships) to most competitive (regionally-based systems).

Trusted advisor to some of the most recognized healthcare systems in the country.

Research-Driven Insights

Use of proven research tools and frameworks for brand, experience, culture and operations management across industries.

A 50-year heritage of research innovation to drive strategic decision-making.

Best practices developed with national leaders in healthcare.

Access to cultural barometers to provide clear and actionable recommendations.

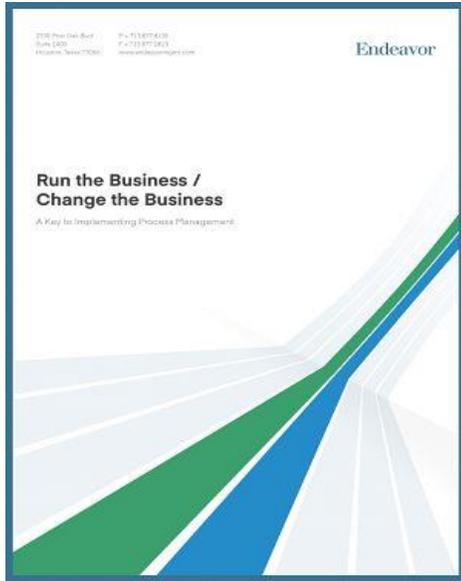
Practical Strategies

Consensus-driven decision making processes to ensure the employee experience strategy is embraced.

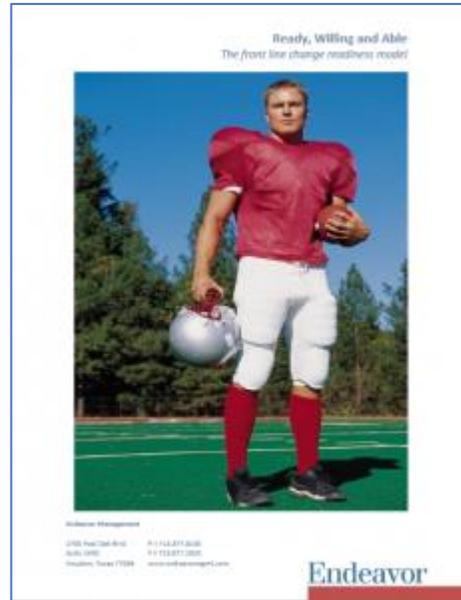
Experience in engaging internal / external audiences to improve the experience delivered, both to and through employees.

Clear and actionable recommendations using insight-driven scenario development to express multiple options.

RESOURCES



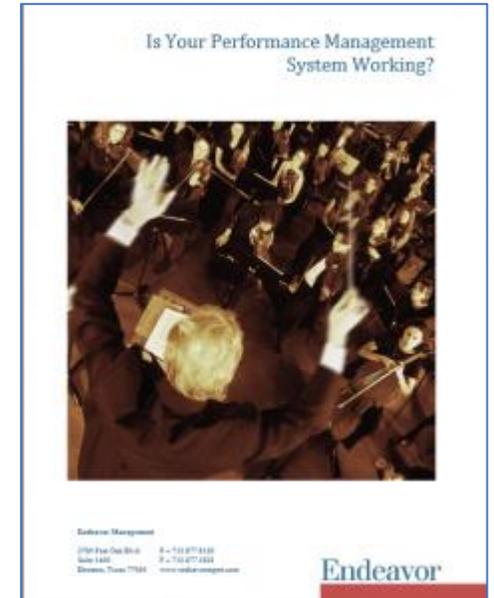
[Run the Business,
Change The Business](#)



[Change
Readiness](#)



[High Performing
Teams](#)



[Performance
Management](#)



Healthcare market leaders and challengers turn to Endeavor Management (formerly Gelb Consulting) to advance their strategic objectives. We work collaboratively with our clients to merge market insights and industry expertise to design and implement practical strategies. Our clients keep coming back to us not only for a near-term game plan, but as a long-term trusted partner.

Understanding the What and the Why

Our approach yields direction for our clients to drive advocacy – customers willing to go out of their way to recommend you. This is formed by the alignment of your brand’s promise, your delivery of services and how they are delivered. These create the ideal experience.

We believe that market leadership is based on a keen understanding of the underlying drivers of your customers – whether they be patients, families, referring physicians, donors or employees. Since our founding in 1965, we have continued to innovate identifying industry-leading best practices and deploying the latest research techniques to support our clients’ success.

Making the How a Reality

This is where our experience comes in. Our clients include many of the most recognized and well-regarded healthcare organizations in the country, with a focus the most complex - academic medical centers. We bring best practices and success to the table.

In addition, our seasoned consultants have been in your shoes, having decades of experience serving in leadership positions within healthcare organizations. We understand the challenges of navigating the most challenging of situations – from competitive environments to resource constraints. We work with you to implement practical strategies to accelerate business performance at a pace that’s manageable for your organization.

Endeavor THANK YOU

We appreciate the opportunity to advance our relationship

Contact



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