

# Patient Experience

Forget star ratings and scores for a moment. Providers became healthcare heroes during the pandemic, earning sky-high trust and praise from their communities. Now is the time to leverage the lessons learned in crisis to create sustainable improvement in the overall human experience. Do that, and the ratings and scores will follow.

## We can help.

Every day, we partner with healthcare leaders burned out on cookie-cutter programs and quick-fix initiatives that simply don't fly. We know you're seeking custom, measurable solutions that galvanize your associates — many of whom are grappling with burnout following the sustained intensity of their pandemic work. Working as an extension of your team, we help you build the strategy and internal coalition needed to energize and align for sustainable improvement.

Our philosophy is simple: Experience is the way colleagues treat one another and connect to a common mission to serve. It's not about always doing more, but about being more – for one another and for patients.



## Let's Get to Work



We have no learning curve in healthcare so we move straight into learning about your unique situation and dynamics.



We'll build a plan that works for you, your C-Suite, board and other key stakeholders.



Incorporating best practices from our vast network, we'll provide a consistent, sustainable and scalable approach.



We know you need to achieve results, and we'll work with you and your teams to help you concretely track success.

Trusted strategic communications consulting devoted to healthcare providers.

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## Our Proven Process

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### Learn 30-45 Days

We conduct due diligence via focus groups, data review, assessment of current initiatives, field surveys, town halls and leadership 1:1s.



### Build 30-45 Days

We develop a customized PX Approach based on our gap analysis and construct a rollout plan with robust strategy, leadership plan and training toolkits.



### Activate 30 days

*Ongoing if needed*

We execute the plan – from training to launch to measurement, capping it with an ongoing momentum-building framework.

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## Measurable Benefits

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Better alignment between quality, safety and patient experience and improved scores, including CAHPS and star ratings



Greater trust and confidence in leadership and support for the organization's direction



Positive impact on the bottom line – earning more incentives and fewer penalties



Increased patient loyalty in an intensely competitive environment



Increased employee and physician engagement, alignment and pride



Improved employee and physician recruiting and retention

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## About Us

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With offices in the healthcare hubs of Nashville and Chicago, Jarrard Phillips Cate & Hancock, Inc. is a U.S. Top 10 strategic communications consulting firm for the nation's leading healthcare providers experiencing significant change, challenge or opportunity. Founded in 2006, the firm has worked with more than 500 clients in 45 states and served as a communications advisor on more than \$60 billion in announced M&A and partnership transaction communications. The firm specializes in M&A, change management, issue navigation and strategic positioning. Jarrard Inc. is a division of The Chartis Group, one of the nation's leading healthcare advisory and analytics firms. For more information, visit [jarrardinc.com](http://jarrardinc.com) or follow us @JarrardInc.

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