

Palmdale Regional's 'Rounding for Success'

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Palmdale Regional Medical Center (PRMC), a spectacular new hospital in Palmdale, CA, opened on December 11, 2010. Prior to the hospital's opening, Palmdale was the largest city in California without a hospital. Universal Health Services, the parent company from King of Prussia, Pennsylvania, built PRMC

and closed the older facility that the staff had previously operated in a neighboring city.

PRMC is a 320,000 square foot hospital featuring all-private, single occupancy rooms. At full build-out, the hospital will provide 239 licensed beds. The current number of licensed beds is 157. Neurosurgery, cardiology (STEMI certified), orthopedics, and bariatrics are pri-

mary service lines, but certainly do not complete the comprehensive services offered here. The hospital also offers a surgery center, a telemetry unit, a medical/surgical unit, transfusion-free medicine, a physical therapy program, a wound care program including hyperbarics, an award winning ICU unit, and the largest Emergency Department in the area with 35 treatment bays. A comprehensive radiology depart-



Palmdale Regional Medical Center, Palmdale, CA

ment with 2 CT scans, imaging equipment and an MRI are also on-site as well as a full service lab and pharmacy.

Further strategic business development is underway. The hospital is preparing to become a 'Center of Excellence' in the areas of stroke, chest pain and bariatrics. It also plans to provide additional varied services in the future including working toward further COE's and certifications.

With such a large facility, personal communication and connectivity is an ongoing effort. Communication is not only vital to staff, but just as vitally important in patient care.

Enter "Rounding for Success"! PRMC started this program to better connect upper management and directors to staff and patients.

Rounding is simply a great tool of communication. Upper management and directors visit the units daily to speak briefly with staff members to ensure they are receiving the proper tools they need to do their jobs and to ensure they are being listened to. Staff members are also given the opportunity to voice any concerns they may have, or to convey positive comments that might help to motivate and inspire others.

Upper management and directors also round daily on patients. Patients who have been "in-house" for at least 2 days are briefly visited. The intent is to inquire if the patient has been satisfied with their treat-

ment from staff members, whether they have any concerns to share, or whether anything is inoperative or needs repair in their room. The patient is also given the opportunity to recognize any staff member that may have stood out as particularly helpful or caring. Many times it is the patient's family that speaks for their loved one. This helps to contribute yet another aspect of communication to ensure the patient has as pleasant a stay as possible in a hospital setting.

Through this patient rounding, although the majority of the comments are positive, the opportunity is given to solve a minor issue before it becomes a major one. Sometimes a family member simply needs someone to listen to their concerns about their loved one. Or they need something changed – a room closer to the nurses' station to make them feel more comfortable when they need to leave their loved one to take a break or leave the hospital for an errand. The patient also might have simple questions they need answered that may have come up during their stay.

Whatever the case, rounding provides the opportunity to take better care of staff and patients and to resolve issues quickly.

Directors are involved in rounding in their own units/areas, but not exclusively. Many directors often 'round' in areas not under their direct jurisdiction. This provides further opportunity for communication between departments and fresh eyes on possible areas that

require improvement.

Upper management's involvement is key to this program's success. As the CEO, COO, CFO and CNO walk the hallways, talk to staff and patients, and become involved in day to day unit operations on a more personal level, a sense of community is provided. Additionally, this personal involvement shows sincere concern for any issues that need to be addressed and allows them to be resolved more quickly and efficiently.

"Rounding for Success" has indeed been very successful! The hospital's patient and employee satisfaction scores are consistently high and the goal is to continue to improve communication wherever possible.

A comment often heard from staff, patients and their families is "This is a great thing you do. It shows you care."

Julie Montague is the Director of Marketing for Palmdale Regional Medical Center. Julie's background has been primarily service oriented. Her experience comes from hotel/hospitality sales and marketing/executive positions in Reno, Nevada and San Diego, California followed by an 8 year position as Director of Children's Ministries/Associate Administrator for a large church in her hometown of Apple Valley, CA. Her entrance into the hospital/healthcare industry in marketing continues to offer her the satisfaction and joy in helping others while adding a much enjoyed creative aspect!

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