

Michael E. DeBakey VA Medical Center

New Employee Orientation

*“To care for him who shall have borne the battle,
and for his widow, and his orphan”*

- President Abraham Lincoln

VA



U.S. Department
of Veterans Affairs

*Healthcare Veterans
Can Trust*

WELCOME TO NEW EMPLOYEE ORIENTATION FOR THE MICHAEL E. DEBAKEY VA MEDICAL CENTER

Meeting hosted by **Delaine Fournier, Veterans Experience Service**

Day 1 Monday

8:00am - 8:15a	Welcome and General Introduction	
8:15am – 8:30 am	Police Services	Designated Staff
08:30am - 9:30am	Federal Employee Benefits	Designated Staff
9:00am – 10:00am	Q&A	
10:00am – 10:15am	VCS	Quincy C. White Paulina Perez
10:15 am - 10:45 am	Education	Pedro Pena Fernandez Garmon
10:45am – 11:00 am	Break	
11:00 am – 11:30 am	Patient Centered Care, ICARE, Service Recovery	Cheryl Hicks
11:30 am – 12:00 am	Environment of Care (EMS)	Alfred Okele
12:00 am – 12:30 am	Lunch	
12:30 pm – 1: 30 pm	Information Security & Privacy	Clifton Myers Yentl Brooks Michael Plummer
1:30 pm -2:15 pm	Leadership Welcome	Frank Vasquez, MCD
2:15pm -2:45 pm	Emergency Management (15 minutes) Employee Safety (15 minutes)	Robert Jackson Designated Staff
2:45pm – 3:45pm	MH Recovery Model	Manuel Satarain

Day 2 Tuesday

8:00am – 8:45am

Suicide Prevention

Designated SPC's

8:45am – 9:15am

Patient Safety

Dr. Sonja E. Curtis
Charneice Sampson
Dr. Monique Henry

9:15am – 10:00am

Patient Rights

Dr. Savitri E. Fedson Dr.

Ethics Consultations

J. Wesley Boyd

Pain Management

Beatree Pathiyil

Palliative Care

Designated Staff

10:00am – 10:15am

Break

10:15am-10:45 am

Infection Prevention and Control

Patricia Rodriguez
Jicksy Laison

10:45am-11:15 am

Quality and Patient Safety

Dr. Sonja Curtis

11:15am – 11:45am

LGBTQ Veteran Care

Dr. Malorie Carroll
Dr. Hiram Rivera-Mercado

11:45pm – 1:15pm

AFGE / Lunch (In Person - 4th Floor Auditorium)

1:15pm – 2:15pm

EEO & HPP

Joseph Chew
Toni Woodson

2:15pm – 4:30pm


Own the Moment

Lillie Swafford


Patient Centered Care

Cheryl Gayden Hicks, MSSW, LCSW, FACHE, CPXP
 Patient Centered Care Coordinator
 Cherylgayden.hicks@va.gov

1



What is Whole Health?



VHA Mission Statement


Honor America's Veterans by providing exceptional health care that improves their **health** and **well-being**.

VEO Mission Statement


Enable VA to be the **leading customer service organization in the government** so that Veterans, their families, caregivers and survivors choose VA.

Whole Health


is an approach to health care that **empowers AND equips** people to take charge of their health and well-being, and live their life to the fullest.




2



THE WHOLE HEALTH SYSTEM






- ✓ Encourage self-care
- ✓ Decrease reliance on provider delivered care
- ✓ Complementary and Integrative Health Approaches


- ✓ Engage Veterans and Employees in their Mission Aspiration Purpose (MAP)
- ✓ Veteran Partners (Employee Peers), Whole Health Coaches


- ✓ Cultural transformation of how clinical health care is delivered

3




Components of Proactive Health & Well-Being





You + **Self Care** + **Professional Care** = **Whole Health Care**

4




Whole Health: Improves Veterans' Perceptions of Care Whole Health Life

Veterans who used WH services reported:

- Greater improvement in **perception of care** received as being **more patient-centered**.
- Greater improvements in **engagement in healthcare and self-care**.
- Greater improvements in perceived stress indicating **improvements in overall well-being**.

WHS of Care Evaluation- Progress report on outcomes of WHS Pilot at 18 Flagship Sites (Published February 18th, 2020):
https://www.va.gov/WHOLEHEALTH/docs/EPCCWholeHealthSystemofCareEvaluation-2020-02-18FINAL_508.pdf

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Whole Health: Impact on Employees Whole Health Life

- Employees who reported involvement in WH reported:
 - Their facility as a “best place to work”
 - Lower voluntary turnover and lower burnout
 - Greater motivation at work
- Higher ratings on SAIL scores
- Higher ratings on SHEP scores for patient-centered care

https://www.va.gov/WHOLEHEALTH/docs/EPCCWholeHealthSystemofCareEvaluation-2020-02-18FINAL_508.pdf


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Whole Health Resources for Veterans Whole Health Life

- [Whole Health Orientation classes](#)
 - Led by Veteran Peer Support Specialists
 - Intro to Whole Health: one-time 2-hour session
 - Taking Charge of My Life and Health: 8-week class
- [Chiropractic care](#)
 - Acupuncture
 - Massage (referred through Care in the Community/CITC)

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Whole Health Resources for Veterans Whole Health Life

- [Whole Health Well-Being Program](#)
 - Virtual Yoga and Tai Chi for wellness
 - Trauma-informed yoga therapy
 - Prenatal yoga (as part of Whole Health Maternity)
 - Request through **Whole Health WBP consult**
- [Mindfulness/Meditation](#)

MBSR-based mindfulness group led by Sharanya Udipi, Tuesdays 2-3:30 pm (virtual)

Meditation group – drop-in via Zoom, volunteer-led

 - Mondays @ 8:00 am
 - Tuesdays @ 12:30 pm

April 2022: Introduction to Mindfulness workshops, 1st Tuesdays @ 11:00 am (virtual)

