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**PRESS GANEY UNVEILS PARTNERSHIP MODEL**

***New Perspective Changes Health Care Workforce Relationships***

December 18, 2008 (South Bend, Ind.) – Facing a fast-tightening labor market and the changing attitudes of new generations of employees, successful health care organizations can't just fine-tune their old recruitment and retention strategies. The time has come for fundamental change. Today, Press Ganey Associates, Inc. unveils an integrated approach to relationships in the health care setting—the Employee Partnership™ approach. The new framework will help health care organizations build powerful, sustainable relationships with their employees, resulting in superior patient care and organizational outcomes.

"Today's health care employees require more than baseline needs such as job security and good pay," says Debbie Paller, vice president of physician and employee services at Press Ganey.

"They need recognition, flexible management and schedules, professional development, generous benefit programs, and individualized employer relationships. Skilled health care employees are in high demand; if their basic needs are not met, they can easily be lost to other organizations."

As health care becomes more consumer-driven and financial pressures increase, one of the most powerful strategies is to find business partners who will align themselves with your mission and contribute to its success in return for certain rewards. "Your employees are one of your most promising groups of business partners, and they are also the ones who interact with your customers—your patients—on a daily basis. They need to feel valued and needed," Paller says.

Press Ganey also is unveiling a new employee survey and realigning its consulting services to help health care organizations build toward this partnership model. The new survey is easier to understand, implement, and complete; and it is designed to encourage greater participation and deliver more actionable results that direct organizations toward improvement. Press Ganey's strategic consultants, who include former hospital CEOs and medical practice executives, will work one-on-one with organizations to prioritize improvement opportunities and goals and achieve effective solutions, all in line with the new partnership model.

The Employee Partnership model includes Five Partnership Principles™:

1. **Systems and leadership**—includes job security, input on decisions, recognition, communication and information, and fair wages
2. **Resources**—physical environment, equipment, and staffing
3. **Teamwork**—respect and coordination
4. **Direct management**—feedback, coaching, trust, communication, and recognition
5. **Engagement**—with the work performed, the team within the organization (sharing commitment to quality and customer service), and the organization (sharing its values and being willing to recommend it to others and continue working there)

Once the partnership model is achieved, health care organizations will see many benefits, including reduced turnover, decreased safety risks, improved productivity, fewer complaints, more positive word-of-mouth, and improved patient perceptions of quality of care.

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**Debbie Paller is available for comment upon request.**

**Press Ganey Associates, Inc.**

For more than 20 years, Press Ganey has been committed to providing insight that allows health care organizations to improve the quality of care they provide while improving their bottom-line results. The company offers the largest comparative customer feedback databases, actionable data, solution resources, and unparalleled consulting and customer service. Press Ganey currently partners with more than 7,000 health care facilities—including over 40% of U.S. hospitals—to measure and improve the quality of their care.

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