



Dreaming the Future: Positioning our Buildings as Instruments of Life

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Objectives

- ✓ Learn how a life care organization can instigate a culture change
- ✓ See examples of how to implement a mindset change internally and externally
- ✓ Learn about matching expectations of ideology and budgets



- **HealthCare Division** – 242 bed acute care hospital; approximately 30,000 ER visits, 3,000 deliveries; serving NE Philadelphia and contiguous suburbs
- **HomeCare Division** – Home health and hospice in 5 county Philadelphia DMA and 12 counties in NJ
- **LifeCare** – Long- and short-term skilled nursing care; independent retirement living; personal care; HUD-subsidized apartments; on-site rehab; inpatient hospice unit, dementia care and transitional housing for homeless women and children.

Organizational Foundation



- ✓ **Heritage** – who we are
- ✓ **Mission** - what we do
- ✓ **Vision and Values** – how we do it
- ✓ **Brand** – how we wish to be seen by others
- ✓ **Experience** – the way we deliver services when we are in full alignment with the essence of the organization
- ✓ **Delivering on these requires cultural alignment**

What is Culture?

- ✓ The formal and informal agreements we have with ourselves and others
- ✓ Energy that drives an organization forward or holds it back
- ✓ A deliberately designed and purposeful way of being
- ✓ The stories that are shared and gathered
- ✓ The way we do things and what we believe around here

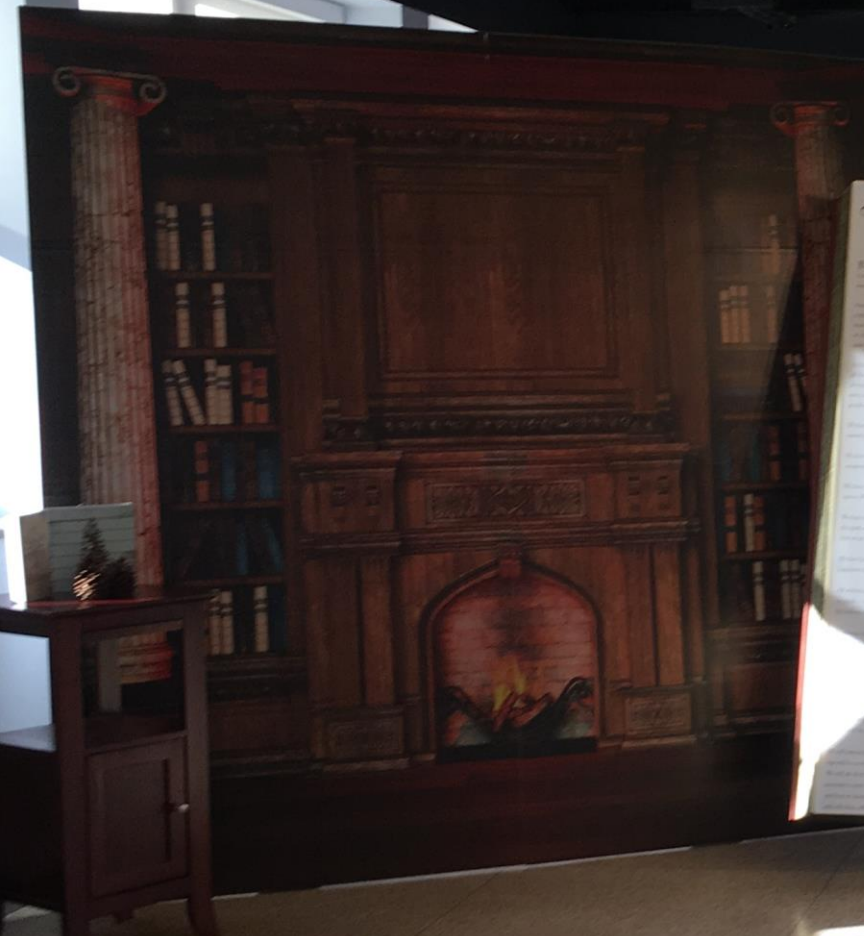
My Life Story

A Holy Redeemer Declaration

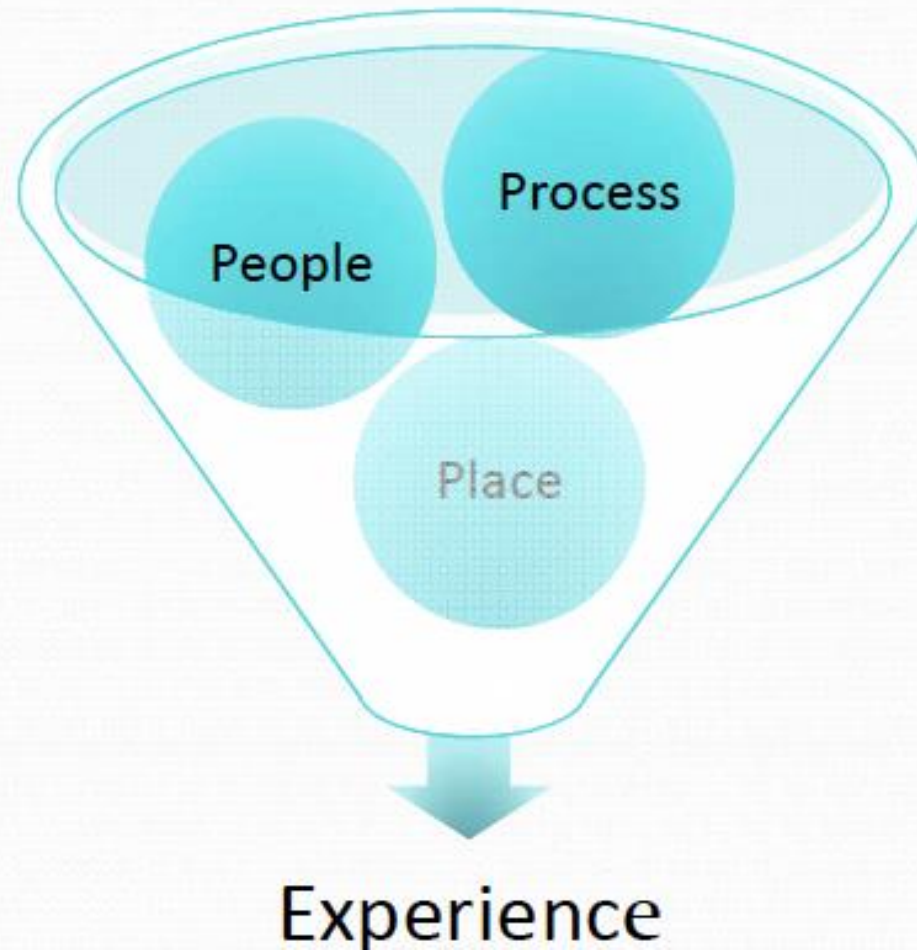
My life story is a story of faith, hope, and love. It is a story of a journey that has led me to the Holy Redeemer, Jesus Christ. I have experienced the joy of His love and the peace of His grace. I have seen the power of His resurrection and the promise of His kingdom. I have found the meaning of my life in His love and the purpose of my existence in His service. I have seen the beauty of His creation and the glory of His majesty. I have seen the love of His Father and the unity of His Spirit. I have seen the truth of His Word and the power of His promises. I have seen the life of His kingdom and the joy of His people. I have seen the hope of His future and the promise of His glory. I have seen the love of His Father and the unity of His Spirit. I have seen the truth of His Word and the power of His promises. I have seen the life of His kingdom and the joy of His people. I have seen the hope of His future and the promise of His glory.