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Whole Health for Employees




- **VISN 16 Take Ten for Selfcare**
 - Where: via [Microsoft Teams](#)
 - Phone: 871-701-0185
 - Phone ID: 893 803 465#
- **VISN 16 Virtual Wellness Classes**
 - www.ompractice.com
 - Wellness offerings available all day
 - Free to both employees and Veterans
- **MEDVAMC Virtual live streaming yoga via Zoom**
 - Tuesdays: [4:30-5:30 p.m.](#)
 - Wednesdays: [6:30-7:30 p.m.](#)
 - Thursdays: [12:30-1:00 p.m.](#)
 - Fridays: [12:30-1:00 p.m.](#)


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Whole Health for Employees




- **8 Weeks of Self-Care**
 - Open to all employees
 - January 31 – March 25, 2022
 - Self-care guide with weekly live virtual wellness activities
- **Nursing RE-Charge**
 - Healing Circles pilot to support nursing staff during the pandemic



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Whole Health in Your Practice




- Whole Health Education
 - WH 102: Whole Health for You and Me
 - WH 202: Applying Whole Health in Clinical Care
- Complementary and Integrative Health Trainings through Whole Health:
 - Tai Chi
 - Yoga
 - Mindfulness
 - Guided Imagery
 - Biofeedback
 - Clinical Hypnosis
- Support for tracking/coding/documentation of Whole Health activities

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Where to Find Whole Health Resources



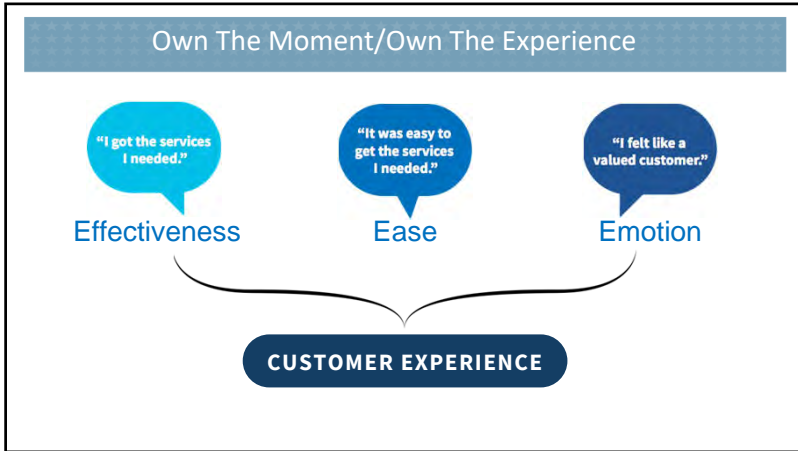
VA National Whole Health:
[Whole Health Home \(va.gov\)](http://va.gov)

MEDVAMC Veteran Whole Health:
[Whole Health | VA Houston Health Care | Veterans Affairs](#)

MEDVAMC Employee Whole Health:
[Whole Health Program for Employees – Michael E. DeBakey VA Medical Center](#)

MEDVAMC Whole Health POC: Shannon Sisco, Shannon.Sisco@va.gov

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Why Veteran Experience is Important

- Veterans have a choice, we want Veterans to choose VA
- Moments that Matter: Every interaction with Veterans is an opportunity to Own the Moment
- Veterans come first
- If the veterans are our priority shouldn't they trust us?

14

Voice of the Customer

- Survey of Healthcare Experiences of Patients (SHEP)
- Veterans Signals
- Press Ganey
- Patient Advocate Tracking System (PATS-R)
- Digital Comment Card Campaign

Encourage Veterans to give feedback!

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New Digital Comment Card Campaign

Share the love for your VA health care providers.

Recognize a staff member that's made your visit exceptional by filling out our online digital comment card. Our staff love receiving your feedback!

Do not: <https://survey.va.gov/submitcommentcard/>

VA VETERANS EXPERIENCE OFFICE

VA U.S. Department of Veterans Affairs Veterans Health Administration Digital Comment Card Campaign Health Care Veterans Can Trust

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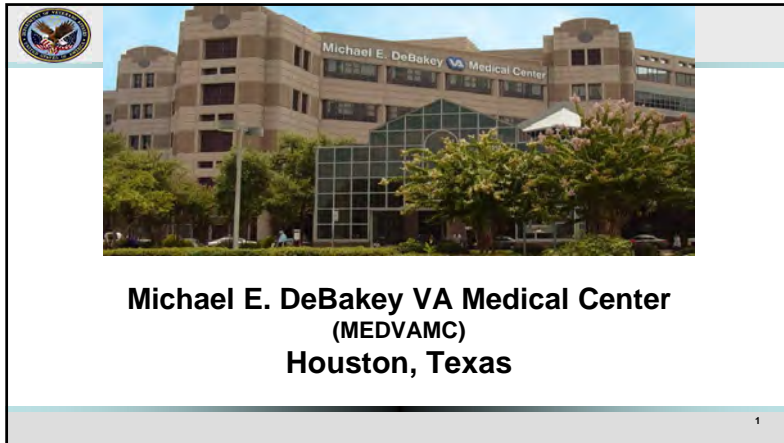
Questions

VEO Contacts:
Brent Kratky, Chief Experience Officer
Cheryl Hicks, Patient Centered Care Coordinator
Peggy Franklin, Chief Patient Advocacy Division
Marlon Cooper, Chief Congressional Correspondence and Veteran Support Division
My Healthvet Coordinator, Dwayne London

