

Turning Strategy into Action

Family Health West Service Excellence Council

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FAMILY HEALTH WEST

About Family Health West

Family Health West (FHW) is a nonprofit healthcare organization based in Fruita, Colorado, serving the Grand Valley and Western Colorado. With a 25-bed Critical Access Hospital and more than 30 specialty clinics and programs, FHW is committed to providing high-quality care and creating exceptional experiences for patients, families, and employees.

With a strong culture of service excellence, FHW empowers its team to turn organizational priorities into meaningful actions that improve care and strengthen the patient experience.



Family Health West Service Excellence Council

cTools: Service Excellence Council Charter

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The Service Excellence Council™ Charter

Approved: (Date)_____

1.1 Mission Statement

To implement, monitor, and integrate the Service Excellence Initiative™ (SEI) into our culture.

1.2 Responsibilities

With direction from the Admin Team, we are expected to create and maintain a culture to continuously improve patient and employee satisfaction by doing the following:

a. Provide leadership to become an Employer and Provider of Choice.
b. Ensure annual Accountability Dashboards/Agreements are established and monitored.
c. Nominate and approve the selection of Service Excellence Advisors each year.
d. Provide updates to the annual Service Excellence Workshop Workbook.
e. Promote and monitor mandatory attendance at all SEI training for Managers, Service Excellence Advisors and frontline employees.
f. Select and monitor the system-wide projects and membership of the OASIS Teams.
g. Approve the ownership, implementation, and hardwiring of the projects completed by the OASIS Teams.
h. Provide high level oversight of the organization's overall service performance in relation to its established service goals.
    i. Ensure that the organization's overall service performance results reported from the formal 'listening posts' (patient satisfaction surveys, CAHPS surveys, etc.) are monitored and communicated to the key stakeholders for appropriate service improvement action planning.
    ii. Ensure that there is a basic level of alignment of various departmental service improvement projects (DO IT) with the potential service improvement needs evidenced from the results of the formal 'listening posts' and the organization's established goals.
    iii. Monitor the results achieved via service improvement action planning at the department level, and any potential organization wide service improvement initiatives which are undertaken.
i. Ensure consistent utilization of other strategies to monitor Service Excellence, such as:
    i. Patient Satisfaction Surveys
    ii. Employee Satisfaction Surveys
    iii. Service Improvement Projects
    iv. Service Huddles
    v. Rounding (C-Suite Caregiver, C-Suite New Patient Welcome Visits, Leader Daily Staff, Nurse Hourly, Nurse Leader Patient)
j. Schedule monthly Synergy Meetings to obtain feedback and provide education to:
    i. Service Excellence Advisors and Ambassadors
    ii. OASIS Team Captains and Admin Team Liaisons
k. Collectively discuss and complete the SEI Hardwiring Dashboard to report progress and future plans to address areas of concern.
l. Utilize the recommendations from the annual Accountability Audit to modify strategies for improving the following year's SEI process

cTools: Service Excellence Council Charter(cont'd)

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The Service Excellence Council™ Charter (cont'd)

m. Plan and coordinate opportunities to recognize accomplishments made through the Service Excellence Workshops, OASIS Teams, and DO IT Teams (i.e. Service Summit).

n. Determine involvement during the annual HealthCare Service Excellence Conference (i.e. Team Bragging Video Award, Summit Awards, Breakthrough Awards, presenting Best Practices, and attendance).

o. Create, implement, and utilize a 'Service Recovery Policy' for your organization within the first 6 months.

p. Make appropriate changes to this charter, your responsibilities, and membership as necessary.

1.3 Membership

Our Service Excellence Council is made up of the following:

a. **Executive Sponsor**
b. **Implementation Coordinator**
c. **Service Excellence Council Chair –** Chairs council meetings
d. **Service Excellence Council Vice-Chair –** Chairs meetings in absence of chair
e. **Provider Super Coach –** Liaise with Physicians/Providers
f. **OASIS Super Coach –** Liaise with OASIS Teams
g. **SEA Super Coach –** Liaise with SEA Teams
h. **Survey Super Coach –** Monitor and report CAHPS and patient satisfaction scores
i. **Service Recovery Champion –** Leads development and roll-out of Service Recovery Policy
j. **DO IT/Service Huddle Champion –** Liaise with and assist the SEA Super Coach
k. **CLS Education Coordinator –** Coordinates training/utilization of CLS resources
l. **Scribe –** Takes and distributes meeting minutes/action plan

1.4 Council Effectiveness

The Service Excellence Council is to meet at least on a monthly basis. We are committed to meet [day(s) of month & time]. To ensure our council meetings are conducted in an effective and efficient manner, we will make consistent use of:

a. Meeting Agendas
b. Meeting Minutes
c. Meeting Evaluations or Debrief
d. Membership Effectiveness (Quarterly)
e. SEI Hardwiring Dashboard
f. Annual Accountability Audit and Recommendations

1.5 Communication Plan

Educate and recognize progress of everyone involved in the Service Excellence Initiative™ process via:

a. Regular Agenda Items on:
    i. Leadership Meetings
    ii. Board Meetings
    iii. In-Services
b. Internal Newsletters
c. New Employee Orientation
d. Bulletin Boards
e. Annual Strategic Plan
f. External Publications (i.e. press releases, marketing pieces, website, etc.)

The Service Excellence Initiative™



DISCOVER THE

Service Excellence Initiative™

Transforming Healthcare, One Experience at a Time

The Service Excellence Initiative™ (cont'd)

What is the Service Excellence Initiative™

The Service Excellence Initiative™ (SEI) is a comprehensive, proven transformation process designed specifically for healthcare organizations.



