Regents,

The UIHC communication below has been distributed via e-mail to all UIHC faculty and staff.

Please let us know if you have any questions. Thank you.

Sheila
understand how to evaluate and change processes to make them more patient-friendly. Additionally, the team will visit Celebration Health, a 112-bed hospital on the Disney property to see firsthand how their process works in a hospital setting. The team will then lead UI Hospital and Clinics through a very specific, customized process to implement service improvements.

*How do we know this works?*

The Disney Institute has a long track record of success in improving customer/patient service in hospitals and academic medical centers across the country. For example, several other leading academic medical centers, like us, had unsatisfactory patient satisfaction. After the Disney Institute program was implemented, organizations have seen major increases in patient satisfaction and significant reductions in staff turnover. Most important, these improvements have lasted. For more information about the impact of Disney training on the delivery of health care, see these and other case studies:

Arkansas Children’s Hospital:
http://www.disneyinstitute.com/About_Us/PDFs/DI_CaseStudy_ArkansasChildrenHospital.pdf

University of Chicago Hospitals:
http://www.disneyinstitute.com/About_Us/PDFs/DI_CaseStudy_UniversityChicagoHospitals.pdf

National Rehabilitation Hospital:
http://www.disneyinstitute.com/About_Us/PDFs/DI_CaseStudy_NationalRehabHospital.pdf

*Should UI Hospitals and Clinics do this now?*

This has been an extremely difficult budget year. Every effort is being made to reduce expenses and increase revenues. In some cases, this requires a short-term investment to realize a long-term gain. The training that the UI Hospital and Clinics team will receive at Disney is one of those investments. As a result of this training, UI Hospitals and Clinics looks to substantially improve the patient experience, improve staff morale, and increase market share.

Regarding the timing of this effort, there is several months’ worth of work to do before the trip to Disney will have its maximum value. Therefore, no contract has been signed and the timing of the proposed on-site trip has not been finalized. We fully understand the financial challenges facing the UI and are continuing to do our part to reduce expenses. UI Hospitals and Clinics has reduced its expenses by about $27 million so far
this year, which includes voluntary pay reductions from faculty, staff, and leadership, as well as other expense reductions.

*Isn’t this too expensive?*

No, $130,000 is a very small investment to make in improving service to the literally hundreds of thousands of Iowans who receive their care here. If we were to hire a group of consultants and bring them on site, rather than using an intensive “train the trainer” approach, we could easily spend several million dollars and not achieve the results we are seeking.

*Isn’t this making tuition go up?*

No. UI Hospitals and Clinics does not receive any money from the State’s general education fund. There is no impact on UI student tuition.

*Why do this?*

Iowans deserve the best. We want to do what is right for our patients and staff. That’s why we are willing to make this small investment in service excellence, knowing that it will return big dividends to our patients.

Please send any comments or questions to vpma@uiowa.edu.