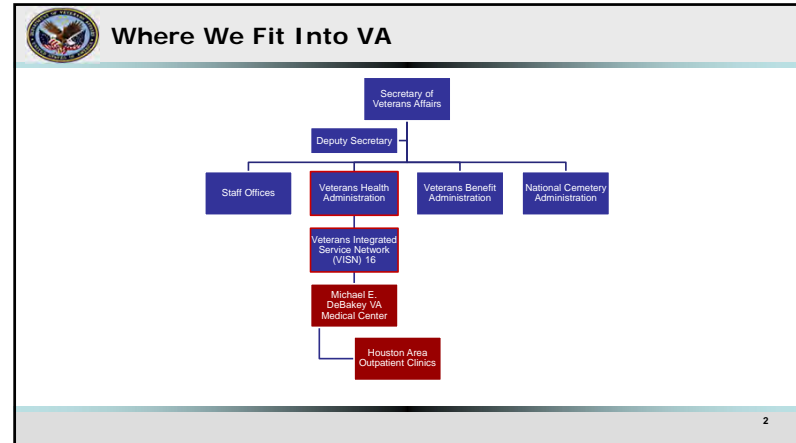


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Department of Veterans Affairs (VA)

Denis R. McDonough
Secretary of Veterans Affairs

Current VA Priorities:

1. COVID-19
2. Electronic Health Record Modernization (EHRM)
3. MISSION Act
4. Market Assessments

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Veterans Health Administration

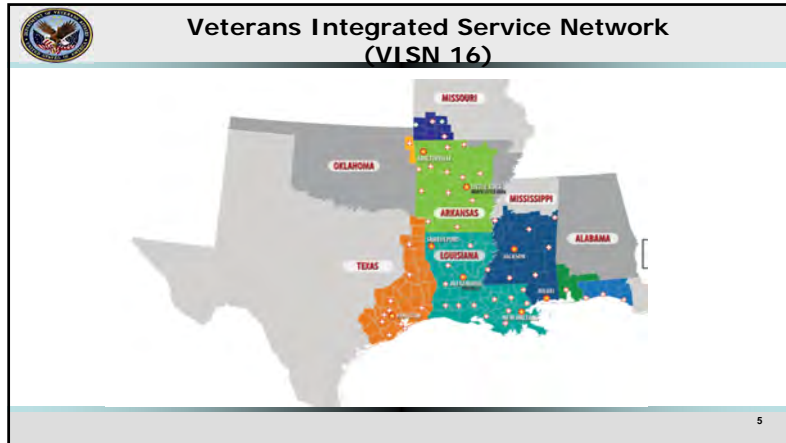
STEVEN L. LIBERMAN, MD
ACTING EXECUTIVE IN CHARGE, VHA

TOP PRIORITY:

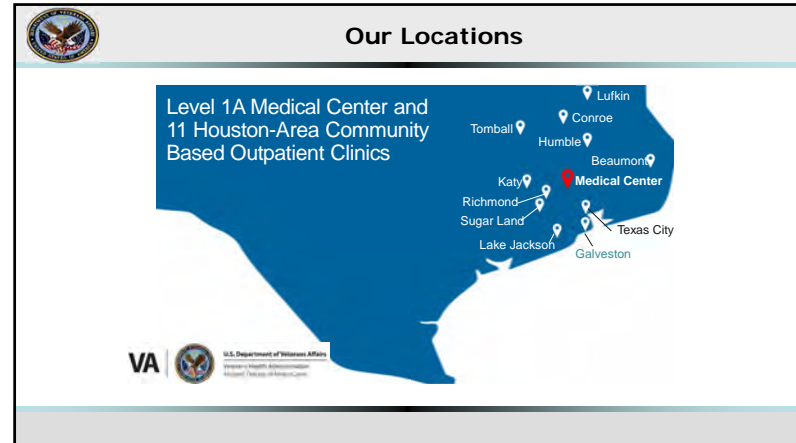
ALIGNING FOCUS

- COVID-19
- MISSION ACT
- EHR MODERNIZATION
- MARKET ASSESSMENTS
- STAND UP TO STOP HARASSMENT NOW

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VA Mission & Values

Mission: To fulfill President Lincoln's promise "To care for him who shall have borne the battle, and for his widow, and his orphan" by serving and honoring the men and women who are America's Veterans.

VA Core Values:

- Integrity
- Commitment
- Advocacy
- Respect
- Excellence


The slide also features the VA logo, the "I CARE" logo, and a photograph of a Department of Veterans Affairs sign.

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VHA Overview

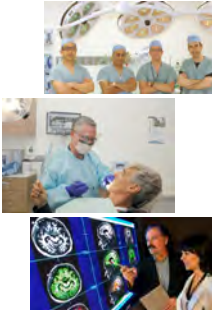
- Over 9 million Veterans enrolled in VA health care each year
- VHA provides care at 1,293 health care facilities
- 171 VA Medical Centers
- 1,112 Outpatient sites of care
- Over 415,000 employees work for the VA
- FY 2021 Budget is \$95.4 billion for Medical Care

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MEDVAMC By the Numbers

- \$1.4 billion Operating Budget
- 119,625+ Unique Patients
- 5,495+ Employees (22.42% Veterans)
- 1.5 million+ annual Outpatient Visits
- 8,839 surgeries FY21
- Over 2000 Students in Medical and Allied Health professions
- 566 Active Research Projects



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MEDVAMC Points of Pride

Magnet Designated since 2004 for Excellence in Nursing by the American Nurses Credentialing Center

TAVR Program – Transcatheter Aortic Valve Replacement program since 2013

Solid organ transplant Program – liver and kidney; now approved for heart transplant

Mortality Rate – Low outlier in surgical mortality for over 15 years

Women’s Health Center – offers comprehensive healthcare services to women Veterans

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Senior Management Team



Mr. Francisco Yanzquez
Medical Center Director



Ms. Kelly Irving
Associate Director for Patient Care Services



Dr. Mark Kobelja
Chief of Staff



Ms. Lindsey Crain
Deputy Medical Center Director






Mr. Christopher Myhaver
Associate Medical Center Director

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Patient Safety

The #1 Priority
MEDVAMC






1

Objectives

By the end of this presentation, you will be able to:




- Discuss the Principles of “Zero Harm”.
- Define “Culture of Safety”.
- Discuss the Patient Safety Zero Harm Committee.
- Articulate Your Role in a Culture of Safety.
- Understand JPSR Reporting.



