



## CUSTOMER OVERVIEW

- A 77-bed Level III NICU needed to improve family and staff communication.

# Increase Employee Engagement and Collect Actionable Feedback by Asking “What Matters?”

Staff satisfaction surveys are often seen as just another box to be checked and most employees complete them knowing that changes rarely come as a result of their feedback. Engaging staff in organizational improvements is critically important, but it can be a true challenge to engage staff in giving real, unfiltered, feedback to spark change at scale. Critiquing current processes and procedures often leaves staff nervous about anonymity. As a result, staff often do not give honest feedback, and often, leave no feedback at all.

**PROBLEM:** A Neonatal ICU (NICU) was in need of unfiltered patient and employee feedback to improve patient experience and joy at work.

**APPROACH:** The best way to figure out what anyone wants or needs is to ask. Bring in a third party to do so with staff keeps the process anonymous and removes barriers to providing valuable insights, positive and negative.

**TOOLS USED:** goShadow used targeted WMTY questions to discover what employees cared about and where they saw opportunities to improve.

Asking employees to challenge the status-quo in a constructive way is a struggle for many since they have an inherent bias. A Neonatal Intensive Care Unit (NICU) recognized this challenge after finding leadership rounds to be stagnant and not revealing any real opportunities to improve patient experience or joy at work. They brought goShadow into their 77-bed, Level III unit with over 100 providers, ranging from physicians, to nurses, techs and housekeepers, to do a simple, and free, task: survey staff and families to get actionable real-time feedback.

The staff results were astoundingly insightful--removing managerial personnel from the equation empowered staff to speak and write their minds. Responses were vast, and many staff expressed that they were glad someone was finally taking the time to listen to them.

On the whole, NICU staff reported enjoying their jobs and providing excellent care to their patients. In contrast to those results, which were to be expected due to their relatively low turnover rate,

truly meaningful results were found in answers about what could be improved. The individual results did not surprise leadership since they had heard these themes in pockets. However, the aggregate of the care team feedback and concerns was a force that inspired change from the top. Once the goShadow team analyzed and categorized results, they helped the leadership team to identify a strategy and action items with the purpose of meeting the needs of both patients and staff.

Bringing in an outsider to give staff a voice was incredibly beneficial in driving change. Read xyz article to see how this NICU used family and staff feedback in a similar process to address weaknesses in communication and coordination with families and between care teams.