

October 3, 2023



Hi Team –

While we're sad to see a really exciting Reds season end just short of the MLB Playoffs, *"there is always next year,"* and we can now turn our full attention to cheering on FC Cincinnati and the Bengals! And don't forget, we are raffling off a chance for eight lucky TriHealth team members to **watch the Bengals take on the Seattle Seahawks on October 15 from the TriHealth suite at Paycor Stadium!** We've already received nearly 4,000 entries



to the contest, so don't miss your chance to join the fun! Simply complete this [contest entry form](#) by **this Friday, October 6 at 9am** for your chance at a pair of suite tickets. And, stay tuned for a second drawing for Bengals suite tickets for the December 10<sup>th</sup> game against the Indianapolis Colts. *Go Bengals...and Go TriHealth!*

### Getting Healthcare Right

#### *The TriHealth Way Signature Patient Experience is Making a Difference*

Delivering an unparalleled patient experience is foundational to our brand promise of surprisingly human care that drives exceptional health outcomes – one patient at a time...*always*. This is how we define what it means to Get Healthcare Right. And it's why, for nearly a decade, we have invested in and relentlessly worked to master and hardwire our signature **TriHealth Way** of Leading, Serving and Delivering Care.

One of the most important ways we can assess how we're doing in delivering on this promise is to ask our patients directly through the CAHPS surveys, which stand for Consumer Assessment of Healthcare Providers and Systems. CAHPS scores (HCAHPS, EDCAHPS, CGCAHPS, and OASCAHPS) tell us how our patients are experiencing our hospitals, TPP offices, EDs, and outpatient surgery and procedural areas – and our scores directly impact what we are paid for the services we provide.

So, I'm pleased to share that as a direct result of our collective commitment to embrace and hardwire the TriHealth Way, we're seeing sustained improvement across all of our CAHPS scores! And it's not about the numbers, but rather, what the numbers tell us – that our patients *see* and *feel* our efforts to deliver surprisingly human care, *always*, and they *believe* it's making a **positive difference** in their health outcomes! Following are just a few key findings from our FY24 first quarter HCAHPS, EDCAHPS, CGCAHPS and OASCAHPS survey results:

- We continued to **build on the strong momentum in patient experience improvements achieved over the last six months of FY23** – as a system and across all of our hospitals, TPP offices, ambulatory campuses, and EDs!!
- We are seeing a **growing trend of positive patient responses around: nurse communication, doctor communication, responsiveness, listening, explained medication, and cleanliness across our entire system!**
- **Bethesda Butler Hospital is leading the way for TriHealth** with respect to patient satisfaction with the inpatient hospital experience (HCAHPS) and the Emergency Department experience (EDCAHPS). Way to go Bethesda Butler!!!



All credit for this sustained improvement in patient satisfaction across TriHealth lies with **YOU**, our amazing TriHealth team members and physicians! Through the increasingly more consistent use of our TriHealth Way of Serving and Delivering Care practices – ranging from daily huddles to nurse leader rounding to hourly safety rounding to ALWAYS behaviors, and more – we are delivering “surprisingly human care” that drives exceptional health outcomes. And patients are not only noticing, they’re voting with their feet – as evidenced by the community increasingly turning to TriHealth and **YOU** when in need of healthcare services! By listening to their immediate needs, being responsive and available, and improving communication for better understanding, our patients are telling us they feel **seen, heard, and valued** by our entire team – from registration staff to physicians and nurses to EVS team members! This is what Getting Healthcare Right is all about and I’m so grateful to each and every one of you for living out our brand promise with every patient we serve, *always!*

## New TriHealth.com Website... Coming Soon!

And speaking of demonstrating our brand promise, we’re about to take it to the next level!

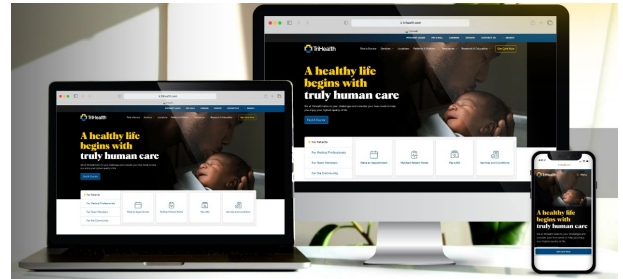
Following years of transformational work to Get Healthcare Right for those we serve, in April we unveiled our new TriHealth brand promise campaign – ***delivering surprisingly human care that drives exceptional outcomes....Be Seen. Be Heard. Be Healed.*** Our brand promise is the framework

for how we will tell our unique story about what makes TriHealth the most distinctive and desirable health system in the region. And as we have shared, our new brand promise is resonating with – and receiving high marks from – our TriHealth Team and the community we serve!