The Future

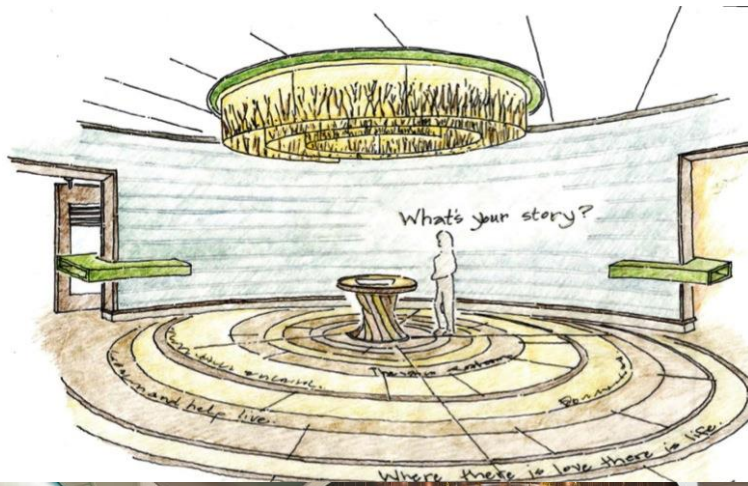
We will make Holy Redeemer the most life-affirming of all enterprises.



Anatomy of Experiences



People, Process and Place



Experience Elements of People, Process:

- ✓ Anticipated Arrival by a Guide
- ✓ Greeted in space, rather than from behind desk
- ✓ Awareness of service availability – Guide knows wait times and provides things to help visitors manage their time well, like beepers, coffee bar and kindles
- ✓ Inspirational elements – space is designed around theme of life as winding journey
- ✓ Guided to next step
- ✓ Visitors are offered Warm Welcome and Fond Farewell

Culture to Support Experience

People

Engage caregivers and new recruits, and connect them to experience vision and organization's purpose

Integrate work of key contributors to experience under one dynamic vision

Inspire internal and external constituents to spread experience

Process

Embed the work that extends mission and brings values to life through coaching model

Teach experience concepts to employees, physicians, volunteers, governance and key partners

Create immersive experiences to model concepts

Place


Provide stage for design, performance of experiences

Inspire experience making in refreshing, creative, & colorful environment


Celebrate experience & connect it to heritage in spaces

Resident/Family View

Quality & Safety: Meeting care standards, do no harm
Required – Met Basic Needs



Service Delivery: Customer service, efficient processes
Expected – Satisfying Transaction



Experience: Individualized, anticipated unknown needs
Completely Unexpected – Exceptional Experience

Creating Big “E” Experiences

“e”xperience	“E”xperience
Passive	Engaged, intentional, designed
Safe, customer service, efficient processes	Individualized care, anticipates needs
Expected – standards, protocols	Unexpected – innovative, creative
Delivers satisfaction	Results in delight and loyalty
Relevant – needs based	Meaningful – emotional
Results in indifference	Drives advocacy

Enhanced Value



Creating Alignment : Experience U

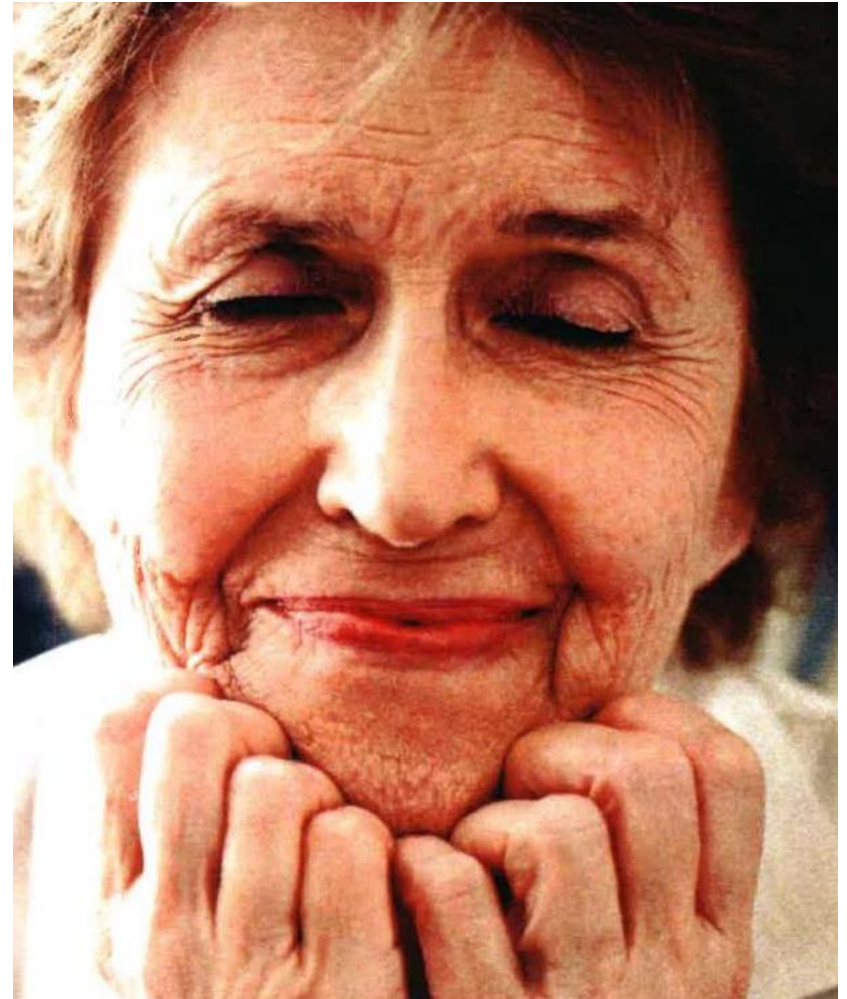
- ✓ **Built** a training university for staff – Experience U
- ✓ **Created** immersive experiences that teach staff how to improve the patient experience
- ✓ **Evaluated** how the organization selects and recruits talent
- ✓ **Established** internal consulting group to work with leadership to apply experiences taught in Experience U



