



# The 5 Star Swing Bed Growth Academy™



*A New Era in Rural Hospital Success*



# 25 Week Rapid Cycle Improvement System

Join this timely, team-based, measurable and accountable process that hardwires:

- A goal of doubling Swing Bed census in the first 6 months
- A simultaneous focus on clinical quality and continuous improvement
- Turn key tools and marketing processes that inspire successful growth
- Seamless integration with Custom Learning Systems' Service Excellence Initiative™



## Key Deliverables

Launch a systematic marketing process that leaves no stone unturned winning market share

Unleash your own caregivers as enthusiastic advocates to their friends, family & the community

Achieve a significant hike in revenues and cash flow



Gain an impressive community reputation for a quality process that is recognized for its clinical excellence

# 7 Step System Collaboration

**Guaranteed to transform your status quo  
Swing Bed program into an engine of  
opportunity**

01.

## **Appoint a Swing Bed Performance Improvement Team**

that has ownership for successfully executing a breakthrough marketing and quality improvement process. A key success factor is the engagement of two Service Excellence Advisors as frontline champions.

02.

## **Receive all the tools**

needed to successfully achieve immediate and long term results.

03.

## **Join a collaborative**

of 6 like-minded hospital teams who share and pool their insights, missteps and best practices.

04.

## **Participate in a weekly 60 min collaborative coaching call**

for an initial 12 weeks, and receive 2-3 new action assignments to begin hardwiring over the next week. This sequential systemic 'dosing' ensures the appropriate focus step-by-step.

05.

## **Submit a weekly progress scorecard**

showcasing growth and ensuring consistency with a focus on results.

06.

## **Stay focused with weekly individual coaching calls**

and customized feedback, ensuring accountability and emphasizing outcomes.

07.

## **Continue with a second 12 week Hardwiring Phase**

following a week long break.





# Achieve a Breakthrough in Swing Bed Census, Quality & Patient Experience

## Rave Reviews for CLS Education & Implementation Systems

*"The genius is the system."*

– Lauren Moulton-Beaudry  
Director of Education  
Front Porch

*"Brian's team doesn't just deliver theory, they deliver a transformative system that works."*

– Dennis Burke, President, Good  
Shepherd Health Care System

*"CLS is where our success began."*

– Rodney D Smith  
President, Harrisburg  
Medical Center

## Meet the 5 Star Growth Implementation Team



**Angie Schierer** DBA, MHA, RN  
Chief Nursing Officer



**Dennis Shelby** MSW  
VP of Process Improvement



**Mandy Robidoux**  
Director of Strategic Initiatives



**Rhonda Stel**  
Director of Service  
Development



**Julie Russell**  
Advertising & Marketing  
Advisor



**Brian Lee** CSP, HoF  
CEO, Author & Coach



# Swing Bed Growth Educational Competencies

## Marketing Growth

- Assess your current status
- Charter a Performance Improvement Team
- Recognize swing beds as a service line
- Empower a Swing Bed Coordinator
- Appoint an accountable Outreach Team Leader
- Brief & engage your board
- Set SMART goals for assured outcomes
- Conduct an insightful SWOT Analysis
- Discover improvement opportunities from former swing bed patients
- Get feedback and testimonials from every new discharge
- Create a master referral source database
- Research tertiary hospital's precise rehab needs
- Track every ED transfer
- Consult with every provider
- Create a meaningful relationship with referral sources
- Launch daily tertiary discharge calls
- Create positive awareness with Home Health & Hospice agencies
- Objectively measure patient experience to enable a 5 Star reputation
- Create an impressive 5 Star Swing Bed marketing brochure
- Partner with market area nursing homes
- Make your website a perpetual online marketing tool
- Gain a buy in from your own caregivers at every level

## Marketing Development

- Launch a 5 Star Nursing Model
- Create a 5 Star Swing Bed Newsletter
- Get in front of every local community group to tell your story
- Prescribed CEO one-on-ones with referring CEO

## Quality Clinical Outcomes

- Ensure 100% compliance with CMS standards
- Create a dashboard of benchmark metrics
- Identify potential clinical specialty areas that tertiary hospitals value and send patients to
- Assess administrative support
- Maximize billing reimbursement
- Assess every aspect of the discharge process to minimize unnecessary readmissions
- Review pharmacy drug inventory necessary for swing bed requirements
- Foster interdisciplinary collaboration to ensure a seamless patient experience
- Improve pre-admission screening and basic admission order sets
- Conduct a gap analysis of clinical education requirements to maximize 5 Star outcomes
- Assess and improve patient activities programming



**For More Information:**

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