SEI empowers every team member, from the boardroom to the bedside, to deliver outstanding experiences for patients, families, and colleagues.

Why Service Excellence Matters

- **Patients and families remember how you made them feel.** Exceptional service builds trust, loyalty, and positive word-of-mouth.
- **Staff engagement soars in a culture of respect and recognition.** Happy teams deliver better care.
- **Performance improves across the board.** Organizations see measurable gains in patient experience scores, staff retention, and community reputation.

The Service Excellence Initiative™ (cont'd)

The SEI Difference

It's not just training; it's a structured journey that embeds a culture of exceptional service into every level of your organization.

Organization-Wide Engagement

SEI involves everyone; leaders, clinicians, support staff, and volunteers. Every department, every shift, every day.

Leadership Commitment

Leaders are equipped with the tools and accountability to champion service excellence, model behaviors, and drive results.

Practical, Proven Tools

From the Everyone's a Caregiver® video series to the CareSay Suite and CLS One platform, SEI provides actionable resources that make improvement real and sustainable.

Measurable Results

SEI is data driven. Progress is tracked, celebrated, and continuously improved, leading to higher patient and staff satisfaction.

"There is nothing like having your frontline be owners and feel empowered to do what is right every single day for patients, families and the community."

– *Ada Bair CEO*
Memorial Hospital, Carthage, IL



The Service Excellence Initiative™ (cont'd)

How Does SEI Work

SEI follows a structured, step-by-step approach designed to create early momentum and long-term, sustainable change.



Align & Assess

- Gain a clear understanding of your current culture, performance, and opportunities
- Align leadership around priorities and direction

Build Leadership Capability

- Equip leaders with practical tools to set expectations, coach teams, and drive accountability
- Strengthen consistency across leadership at all levels

Engage Your Team

- Empower staff throughout the organization to help shape the patient and employee experience
- Create shared ownership for service excellence

Activate Improvement

- Identify key opportunities within departments and workflows
- Implement practical, measurable changes that improve the patient and staff experience

Reinforce & Support

- Ongoing coaching, check-ins, and progress tracking
- Recognize wins and build momentum across the organization

Sustain & Hardwire

- Embed service excellence into daily operations, hiring, and onboarding
- Ensure improvements are sustained long-term

The Service Excellence Initiative™ (cont'd)

The Results You Can Expect



- Higher patient experience scores (HCAHPS/ CAHPS and other patient scores)
- Increased staff engagement and retention
- Improved clinical outcomes
- A reputation as a provider and employer of choice



Why Choose SEI

- Proven track record in hospitals, clinics, and community health centers across North America.
- Customizable to your organization's size, setting, and goals.
- Supported by experts, the CLS team partners with you every step of the way.

"Thanks to the Service Excellence Initiative, we have seen a complete turnaround in our culture in the past 5 years, where exceptional patient experience is now the new normal. We will never stop our engagement in this initiative. We are so proud to be honored with the 5 Star designation by CMS and NRRS, as well as Top 20 Critical Access Hospital and Top 20 Best Practices in Quality."

– Arlene Harms CEO, Rio Grande Hospital & Clinics, Del Norte, CO



The Service Excellence Initiative™ (cont'd)



Notes:

HCSEC
HealthCare Service Excellence Conference

thrive

Shaping the Future of Patient & Employee Engagement

Healthcare is entering a new era — and the organizations that will lead it are those learning not just to adapt, but to thrive.

Join us for the 26th annual HealthCare Service Excellence Conference, where healthcare leaders come together to transform today's challenges into meaningful opportunities for growth, engagement, and lasting impact.

Explore practical strategies to enhance the patient experience, strengthen caregiver and employee engagement, and foster a culture rooted in accountability, compassion, and excellence.

Leave inspired, empowered, and ready to shape the future of healthcare leadership.

Nov 9-11,2026
at the Grand Sierra Resort and Casino in Reno, NV

Rated 4.97/ 5 in 2025

Extraordinary Keynote Speakers



John Register
CSP, CPAE, PLY
Amputate to Elevate



Erin Mark
Thriving Through Uncertainty



Jeff Civillico
CSP, CPAE
Everyday Influence

"Loved the keynote speakers. Very engaging and terrific information to take back to our facility."
—Tonya Dooley, Memorial Hospital Carthage, IL



Joe Schmit
CSP
The Impact Playbook



Vincent Phipps
MA, CSP, PhD(2027)
Lead Out Loud



Kathy Parry
CSP
The Joy Jolt Effect



Morris Morrison
RiseAnyway

Click here to learn more about our speakersonline

Participant Experience Feedback

PLEASE PRINT

Turning Strategy into Action

Date: October 14, 2026

Click here or scan the QR code to access this form online:

SCAN ME

First Name: _____ Last Name: _____

Organization: _____ City/State: _____

Department: _____ Position: _____

Business Phone: _____ Ext. _____

Email: _____ Cell: _____

1. There are approximately _____ number of employees in our organization.
2. For me, the most valuable idea I learned and intend to use is:

_____

_____

_____

3. What I would tell others about the quality of the speakers and value of the content:

_____

_____

_____

4. Presentation improvements I would suggest:

_____

_____

_____

5. On a scale of 1 – 5, this presentation: (Met My Expectations) ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 (Did Not)

I am interested in the following educational resources (please ☑ where applicable):

6. ☐ Enter a draw for **two (2) scholarships** to attend the 26th annual **HealthCare Service Excellence Conference**(November 9 – 11, 2026, in Reno, NV).

7. ☐ Enter a draw for a two-day onsite leadership development program **Ignite the Patient Experience™** (including travel and per diem cost).

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