

Lehigh Valley Hospital- Muhlenberg, Bethlehem, PA

An Opportunity to Shine

Lehigh Valley Hospital in Allentown, PA has enjoyed a relationship with Crothall Services Group for over ten years. In preparation for the opening of a brand new hospital tower at its Muhlenberg campus in 2005, the hospital turned to Crothall to reinvent the General Services Department. Adding the \$65 million, 260,000-square-foot new building would raise the status of the Muhlenberg campus, and the administration wanted the level of expertise in the General Services Department to match.



Crothall surveyed the Muhlenberg campus in 2004, and realized that the fastest way to make an immediate impact would be to revitalize the look of the 13,000-square-foot, 24-bay Emergency Department, completely stripping and waxing the floors, which Crothall accomplished in only five days. When they were finished, hospital administrators and staff were blown away by the results. In fact, Dr. David

Richardson, Medical Director for the ED, was so impressed, *he literally ate off the floor.* As Director of Emergency Services Charlotte Buckenmyer puts it, "The department hasn't looked this clean since it was renovated eleven years ago. Crothall made it happen immediately, and around my schedule."

Crothall management began serving Muhlenberg in September 2004, filling and training 28 new positions, and making sure that all staff members worked together as a team. By December, Crothall was ready to roll out its proven cleaning techniques and support systems.

Hospitality Initiatives

One area that was addressed was the lack of a standard, consistent uniform throughout the department. The problem this created was that patients couldn't readily identify cleaners, either to make requests, or to recognize a job well done. Crothall included the staff in the decision-making process for new uniforms — there was even a fashion show to get the staff excited about the professional new look. By upgrading supplies and equipment and replacing dispensers throughout the hospital, Crothall improved the look of the facility in every detail.

As a symbol of commitment to patient care, hospitality cards are placed in each freshly cleaned patient room. To help motivate cleaning staff to raise patient satisfaction scores, Crothall posts monthly housekeeping scores for patient satisfaction as measured by the Press Ganey survey.

TEN YEARS OF
PARTNERSHIP
CULMINATE IN
STUNNING
SUCCESS AT
NEW FACILITY





❖ Lehigh Valley Hospital's Senior Vice President of Operations, Mark Holtz.

Dramatic Results

Before Crothall started serving the hospital, it ranked in the 36th percentile for Press Ganey "room cleanliness." In June 2005, Muhlenberg had attained the 99th percentile in its peer group. For "courtesy of the cleaning staff," Muhlenberg has jumped from the 28th percentile to the 89th. This incredible turnaround was completed in only nine months, and scores remain at the same levels today. While some of this surge can be attributed to the attractive new building, which tends to boost the scores for all departments, the hospital's overall Press Ganey score only increased 3% in the same time period.

To continue this success, Crothall management is involved in the Readiness Operations

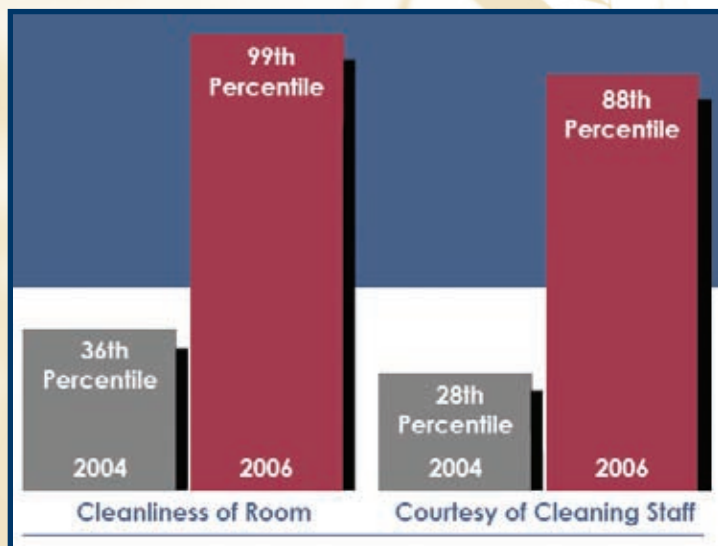
Council and Patient Satisfaction Improvement Council, to bring departments together to share best practices. The hospital even asked Regional Manager Jeff Gontarek to speak before a meeting of Lehigh Valley Hospital executives to discuss the positive impact Crothall has been able to

services they provide and consequently our patients' experiences...I have worked under many different models for the delivery of housekeeping services and a variety of contract services. The results and working relationships with the Crothall team cannot be compared."

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make on patient satisfaction. LVH Senior Vice President of Operations, Mark Holtz, believes Crothall has been instrumental to the success of the General Services Department: "Our experience with Crothall has been excellent. They are constantly striving to improve both the

Ten years of partnership, highlighted by the successful experience at Muhlenberg, leave little doubt that Lehigh Valley Hospital and Crothall Services Group will continue to provide outstanding service to patients for many years to come.



Steps to Success:

- ❖ ED floors completely stripped and refinished in five days.
- ❖ 28 new positions filled, trained, and blended with existing hospital staff, in one month.
- ❖ TeamCHIMESTM software installed to streamline management and tracking.
- ❖ New uniforms purchased with staff input to give the department a recognizable and attractive new look.
- ❖ New supplies, equipment, and dispensers installed throughout the hospital.
- ❖ Hospitality cards placed in freshly cleaned patient rooms.
- ❖ Patient Satisfaction scores posted prominently to raise staff awareness.
- ❖ Incentives awarded to staff encourage participation.

❖ Climbing Higher: Patient Satisfaction scores continue to climb higher as the Crothall team brings new focus into General Services.