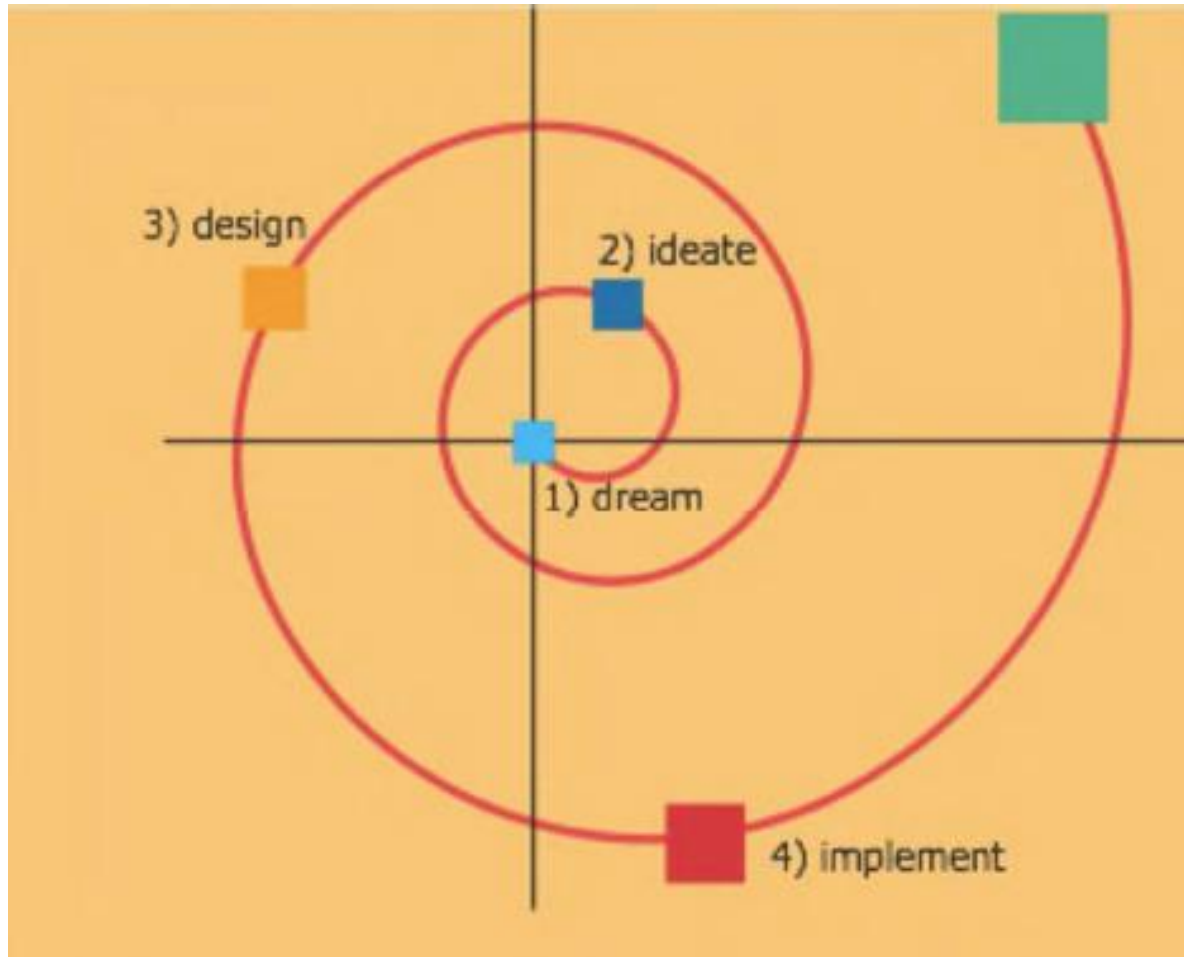
Moving from Traditional to EXPERIENTIAL Design

- ✓ **Differentiating attributes** (*Mission, Brand, Declaration*)
- ✓ **Partner** with right design team (*Audition*)
- ✓ Establish **proof points** at key touch points (*Dreamscape, Spiral Thinking*)
- ✓ Build **linkages** between values and distinctive design elements (*Emotive Criteria, Theme*)
- ✓ Create stage for **story creation** (*Experience Design Principles*)

dream • scap • ing
transports us to a
new place, new time,
and a new world as
a contemporary
interpretation of
who we are



Spiral Thinking Design Method



Design Partner Auditions



“ Each auditioning design team will be asked to give thought to how the space will contribute to the effective orchestration of experiences... ”

Emotive Criteria

- ✓ **Create Memorable big “E” Experiences**
- ✓ **Theme Spaces and Activities**
 - Provide a warm welcome
 - Engage all five senses
 - Connect to heritage
 - Provide story-telling opportunities
 - Incorporate elements of nature into the design
- ✓ **Integrate all three Pillars of Design**
(People, Process, & Place)

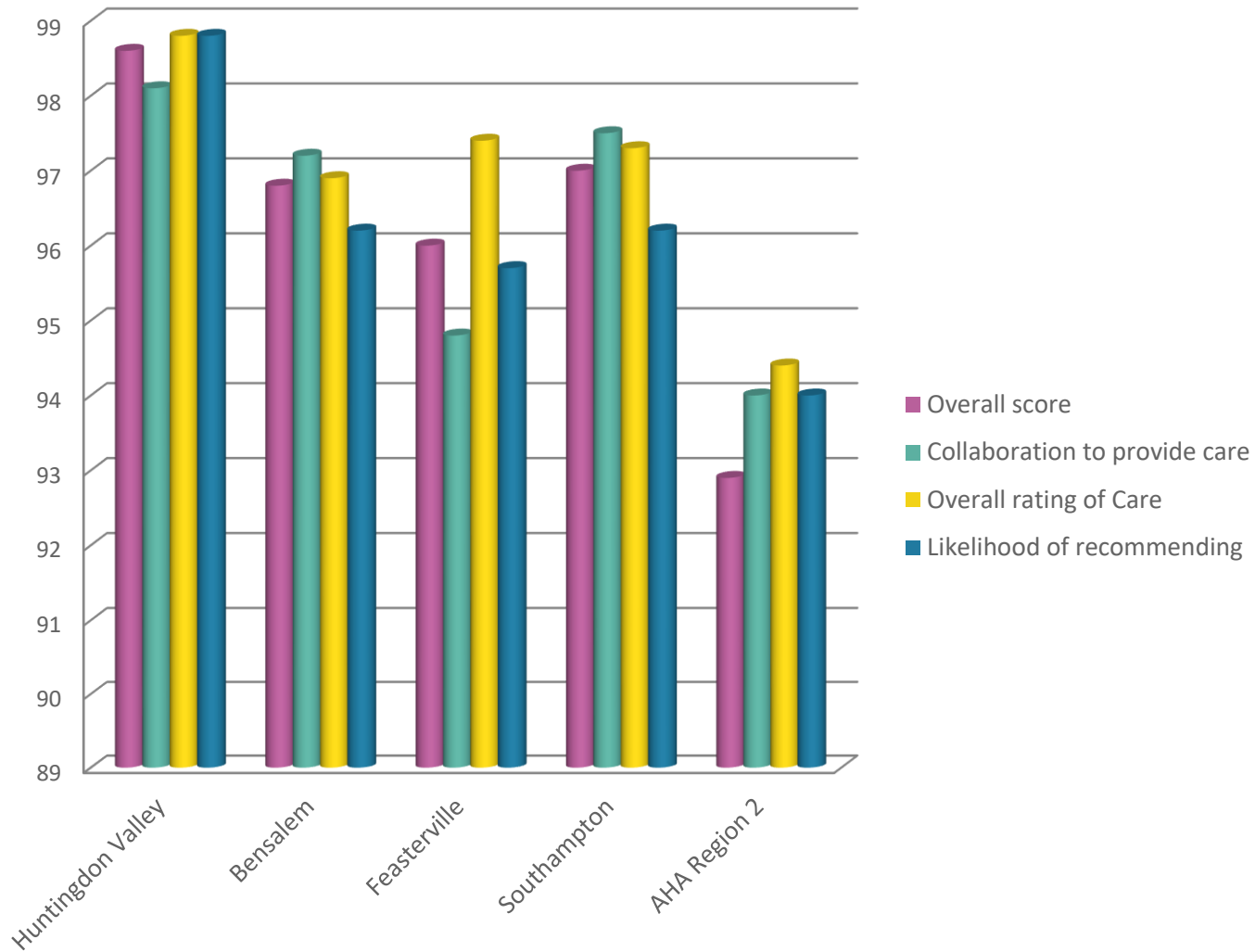
- 1. Form Follows Function**
- 2. Function Follows Experience**
- 3. Experience Follows Story**