As the next step in communicating our brand promise – which is deeply rooted in our mission of service – and further distinguishing TriHealth from other health systems, our Marketing Communications team is working on a complete transformation of our **TriHealth.com** website. The objectives of this effort are to make TriHealth even more accessible by *enhancing the consumer experience, fully expressing our brand promise, and seamlessly facilitating patient appointment scheduling online.*

Guided by consumer research, the new site will offer what patients and consumers most need and want from their health system website experience. This includes a mobile-first design platform and relevant, easy-to-access content that helps them confidently choose TriHealth as their healthcare system and easily book with a provider. To do so, we’ve integrated all TriHealth providers into a single directory on the new site, where patients will be able to quickly find and book with any provider at any location – just one of many significant enhancements underway!

Stay tuned this month for more updates as we near the launch date of our new and improved “digital front door”!



## Mark Your Calendars: Open Enrollment for Benefits Starts October 16

Open Enrollment is right around the corner, providing the once-a-year opportunity to review and adjust your benefit elections, as necessary, to best meet your family’s health and wellbeing needs in 2024.

This year’s Open Enrollment takes place between **October 16 – 27, 2023**. Similar to last year, this ***Open Enrollment will be “passive,”*** which means if you do not take action during Open Enrollment, you will ***maintain the same elections for insurance and benefits coverage in 2024 that you had in 2023.*** However, any 2023 Flexible Spending Account, Health Savings Account, or PTO sellback elections **WILL NOT** continue automatically in 2024. You must re-elect these options during Open Enrollment, if you wish to participate in them for 2024. So, please take advantage of this



opportunity to carefully review your current benefits and coverages, along with our new benefit offerings, to be sure you have what you need for the coming year.

As a reminder, you cannot make changes to your benefits outside of the Open Enrollment period, unless you have a qualifying life event during the year, such as marriage, birth, or adoption. Look for emails from OneHR with important Open Enrollment announcements and visit Bridge in the coming weeks for more information and helpful enrollment resources.

## Hospice of Cincinnati Welcomes Home Our Veterans

Last week, I had the privilege of joining the TriHealth team at an important and heart-warming community event hosted by Hospice of Cincinnati (HOC) and the City of Blue Ash titled, "Welcome Home." The event honored veterans from across Greater Cincinnati for their service and sacrifice, and provided the warm and well-deserved "welcome home" recognition some never received following their brave service. Nearly 500 veterans and community members attended the event. And this is just one way, among many, that HOC honors and cares for veterans in our community. In addition to veteran recognition and ceremonies, HOC offers veterans advocacy services, veteran-to-veteran volunteering opportunities, and veteran-focused education, to name just a few support programs dedicated to area veterans.

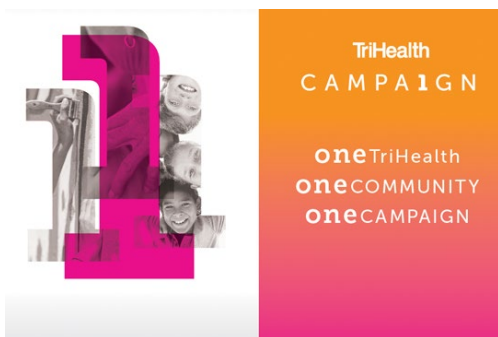


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Additionally, HOC is dedicated to providing the best, most respectful and meaningful advanced illness and end-of-life care tailored to the unique needs of veterans based on their military service and combat experience. In fact, 1 out of 4 HOC patients, including my own father more than 20 years ago, are veterans – that’s approximately 1,100 veterans served each year. Hospice of Cincinnati holds Level 4 Status with the [We Honor Veterans Program](#), a collaboration between the National Hospice and Palliative Care Organization and the U.S. Department of Veterans Affairs. It is also a Commemorative Partner of The United States of America Vietnam War Commemoration, recognizing the 50<sup>th</sup> anniversary of the Vietnam War.

## One Campaign Update



Thanks to **YOU**, our caring and community-minded team members and physicians, our One Campaign is off to a great start!! Just a few weeks into the campaign, we are seeing both enthusiastic support and strong participation across the system. Nearly 10% of our entire TriHealth team has already generously donated to the causes most important to them, outpacing team participation at this time last year!

And our local leaders and their teams are doing an amazing job of hosting a number of fun, entertaining events and activities to help educate our teams and build support for our annual unified charitable giving campaign, which benefits ArtsWave, United Way, and our Foundations (Good Samaritan, Bethesda and McCullough-Hyde)!

Don't forget, all those who donate online – *in any amount* – are entered into a system raffle where a new winner is selected each week to win a really cool prize! This week's featured prize is a **pair of suite tickets to the Bengals vs. Steelers game on Sunday, November 26!** Check out this [video](#) from our One Campaign chairs, Chad Boyd and Ryan Hornberger to learn more about the One Campaign and this week's prize. And at the end of the campaign, one lucky winner will be drawn to receive the **\$2,500 grand prize!** So, if you haven't done so yet,

please consider donating to the [One Campaign](#) to positively impact the lives of our team members and the community we serve!

We have a lot of great teams to cheer for in Cincinnati, but when it comes to healthcare teams, our community – ***your fans*** – are increasingly letting us know, *in so many ways*, that TriHealth is this region’s champion in Getting Healthcare Right!! Thank you for all you do as ONE Team, TriHealth STRONG, to bring our brand promise of “surprisingly human care” to life for our patients and our community!!