2

How do we ensure Safety?

- Just Culture/Culture of Safety
- Stop the Line
- Event Reporting (JPSR)
- PSI Program (Patient Safety)
- Patient Safety Zero Harm Committee
- You!






3

What is Just Culture?

- Leadership’s commitment to building trust and reporting through a safety culture.
- Utilization of an incident reporting system, including close calls and hazardous conditions, that encourages reporting.
- Ensuring managers, leaders, and where appropriate, staff, are accountable for addressing and eliminating errors and hazards identified by reporting and for continually improving the safety of the patient care environment.
- Ensuring that leaders at all levels of the organization apply a standardized accountability process to assess the difference between system flaws, which are the cause of most errors and hazardous conditions.


<https://www.youtube.com/watch?v=tPm65TdRRBg&feature=youtu.be>





4

Prevention = Zero Harm

Prevent inadvertent harm to patients as a result of their care



5

Culture of Safety






Figure 1. The Trust-Report-Improve Cycle
 In the trust-report-improve cycle, trust promotes reporting, which leads to improvement, which in turn fosters trust.

www.jointcommission.org

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Stop the Line

OUR VETERANS ARE DEPENDING ON YOU TO STOP THE LINE
for Patient Safety

Using The 3Ws[®]

step 1

What I see



step 2

What I am concerned about



step 3

What I want








7

Stop the Line

- <https://players.brightcove.net/pages/v1/index.html?accountId=2851863979001&playerId=2a5f1413-63e3-4396-af85-efdf712c48c8&videoId=4095358757001&autoplay=true>

8







Choose VA U.S. Department of Veterans Affairs

9

Types of Events to Report

- ✓ Hospital acquired pressure injuries
- ✓ Communication related events
- ✓ Missing/lost patient events
- ✓ Medication events
- ✓ Procedure related complications
- ✓ Equipment related events
- ✓ Retained item
- ✓ Mislabeled specimen
- ✓ AMA




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2021 National Patient Safety Goals (TJC)

- Improve the accuracy of patient identification (HAP, BHC, OME)
- Improve the effectiveness of communication among caregivers (HAP)
- Improve the safety of using medications (HAP)
- Improve the safety of clinical alarm systems (HAP)
- Reduce the risk of health care-associated infections (HAP, BHC, OME)
- The organization identifies safety risk inherent to the patient population (HAP, BHC, OME)
- Universal Protocol for Preventing Wrong Site Surgery (HAP)




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11

Managing Wandering and Missing Patients

MEDVAMC has established a policy and procedures to prevent and effectively manage wandering and missing patient events that place patients at-risk of harm.





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12

Managing Wandering and Missing Patients

EXAMPLES OF VETERAN'S AT RISK:

- Lack cognitive ability (either permanently or temporarily) to make relevant decisions
- Considered dangerous to self or others
- Legally committed
- Gravely disabled due to a mental disorder
- Physical limitations that increase their risk



  U.S. Department of Veterans Affairs

13

Managing Wandering and Missing Patients

Veteran is determined to be missing:

- Call 911 (do not dial 0)
- Notify Police

  U.S. Department of Veterans Affairs

14

Patient Safety Zero Harm Committee



Purpose: Provide Patient Safety education and disseminate Patient Safety information to the facility.

Attendees: All MEDVAMC employees

Topics of Discussion: RCAs, facility falls, JPSRs, alerts/advisories/notices, etc.

Date/Time: 4th Thursday of every month (excluding November)



Location: MS Teams

  U.S. Department of Veterans Affairs

15

Questions??

- Need additional information related to Quality, Safety, & Value?
- Want to become a Patient Safety Champion?
 - Contact QSV Department: Patient Safety Section
 - Office: 4B-170
 - Phone x23477
 - Email: VHAHOUNPATIENTSAFETY@va.gov

  U.S. Department of Veterans Affairs

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**Patients' Rights, Medical Ethics,
and Ethics Consultation**

Michael E. DeBakey VA Medical Center
Day 2—New Employee Orientation

Savitri Fedson, MD, MA
J. Wesley Boyd, MD, PhD

1

Patients' Expectations?

What do you expect when you go to a doctor's office from the office staff and/or the health care provider?

What do you expect when you have been admitted to a hospital?

2

Patients' Rights

What the VA says we owe to veterans: I CARE

- Integrity
- Commitment
- Advocacy
- Respect
- Excellence

3

What is Ethics

What is Ethics?

- Moral principles that guide behavior—thinking about what is right and what is wrong.
- Blueprint/goals for best moral behaviors
- Debates about what is the best ethical guidance: consequences or values or something else?
- An everyday consideration in our work at the VA

4

What is Medical Ethics

- Application of ethics to situations in medicine, including medical research
- How to be as fair and just as possible in patient encounters and medical research

5

What are Basic Ethical Principles?

- **Autonomy**: respecting a person's right to hold views, make choices based on personal values and beliefs
- **Nonmaleficence**: doing no intentional harm or allow no harm to be caused
- **Beneficence**: helping and promoting good for others
- **Justice**: distributing goods and treatment fairly and equitably

6

What Ethics is Not

- Ethics is different from the law
- Ethics is not the "moral police"
- Having ethics involved does not necessarily mean that anyone has done anything wrong

7

MEDVAMC Ethics Consultation Service

Who are we?
Staff with training and interest in these questions. We are physicians, psychologists, nurses, chaplains, and others

When
We are available during the day for routine consults and also 24/7 for emergency consultation

How can we help?
Negotiate communication between care providers and patients and their families

8

Ethics Consultation

Anyone with an ethical question/issue can call for a consultation

Issues We Can Help With:

- Decision making capacity (is grandpa able to make rational decisions?)
- End of life care (should we try to cure the disease or accept hospice?)
- Give a voice to patient concerns and preferences (my doctor really wants me to have the surgery but I'm not so sure)

9

Ethics Consultation (cont.)

