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## News Article



**Tuesday, August 19, 2014**

### A look at our new Growth Pillar: Earning our patients' trust

Hello!

Recently, I've shared with you some background on four of our six pillars for success. I hope the information has been helpful to you, and that you have some good conversations with your colleagues about how we can strengthen these pillars.

**(See links at the bottom of this message to articles about our other pillars.)**

We have already talked about how it is important to provide measurably high **quality** care, and how in order to do so, we have to be **financially** strong. We've discussed the importance of **service** and the perceptions of our patients and their families. And we all know that none of this is possible without great **people**. Today, I want to talk about the fifth pillar – something that is important to any organization that wants to sustain itself – **Growth**.

[Click here to watch the video of Alan Levine's message on our Growth Pillar.](#)

Now you might be thinking, 'We're already the largest health care system in our region. We've got 14 hospitals, dozens of physician practices, urgent care centers, pharmacies and even our own insurance company. So why is growth so important?'

Growth is not about being bigger or having more hospitals or more revenue than our neighbors. Simply competing for size



**Alan Levine, President & CEO, Mountain States**

doesn't do our patients any good, and it doesn't do our region any good. We're in this business to take good care of our patients, not to be larger or more powerful than the next guy.

So when we talk about growth, the most important word I want you to keep in mind is **CHOICE**. Let me explain what I mean by that. Our patients do not have to use our services. They have a choice. They can choose a different doctor, a different hospital, a different outpatient clinic. And if we don't deliver the quality they deserve or the patient experience they want, they **will** choose someone else. Our goal, and the way we will achieve success in the Growth pillar, is by giving our patients such outstanding care and such a positive patient experience that they will **want** to choose us. If we do our jobs well, they'll not only choose us, but they'll tell their family and friends that **they** ought to choose us too, if they want the very best that health care has to offer.

This is a tall order. Health care is changing, and so are the expectations of our customers. They want – and deserve – not just expert care, but **convenient** expert care delivered with compassion. Especially in the outpatient setting, they want health care that fits both their schedule and their budget. They want outstanding customer service that goes above and beyond their expectations with every single encounter. We owe it to them to provide that.

Growth comes from earning our patients' trust, and earning their loyalty. One of the most important areas where we have an

opportunity to do that is in our emergency departments, and you're going to be hearing a lot more from me throughout the coming year about our focus on great emergency department care.

Nobody wants to go to the emergency department. People come to our emergency departments because they are in crisis, because their lives are in danger, or because they are sick or hurt and have nowhere else to go. They come to us with problems large and small, and the tireless folks in our emergency departments deliver expert care to one patient after another all day and all night, 365 days a year.

But the emergency department is more than just a place where we save lives and help soothe those in crisis. It's the front door to our hospitals, and it's the place where we have the greatest opportunity to wow our patients with outstanding care and customer service. An emergency department experience may be the first time a patient has encountered Mountain States Health Alliance. The impression they come away with will be the impression they carry with them about Mountain States as a whole. If they come to our emergency department and they're welcomed promptly and with genuine compassion ... if they're seen right away in a clean and patient-friendly environment ... if they leave with a clear understanding of their condition and what they need to do next ... if they believe the people they met in that ED truly cared about them and treated them as if they were the most important patient that day ... then they'll know that **that's** the kind of customer service they can expect from a Mountain States Health Alliance facility. And when it comes time for them to choose a hospital for their next procedure, or if they need to find a doctor or a pharmacy or any of the other services we provide, they'll know that if they choose Mountain States Health Alliance for their care, they'll be getting that same outstanding customer service that they got during their time of greatest need.

**That** is how we grow – by earning our patients' trust and loyalty and respecting the fact that they always have a choice. So the next time you encounter a patient or family, I challenge you to think about whether the experience they're having today will make them want to choose Mountain States again.

We have an outstanding team of caregivers here at Mountain States Health Alliance, and already I've talked to so many patients who've told me that they always choose Mountain States because of you, and the care and compassion you gave them when they needed you most. That's a distinction we have to earn every single day, and I'm proud to be on your team as we earn that distinction together.

Thanks for taking the time to listen to this message, and thank you for the loving care you're giving to our patients today. I know your work is never easy, but rest assured it is always important, and it is always appreciated.

Alan Levine

[Click here for an intro to our Pillars](#)

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