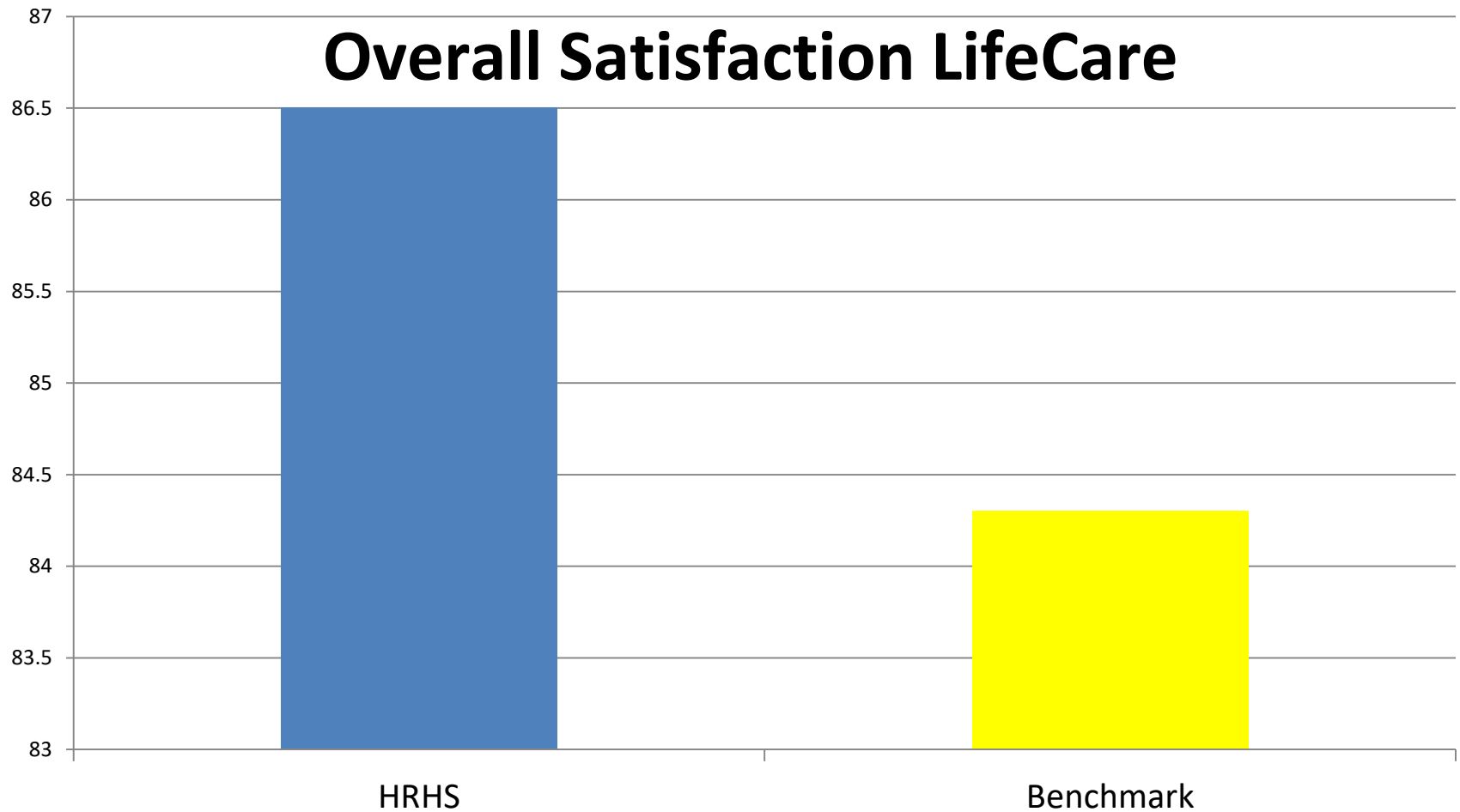
Theme

- ✓ Serves as organizing principle
- ✓ Expresses organization's mission, values, strategies, brand
- ✓ Describes aspirational sense to be captured
- ✓ Sets direction for design

Outcomes



Outcomes



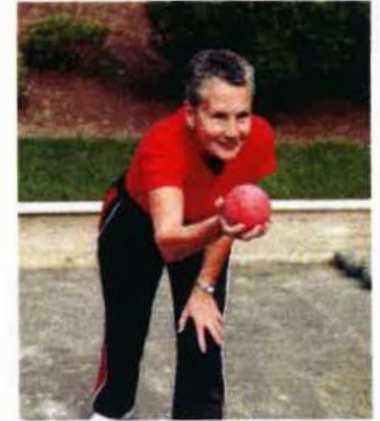
Source: 2018 Annual Resident Survey

Outcomes



Items	Percent Favorable	Percent Unfavorable
I understand the importance of providing the best possible experiences for patients, residents, clients and coworkers.	96%	1%
I understand my role in providing the best possible experiences for patients, residents, clients and coworkers.	95%	1%
I know what is expected of me in my job.	90%	5%

The Future of LifeCare



Honoring Our History



Holy Redeemer has a rich history of Life Care that began with twelve Sisters in Germany who had a calling and a purpose. For 12 women, it was the journey of a lifetime. Fueled by a desire to serve God and spread the healing ministry of their Congregation, the first Sisters of the Holy Redeemer left their home in Germany and came to America in March of 1924. Though they spoke little English, their compassion, gentle spirit and dedication to others needed no translation.