More Issues We Can Help With:

- Help support and relieve moral distress of providers and medical teams (how does the medical team feel about doing CPR on elderly veteran with terminal illness?)
- Communication breakdowns between family members and/or with physicians (the family thinks the treatment team has given up on the veteran)
- And many others

10

How to Request an Ethics Consultation

Anyone with an ethical question/issue can call for a consultation

- 1) Order an ethics consult through CPRS (computerized patient record system)
- 2) Email: Savitri.fedson@va.gov or jon.boyd@va.gov
- 3) Call directly: 713-794 -7436

11

Interested in Joining the Committee?

- 1) Get approval from your supervisor
- 2) Monthly meeting is 3rd Wednesday of every month at 3 pm
- 3) Consult subcommittee meets on an ad hoc basis

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Thank You!



13

Common Medical Ethical Dilemmas

- Choice between competing alternatives
- Conflicts related to rights
- Conflicts related to resource allocation
- Conflicts related to professional role
- Conflicts related to values
- Conflicts related to boundaries

14

LGBTQ+ Veteran Care Coordinators (VCC)

1

LGBTQ+ VCC Contact Information

- Hiram Rivera-Mercado, Psy.D (main hospital)**
 - VA phone: (281) 217-9028
 - VA email: hiram.rivera-mercado@va.gov
- Mallorie Carroll, Ph.D. (Katy – serving CBOCs)**
 - VA phone: 281-796-2849
 - VA email: Mallorie.carroll@va.gov
- Elizabeth Steen, LCSW (main hospital)**
 - VA phone: 713-791-1414, 24421
 - VA email: Elizabeth.steen@va.gov
- LaVonya Bennett, Ph.D. (Conroe – severing CBOCs)**
 - VA phone: 281-684-1137
 - VA email: lavonya.bennett@va.gov

2

LGBTQ+ VCC Role

- Started in 2016 at all VAs
- Point of contact and resource for all LGBTQ+ Veterans and Staff
- Help connect Veterans to affirming services
- Conduct trainings for VA staff
- Continuously assess the needs of MEDVAMC as it relates to better serving our LGBTQ+ Veterans and staff

3

Important Directives and Policies

- 1340(2) and 1341(2)
 - All persons can use bathrooms for their identified gender
 - No discrimination is tolerated at the VA (directives 1340 and 1341)
 - Please refer to all Veterans and staff with their identified name and pronouns (e.g., she/her, he/him, they/them)
- If you are unsure how to handle a situation, please reach out to the LGBT VCCs, that's what we are here for!

4

Referrals and Services

- Referrals - LGBT E-Consult (in CPRS)**
 - For providers
 - Individual therapy, group therapy, hormone and surgery evaluations
 - Please provide commentary for reason for referral
 - Can always contact us by teams or email with questions
- Additional Services Available**
 - Prosthetics
 - Speech therapy
 - Hormone Therapy in Endocrinology
 - Pre and Post Operative Care
 - Gamete preservation
 - LGBTQ+ staff trainings
 - Sexual Orientation and Gender Identity (SOGI) fields in CPRS

5

Helpful Resources

- **TMS Trainings:**
 - Do Ask, Do Tell: 5 Awkward Minutes to Better Patient Care - VA 34628
 - Care for Veterans with Lesbian, Gay, Bisexual, and Related Identities- VHA-149
 - Treating the Unique Health Care Needs of Veterans with LGBT and Related Identities-VA 42242
 - Care for Transgender and Gender Diverse Veterans in VHA- EES-141
- **MEDVAMC LGBT+ site:**
 - <https://www.houston.va.gov/services/lgbt/index.asp>
- **National LGBT VCC Website:**
 - <https://www.patientcare.va.gov/LGBT/VAFacilities.asp>
- **VA LGBTQ+ Resources (SharePoint)**
 - <https://dvagov.sharepoint.com/sites/vhava-lgbt-resources?OR=Teams-HL&CT=1635962604711>
- **Office of Resolution Management, Diversity & Inclusion (ORMDI) - [Lesbian, Gay, Bisexual and Transgender Program](#) - [Office of Resolution Management, Diversity & Inclusion \(ORMDI\) \(va.gov\)](#)**

6

Own the Moment

Improving Veterans Customer Experience In VA

1

VETERANS EXPERIENCE OFFICE VA

1

Meet Your Allies

- 1 TWEET IT
WHY DID YOU JOIN VA?
- 2 POST IT
WHAT IS VETERAN CUSTOMER SERVICE?

2

VETERANS EXPERIENCE OFFICE VA

2

Our Shared Purpose

To build **trusted, lifelong relationships** with Veterans, their families, caregivers and supporters.

"I trust VA to fulfill our country's commitment to Veterans."

3

VETERANS EXPERIENCE OFFICE VA

3

Meeting Expectations/Ground Rules

- Stay Present. ...
- Everyone Must Participate. ...
- Mute yourself.
- Do not put this conference call on Hold
- Use a landline (If no mic is available)...
- Do not use a speakerphone. ...
- Do not multi-task. ...
- Speak slowly and clearly


4

VETERANS EXPERIENCE OFFICE VA

4

Today's Agenda


1. Introduction to Veterans Patient Experience
2. The VA Way: ICARE
3. Veterans Customer Service vs Veterans Customer Experience
4. Three Dimensions of Veterans Customer Experience
5. Rules and Principles
6. The 3 Guiding Principles of "Own the Moment"
7. The VA Way: WECARE and SALUTE
8. Veterans Patient Experience Toolkits
9. Our Collective Commitment



5

Learning Objectives

1. Define Veterans Patient Experience and what it means for VA
2. Explain the difference between Veterans Customer Service and Veterans Customer Experience
3. Identify the three dimensions of Veterans Customer Experience
4. Identify and explain the three Own the Moment guiding principles—Connect & Care, Understand & Respond to Needs, and Guide the Journey
5. Identify and explain The VA Way: ICARE, WECARE and SALUTE



6


What is Veterans Patient Experience?

