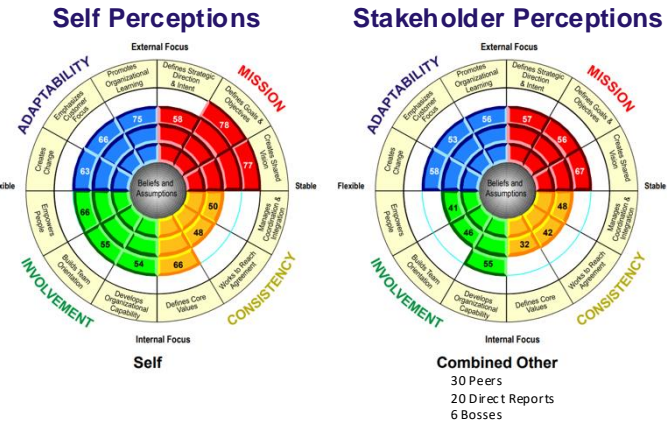


Rev Cycle Strengthens Culture Leadership

This Revenue Cycle team worked on its culture. And learned its senior leaders also needed to grow their skills.



This very successful healthcare Revenue Cycle operation rigorously tackled its culture. Through individual 360-degree feedback, they learned their leadership team could be more effective culture leaders. Data suggested they:

- Overestimated their culture leadership capabilities
- Were strongest in areas conducive to sustained growth and innovation
- Were weakest in areas that contribute to employee engagement, Quality, ROI, and organizational durability

Despite being perennial winners of Quality awards, they struggled to:

- Take, and allow, risks
- Coordinate and integrate work across the operation (and broader healthcare system)
- Include front-line associates in decisions
- Empower their team members to truly lead

What they did about it:

- Provided feedback and coaching to their senior leaders
- Empowered mid-level managers in decision-making and leadership
- Doubled-down on use of LEAN tools and methodology to streamline operations
- Helped leaders at all levels recognize that the best capability development happens during their work
- Rewarded proactive behavior, moved away from reactive
- Balanced accountabilities with empowerment and leadership capabilities

“Personally, our aspirational culture offers a lot of growth and development, the potential to be recognized and rewarded. I am open to new processes. I realize change is needed.”

- Revenue Cycle Manager