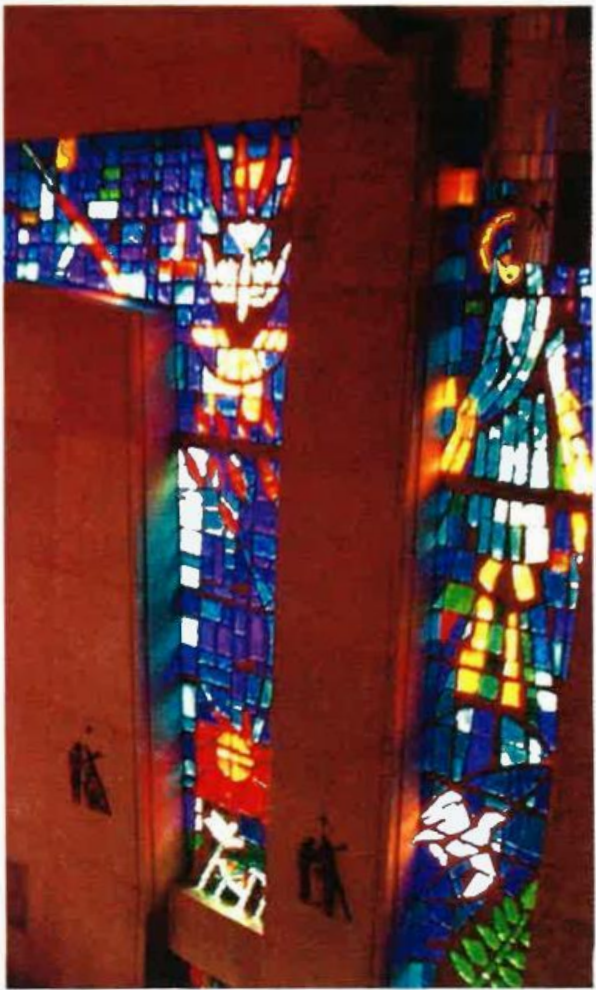
CARING FOR THE HOME BOUND

Throughout its long history, the Congregation - which was founded in 1849 through the vision of Mother Alphonse Maria Eppinger - has been dedicated to helping people of every age and social station. One of the Sisters' earliest ministries in this country was caring for the sick in their own homes - a ministry that continues to grow today through Holy Redeemer HomeCare and Holy Redeemer Hospice in Pennsylvania and New Jersey.

A HEALTH SYSTEM TAKES ROOT

From their modest beginnings, the Sisters' mission to care, comfort and heal continues to grow through the many programs, services and facilities that comprise Holy Redeemer. With a long-held commitment to older adults, the Sisters built Holy Redeemer St. Joseph Manor in 1934 on a 45-acre farm in Meadowbrook, PA. In later years, the Sisters established Holy Redeemer Village (1982) and acquired Holy Redeemer Lafayette in 1992.

This amazing legacy of helping to care for people of all ages provides a vital foundation from which we can dream again about caring for seniors, whether in a Holy Redeemer community or as part of aging in their homes. The future will most certainly change the way we care for people, but the compassion, love, respect and vision of the Sisters of the Holy Redeemer will live on. We honor this wonderful history in this Dreambook.



The Flagship Life Village

If someone were to reimagine an ideal community for healthy, active, engaged adults, this community could be such a place. A small town village in itself, the Life Village is a prototype community that allows each person to live out their happiest, healthiest life... all personalized to each specific My Life Story.

This village features a Town Center with shopping, dining and entertainment... recreation, fitness and life skills facilities.

Each neighborhood is designed around a specific affinity such as animal lovers, fitness, arts and serenity, and gardens. Every neighborhood has a mix of housing types and all feature aging in place concepts that bring services to a person independent of their housing choice.



The Gardens Village

Spark! Cafe

Chapel

Town Square

Luxury Tower

Boutique Hotel

Shopping /
Business /
Affordable Lofts

Arts & Serenity Village

Animal Lovers Village

Animal Rescue /
Therapy Shelter

Fitness Studio

Day Care

Life Center /
Work Collaborative

Fitness Village

Welcome Center /
Concierge Services

Art @ Serenity Walk

Digital Art Walk

Sculpture Garden





Virtual Wall

- Connect by video conference to HR personal concierge/medical staff
- Video chat with family
- Virtual travel to any live webcam worldwide
- Health monitoring
- Connect to activities, menus, system offerings



Mobile Nursing Station

- In home/personalized medical equipment and supplies



Personal Concierge

- Tell me what you need, 24/7
- Emergency health response
- Rides
- Food
- Home repair and maintenance



Smart Grid

- Tracks your movement
- If there is no movement we contact you
- If there is no response we call emergency services

Membership/Access to HR Facilities and Programs

Home ADA upgrades

- Accessible bathrooms
- Ramps
- Grab bars
- Door handles
- Lifts



Membership in the HR Online Community and Resources

- Health and Fitness Information
- Classes
- Support and interest groups
- Online nursing and therapy