Veterans Patient Experience Defined: The sum of all interactions, shaped by the organization's culture, that influence Veterans' and their families' perceptions along their healthcare journey.

Veterans Patient Experience Vision: Veterans and their families are at the center of everything we do, and our system ensures that every Veteran has consistent, exceptional experience no matter where they go for care.

Veterans Patient Experience Mission: To provide a consistent, exceptional experience that strengthens trust and confidence with the Veterans, their families and caregivers.

"The way we treat Veterans today is the reason they will CHOOSE VA tomorrow."



7


Veterans Patient Experience (PX) Framework




8

Own the Moment: The VA Way (Page 1)

The VA Way		
ICARE	WECARE	SALUTE
Values: The key tenets each employee commits to in service to Veterans and VA.	Behaviors: The actions and behaviors we all do every time in each interaction.	Service Recovery: Acknowledging errors and making them right to honor Veterans and their families to make sure their needs are met.
OTM Principles		
Principles: The foundation and touchpoints for all of our decisions		



9

The VA Way: ICARE


Integrity: I will act with high principles, professional standards, and maintain the trust and confidence of all with whom I engage.

Commitment: I will work diligently to serve Veterans and other beneficiaries. I will be driven by an earnest belief in VA's mission. I will fulfill my individual responsibilities and organizational responsibilities.

Advocacy: I will be truly Veteran-centric by identifying, fully considering, and appropriately advancing the interests of Veterans and other beneficiaries.


Respect: I will treat all those I serve and with whom I work with dignity and respect. I will show respect to earn it.

Excellence: I will strive for the highest quality and continuous improvement. I will be thoughtful and decisive in leadership, accountable for my actions, willing to admit mistakes, and rigorous in correcting them.



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Veterans Customer Service to Veterans Customer Experience



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Dimensions of Veterans Customer Service



“I got the services I needed.”

Effectiveness

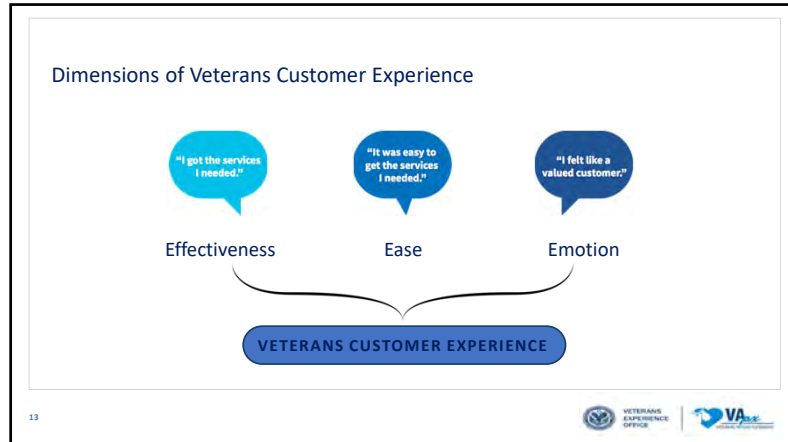
“It was easy to get the services I needed.”

Ease

VETERANS CUSTOMER SERVICE



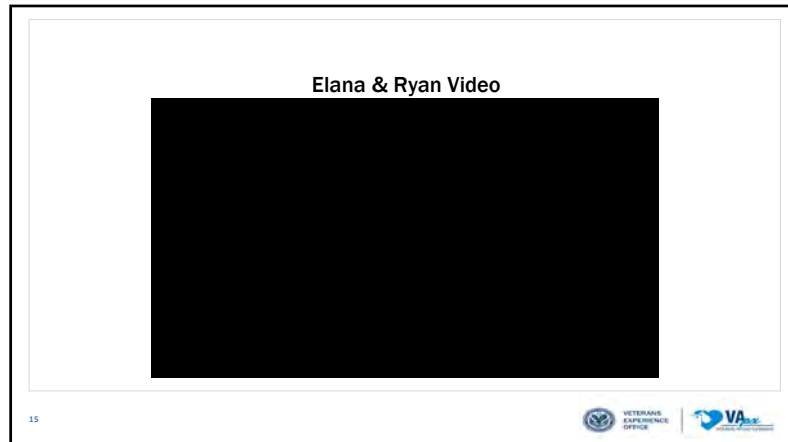
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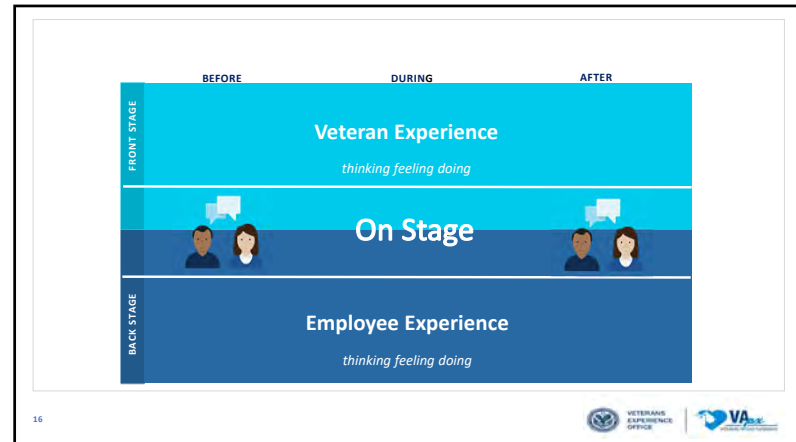
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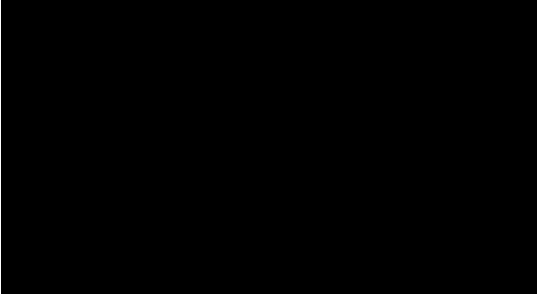


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Meet the Parents Video




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Rules and Principles


18



18

Break

19



19

Own the Moment: The VA Way (Page 2)


The VA Way

ICARE	WECARE	SALUTE
Values: The key tenets each employee commits to in service to Veterans and VA.	Behaviors: The actions and behaviors we all do every time in each interaction.	Service Recovery: Acknowledging errors and making them right to honor Veterans and their families to make sure their needs are met.

