



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 Charlet DBA, MHA, RN
Chief Nursing Officer



Dennis Shelby MSW
VP of Process Improvement



Mandy Robidoux
Digital Learning Coordinator



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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