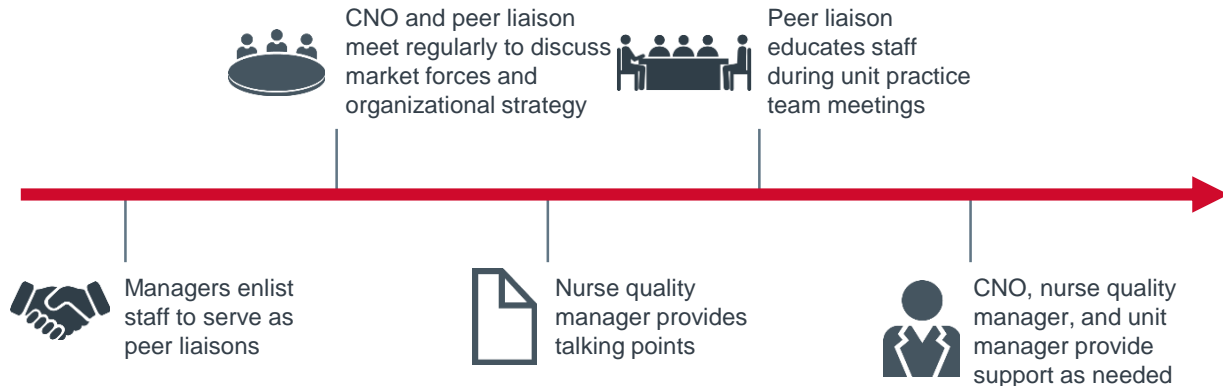


# Translating the message through frontline peers

Peer liaisons educate staff on market forces

## Holland Hospital's process for informing frontline staff of market forces through peer liaisons





## CASE EXAMPLE

# Holland Hospital

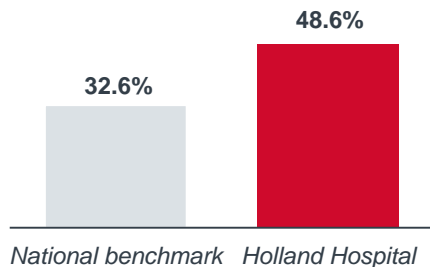
- 186-bed hospital located in Holland, Michigan
- ▶ Frontline staff selected by previous leaders and Managers to act as “Unit Leaders” for two year term. CNO, Unit Leaders, and Nurse Quality Manager convene every other month to quarterly, or as needed, to discuss market forces and organizational strategy
- ▶ Topics discussed include value-based purchasing, HCAHPS, the nursing strategic plan, Holland Hospital’s strategic plan, the impact of sequestration, nursing uniforms, hospital financials, and vaccinations
- ▶ 48.6% of RNs engaged; 70.6% agree actions of executives reflect the mission and values of organization

# Liaisons boost understanding of executive actions

## Sample topics discussed between CNO and peer strategy liaisons

- Value-based purchasing
- HCAHPS
- Nursing strategic plan
- Nursing uniforms
- Hospital financials
- Impact of sequestration

### Percentage of RNs engaged



### Percentage of RNs agreeing executive actions reflect mission and values