OTM Principles

Principles: The foundation and touchpoints for all of our decisions

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Own the Moment: Guiding Principles

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Doubts

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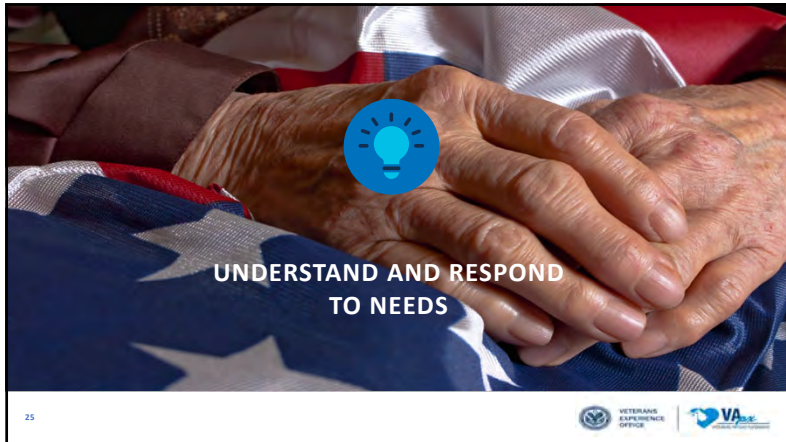
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CONNECT & CARE (Page 2)

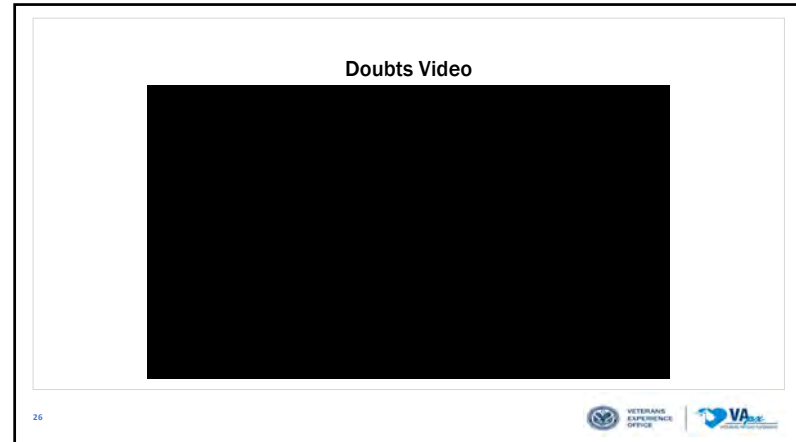
WHAT WE DO	WHAT WE SAY	WHAT THE VETERAN FEELS
Smile and make eye contact. Offer a sincere greeting.	Offer a genuinely friendly greeting Say "Hello", "Good morning"	I feel welcomed and acknowledged.
Introduce yourself – your role and what to expect. Find a way to connect in some way with each person you encounter.	Use the Veteran's preferred name or title, or sir/ma'am when you don't know.	I feel respected, valued and cared for.
Demonstrate empathy and try to imagine where the Veteran is coming from.	"What can we help you with today, Mr. Smith?" "Thank you for your service"	I feel like VA has my back.
Begin and end the interaction on a positive note. Say thank you and show appreciation.	"Thanks for coming in today"	

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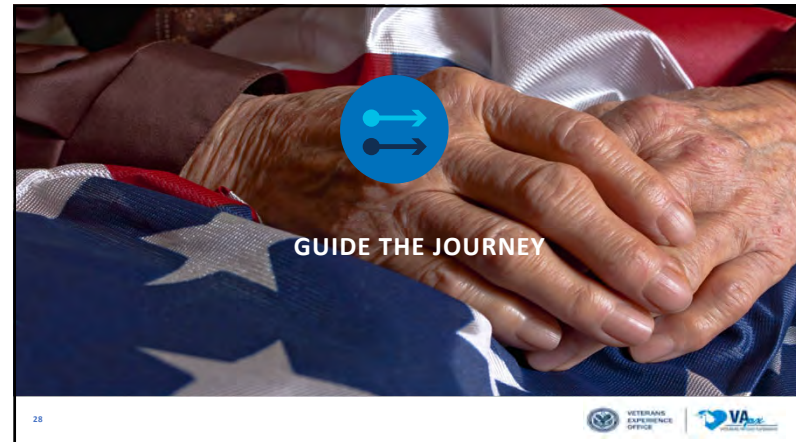


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UNDERSTAND & RESPOND TO NEEDS (Page 2)

<p>WHAT WE DO Serve to purpose, principles and values rather than function. Always put Veterans needs first.</p> <p>Actively listen without interruption and summarize what you heard to ensure understanding. (read body language and listen to tone)</p> <p>Ask open ended questions to gain a better understanding of the Veterans' needs. Ask for clarification as needed.</p> <p>If a mistake or misunderstanding occurs, apologize. Never make excuses or place blame.</p>	<p>WHAT WE SAY "Let me clarify what I think you said..." <i>"I can see how frustrated that made you feel..."</i> "Here is what I can do right now..." "Is there anything else I can do for you today?"</p>	<p>WHAT THE VETERAN FEELS I feel heard and acknowledged. I feel supported by VA I feel my needs are being met.</p>
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GUIDE THE JOURNEY (Page 2)