tHRive
HOME



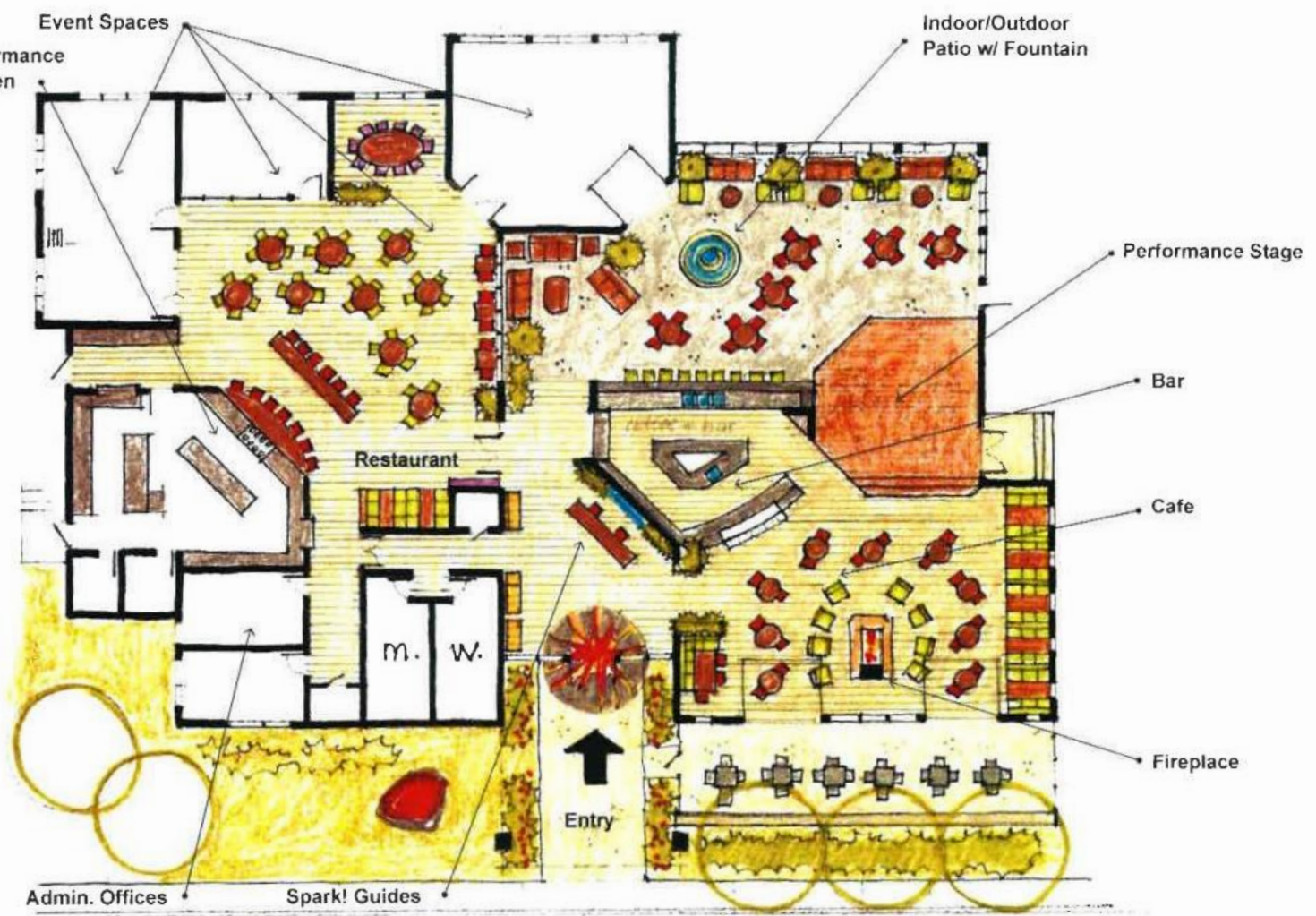
Wearable Technology

- Health monitoring
- Blood testing
- Fitness reminders
- Emergency response
- Social connectivity
- Phone, Email, Time, weather, etc.



Spark! Cafe

- Breakfast/Coffee/Tea
- Lunch
- Dinner
- Meet-ups
- Social Gatherings
- Entertainment
- Bar and Lounge
- Indoor/Outdoor Patio
- Life Planning
- Life Skills Training
- Yoga, Dance
- Art
- Music
- Health Education
- Nutrition
- Cooking Classes
- Lectures
- Movies
- Special Events
- Weekdays
- Weekends
- Daytime
- Nighttime



Spark! Cafe



Evidence Based Design





Lafayette

Skilled Nursing Facility Upgrade

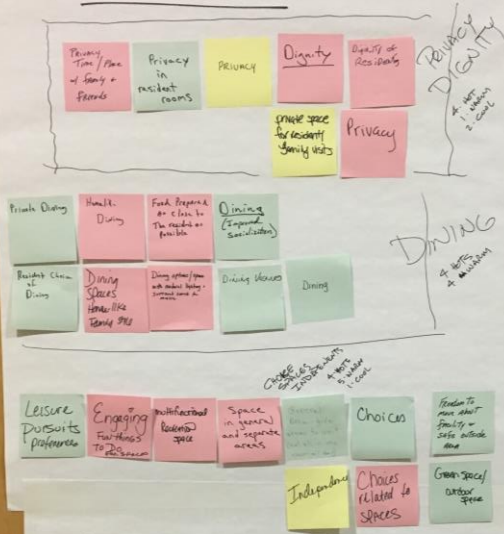
My.Life.Story.



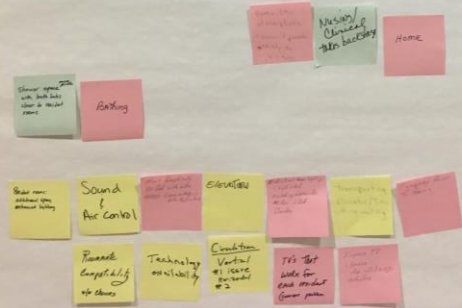


Dream BIG!

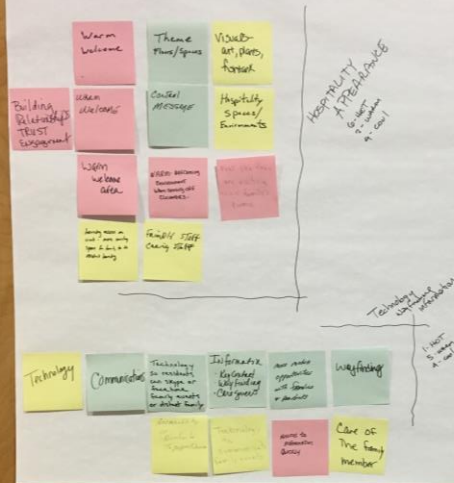
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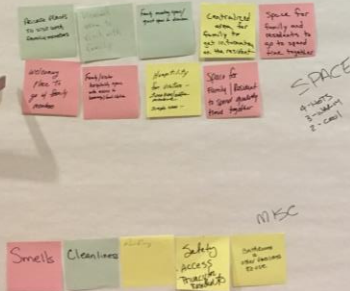
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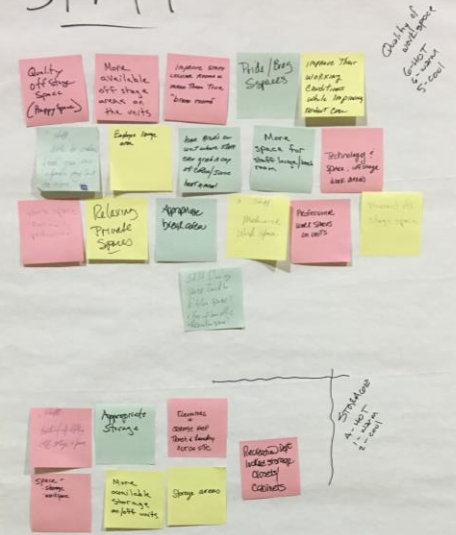
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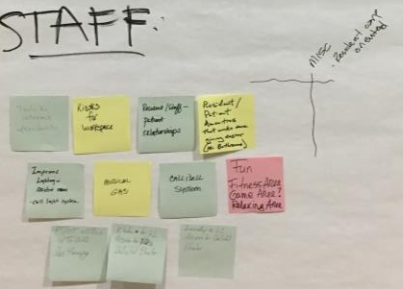
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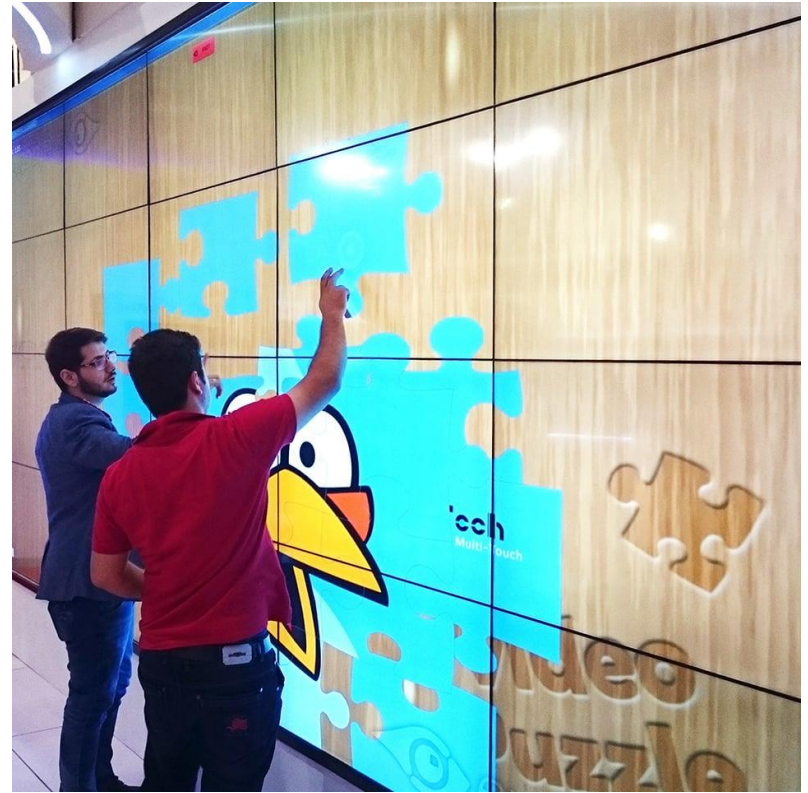
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connections



