**Communication in Healthcare Culture: Eight Steps to Uphold Outcomes Improvement**

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**Article Summary**

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Healthcare leaders looking to establish and sustain a culture of large-scale outcomes improvement must communicate their health system’s values, beliefs, and norms throughout the entire organization. Effective communication spreads understanding of outcomes improvement, ensuring broad engagement and ongoing progress toward shared goals.

Communication is critical for shaping an organizational culture that supports large-scale transformation and performance improvement. With effective communication, the leadership team affirms for the entire organization the value of its outcomes improvement strategy, engages team members at every level, and drives progress towards clinical, operational, and financial goals.

This article’s eight-step communication strategy outlines a best practice approach to facilitating change and achieving meaningful outcomes improvements.

**Communication in Healthcare: Elements that Shape a Culture of Improvement**

The content of an organization’s communication depends on the needs of its various audiences, its goals, and the changing circumstances of its outcomes improvement journey. The leadership team’s communication should include several key elements:

* **A clear and compelling vision:** The vision describes the organization’s future and why it’s on a particular path. Vision also explains how outcomes improvement will transform daily work and healthcare delivery overall, and how all team members will benefit from the changes.
* **Expectations for improvement:** Expectations are the targets for improvement and the motivation behind them. Organizations need to set clear and specific goals and describe precisely how and when they’ll measure progress.
* **Support for transparency and ongoing learning:** Organizations need to demonstrate that all team members can safely bring up a challenge or failure and do so without fear of repercussions.
* **Authority and accountability:** Who will lead the charge? The leadership team explains how it will grant authority and responsibility, and what kinds of support all team members must provide.
* **Plans, progress, and performance:** As improvement work proceeds, the leadership team communicates current status, next steps, lessons learned, and adjustments. Even after achieving initial goals, leadership continually monitors and communicates to ensure the organization is sustaining the gains. Leadership shares all data (good and bad) to paint an objective picture and help reinforce a data-driven culture.
* **Successes:** The leadership team highlights all successes, including the small wins. Doing so honors the work that’s been done, shows gratitude to the people who do it, and motivates the whole organization.

**Full Article available at**: <https://www.healthcatalyst.com/insights/communication-healthcare-improvement-8-step-guide>