WHAT WE DO	WHAT WE SAY	WHAT THE VETERAN FEELS
Use your best judgment to determine what would best meet (or exceed) the Veterans' needs and expectations.	"Today we are going to do XYZ"	I feel cared for and important.
Don't assume the Veteran understands the system and processes.	"I can help you by..."	I know what to expect and what is expected of me.
Explain the process and set expectations about what will happen next.	After this appointment, you can expect..."	I understand where I am in the process.
Make it easy for the Veteran by outlining the process, providing contact info or the correct forms.	"Here is what will happen next"	I feel I can trust VA to follow through on its commitment.
	"Here is what you need to do"	


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Own the Moment: Guiding Principles (Page 2)

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Own the Moment: The VA Way (Page 3)

The VA Way		
ICARE	WECARE	SALUTE
Values: The key tenets each employee commits to in service to Veterans and VA.	Behaviors: The actions and behaviors we all do every time in each interaction.	Service Recovery: Acknowledging errors and making them right to honor Veterans and their families to make sure their needs are met.
OTM Principles		
Principles: The foundation and touchpoints for all of our decisions		

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The VA Way: WECARE

WECARE - The actions and behaviors we all do every time in each interaction.

Welcome the Veteran and his/her family warmly with a smile and direct eye contact.
Explain who you are, what your role is and what he/she can expect from you.
Connect by having a pleasant interaction and learning a bit about who the Veteran is.
Actively listen to the Veteran's needs and preferences. Be open to what he/she is saying without interruption. Take the Veteran's needs into account.
Respond to his/her needs and explain what you are planning to do. Describe your actions and follow up to make sure the Veteran is ok.
Express gratitude and thank him/her for choosing VA, or compliment him/her on something he/she did well.

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Own the Moment: The VA Way (Page 4)

The VA Way

ICARE	WECARE	SALUTE
<p>Values: The key tenets each employee commits to in service to Veterans and VA.</p>	<p>Behaviors: The actions and behaviors we all do every time in each interaction.</p>	<p>Service Recovery: Acknowledging errors and making them right to honor Veterans and their families to make sure their needs are met.</p>

OTM Principles

Principles: The foundation and touchpoints for all of our decisions

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The VA Way: SALUTE

SALUTE - Acknowledging errors and making them right to honor Veterans and their families to make sure their needs are met.

Say hello, make eye contact, introduce yourself and explain your role.
Apologize and show empathy for the issue or concern.
Listen to the concerns that are being raised without interruption. Be open to what the Veteran is saying.
Understand what the Veteran or beneficiary needs by asking questions.
Take action to resolve the issue and tell the Veteran what you are planning to do. After you take action, follow up with the Veteran.
Express gratitude for letting you know about the situation. Restate your apology and ask if there is anything else you can do to put him/her at ease.

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Voice of the Veteran Today

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Veterans Patient Experience (PX) Framework (Page 2)

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VA PX Foundational Toolkits


- **WECARE LEADERSHIP ROUNDING**
- **OWN THE MOMENT**


Leaders exhibit behaviors, set the tone for PX, and are visible.

Delivering exceptional customer experiences the VA WAY.


- **EMPLOYEE 'I CHOOSE VA' BADGE**
- **RED COAT AMBASSADORS**
- **STANDARD PHONE GREETING**

Delivering branded, consistent, and visible exceptional experiences for Veterans, across all VHA facilities.




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What's one thing you commit to do to improving Veterans Customer Experience?

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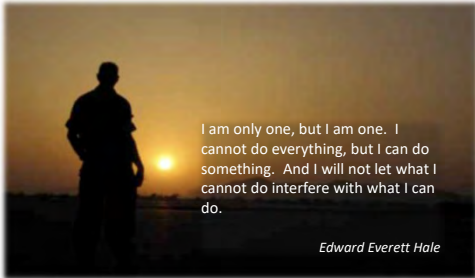
Learning Objectives (Page 2)

1. Define Veterans Patient Experience and what it means for VA
2. Explain the difference between Veterans Customer Service and Veterans Customer Experience
3. Identify the three dimensions of Veterans Customer Experience
4. Identify and explain the three Own the Moment guiding principles—Connect & Care, Understand & Respond to Needs, and Guide the Journey
5. Identify and explain The VA Way: ICARE, WECARE and SALUTE

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Moving toward the Future...

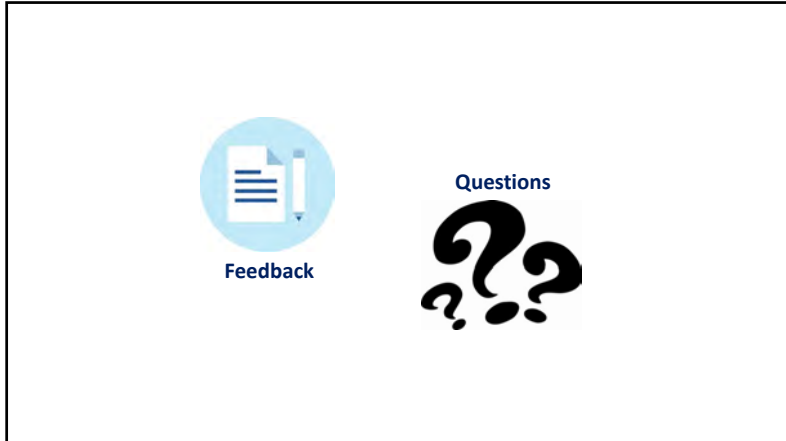


I am only one, but I am one. I cannot do everything, but I can do something. And I will not let what I cannot do interfere with what I can do.

Edward Everett Hale

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