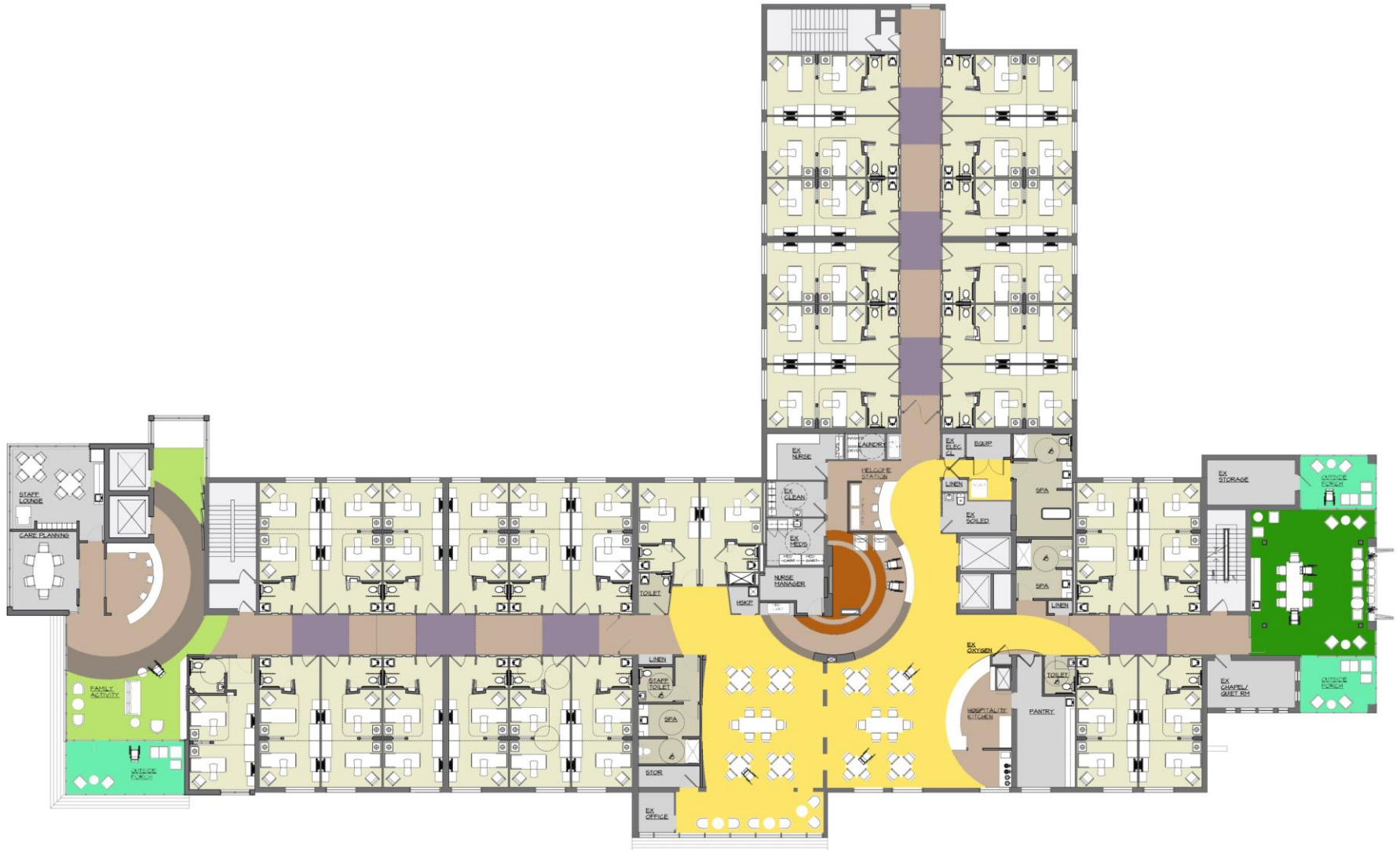
“Creativity is just connecting things.”

~ Steve Jobs

Concept Plan: First Floor



Concept Plan: Second and Third Floors



The Hearth



“Learn how to see....
Realize that everything
connects to everything else.”
~Leonardo da Vinci

The Hanging Planter



Manor Bridge – Memory Care Floor 2



Manor Bridge – Entrance to unit / “Down Town” (Dining)



