

# The best expense reduction and profit improvement experts... are right in front of you.



## Creativity in Health Care:

### Ideas and a High-Performance Culture

Creative thinking approaches beyond simple brainstorming have much to offer health care and should be an integral part of training in all organizations.

Many of the ideas on how to improve care, reduce costs and improve revenues will come from your front line staff, because they are faced with these issues daily.

VIE Healthcare can train your staff in the science of creativity and you will never have to hire an outside consultant again for profitability results. You have a workforce with brilliant ideas, VIE Healthcare will create a process within your organization that will teach creativity, idea generation, and rapid implementation skills.

Teams of 10-12 people are created where innovation and creativity are taught, the needs of the organization are expressed and a power idea session is facilitated for immediate findings that the organization will implement. Each session is guaranteed to produce cost savings ideas and revenue improvement ideas of over \$100,000 for your organization.



In 2001 an American Airlines flight attendant, suggested a change in the procedure for handling coffee pots on airplanes. His idea was implemented, and the savings were calculated at \$788,000 per year. The catering department, the purchasing department and tens of thousands of other flight attendants had all over-looked this cost saving idea.

An office worker at a branch of a national temporary placement firm realized that seventy percent of the people who passed a test for literacy, numeracy, and computer skills, that her company was paying an outside vendor to administer, later failed either the drug test or criminal background check. Her suggestion to reverse the order of the tests saved the company millions of dollars nationwide in unnecessary testing expenses.

Cranberry production, like rice production, is water-intensive, and pumping large volumes of water is extremely costly. When the world's second largest cranberry grower, 45,000 acres of bogs, started an idea system, one of the first ideas that came in was from a field worker. "When it rains, turn off the sprinkler system".

**Innovative Ideas can come from anyone in the health care workforce. Do you have a high-performance culture where everyone is trained in creativity and ideas can be developed and harnessed?**

## How much money could your organization be saving from the creativity of your employees?

Marshall Hospital, in Placerville, CA tapped into the creativity of 12 people and received ideas worth \$300,000 in savings.

Lourdes Health System in Camden, New Jersey had 10 of its employees go through our "Health Care Idea Workshop" and had over 75 cost reduction and revenue improvement ideas in just 3-hours.

Our unique Health Care Idea Workshops offer health care organizations the training for creative thinking that will lead into ideas in clinical, business, delivery process improvements, cost savings and revenue improvements.

During this 3-hour program we work with a group of 10-12 employees to teach them creative thinking, how to analyze problems and turn them into opportunities and on-going idea generation.

During this training we guide your employees through a process where they are generating ideas that have tremendous financial value to your organization. With such questions and conversations as the following -

1. Examine the supplies and inventory you have in your work area. Which of these items do you rarely use? Which do you have in oversupply?
2. In your opinion, what's the greatest challenge facing your organization today? What are two or three possible solutions to this challenge?
3. What is the one best way you can think of that someone in this organization can cut costs?
4. What could we do in this organization to make it easier and quicker to communicate with one another, and to reduce wasted time in communications?
5. What are two ideas to improve this organization?

Plus 85 more idea generating questions and conversations that produce amazing high performance results!

The Health Care Idea Workshop is a cost-effective way to drive waste out of your organization and increase revenues. Call us to learn more about this workshop.

You'll be pleasantly surprised at the cost of bringing this workshop to your organization. Ask us about our no-cost trial offer.



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Health Care Idea Workshops are designed to teach creativity, the needs within the organization, idea-generation skills and rapid implementation for immediate quality and financial results.

### VIE Healthcare fully guarantees the satisfaction of our "Health Care Idea Workshops."

Here is what some of the participants had to say -

"This is best training I have ever received at a hospital - I am so excited to continue this process."

- Nurse Manager

"I was so surprised and motivated after leaving the workshop that my ideas mattered to the administration."

- O.R. Staff

"I now understand that I can turn a problem into an opportunity for the hospital."

- Materials Manager

"I feel so connected with the others in this program - I feel like we created our own team to look for savings opportunities - I would never have thought this program was going to be so outstanding."

- Facilities

"I have never seen my group so happy and motivated. This workshop not only brought the organization significant savings opportunities, it also brought immediate and lasting motivation that I have never seen before. I highly recommend this workshop to every health care organization."

- Senior Executive

### Health Care Idea Workshops For:

- Organizational wide improvement
- Departmental improvement focus
- Specific organizational challenge