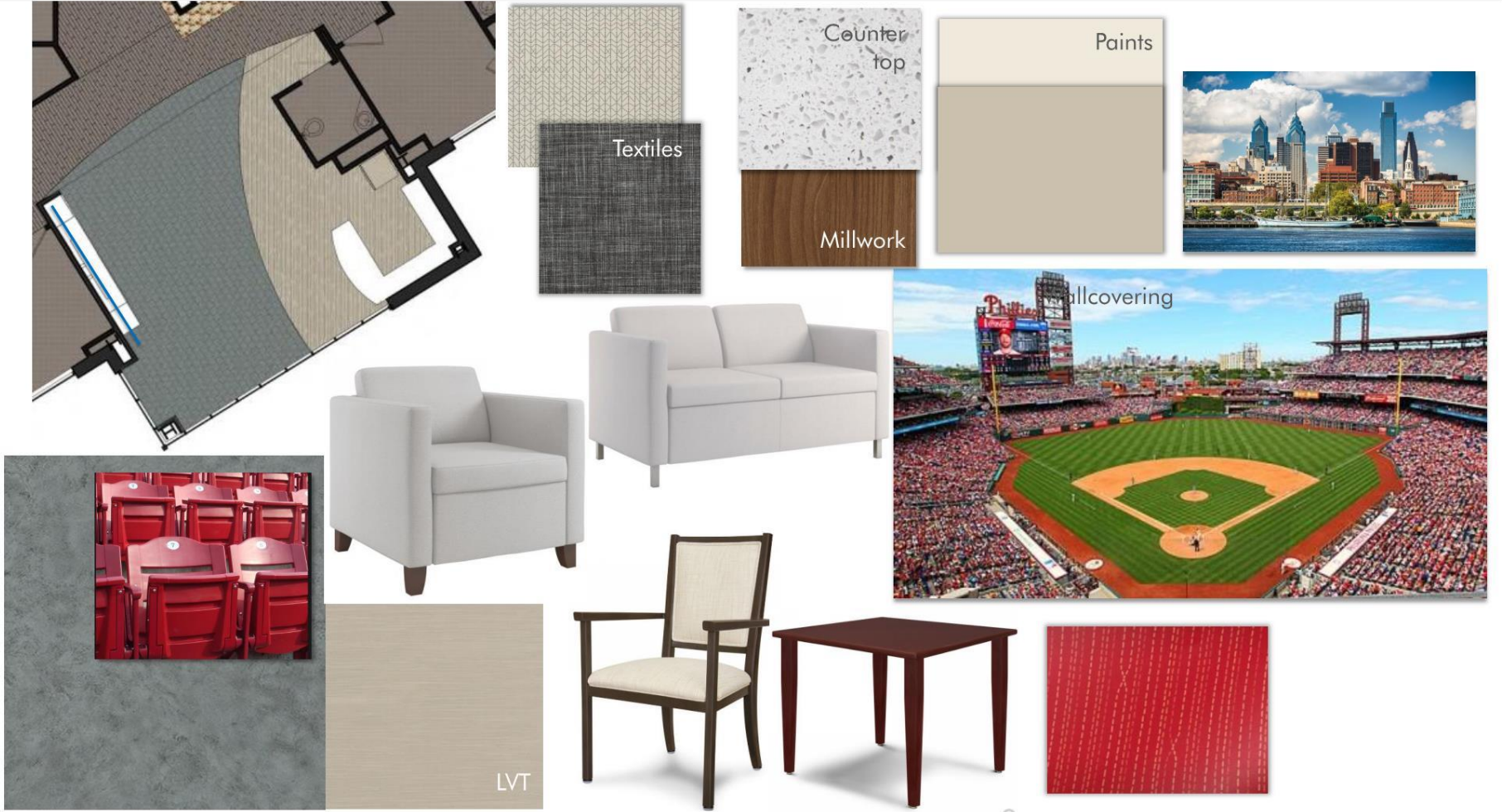
LVT

Counter top

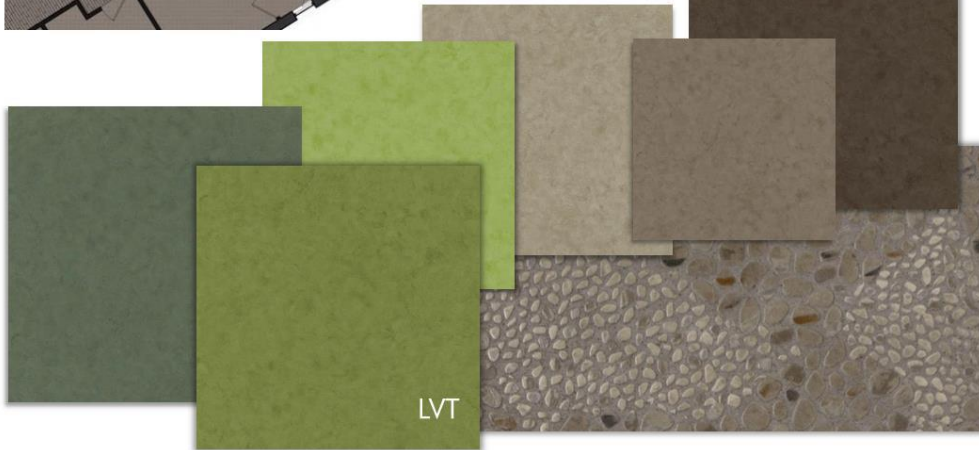
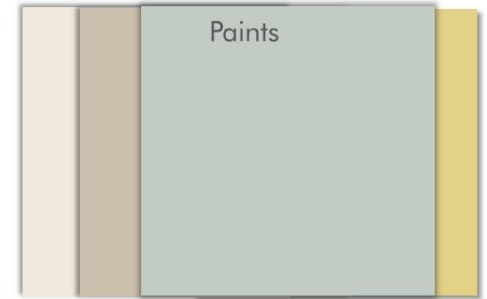
Millwork



Manor Bridge – Activities / "Game at the Bank" (Luxury Box at Citizens Bank Park)



Manor Bridge – Living pod #3 – “Out Back” (Exterior back yard)



Manor Bridge – Living pod # 4 – “Down the shore” (Jersey Shore vacation)





My.

Transitional Care Unit (TCU)
Holy Redeemer Manor Bridge 3rd Floor



Life.



Story.

Concept Plan.



Dreamscaping Themes.

- Extend the Holy Redeemer Experience to the TCU.
- Create soothing and calming spaces that relax patients and families during visitations.
- Transform corridors and hallways into artistic stores to be told and shared.
- Design in-room experiences opportunities that can be customized to each patient.
- Bring the outdoors inside whenever possible.
- Create a Warm Welcome.
- Integrate pleasant odors and sounds.

Environments.

- Incorporate earthy colors such as light yellows, blues, greens etc.
- Safe but comfortable. Indoor/outdoor elements
- Create interesting and engaging experiences as you travel through corridors.
- Simple, soothing, stationary in-room experiences.
- Encourage movement by patients in spaces to promote recovery.



Warm Welcome.



- Warm welcome that inspires both patients and visitors
- Develop signage to identify and differentiate St. Joseph's Manor
- Multi-media screens and interactive technology is encouraged to tell stories, provide inspirational messages and make the space fun
- Stone wall adds warmth to the space
- Incorporate elements of nature whenever possible (fire)
- Waiting by patients is discouraged; when necessary make the experience fun.
- Living Rooms and other comfortable interactive spaces should be provided and should encourage community
- Transitions in floor material are to be level to avoid tripping
- Provide an engaging path of travel for patients and visitors
- Incorporate areas for patients and staff to connect and encourage storytelling

Dreams Discovered.

- A revitalized facility that has a much improved experience in alignment with the future of Holy Redeemer.
- An expanded TCU that can provide for additional patients.
- Vastly improves patient rooms and activity opportunities.
- Enhances off-stage staff areas.
- Integrates therapy opportunities
- Improves arrival experience – warm welcome
- Provides an inspirational yet calming environment.
- Enhances community building opportunities.
- Provides appropriate furniture and fixtures for TCU population and family visitation.
- Opportunities to share patient stories/successes.
- Provides spaces for celebration.





The most powerful
weapon on earth is the
human soul on **FIRE**

Thank You!



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