



PRESENTED BY
CENTRACARE Health

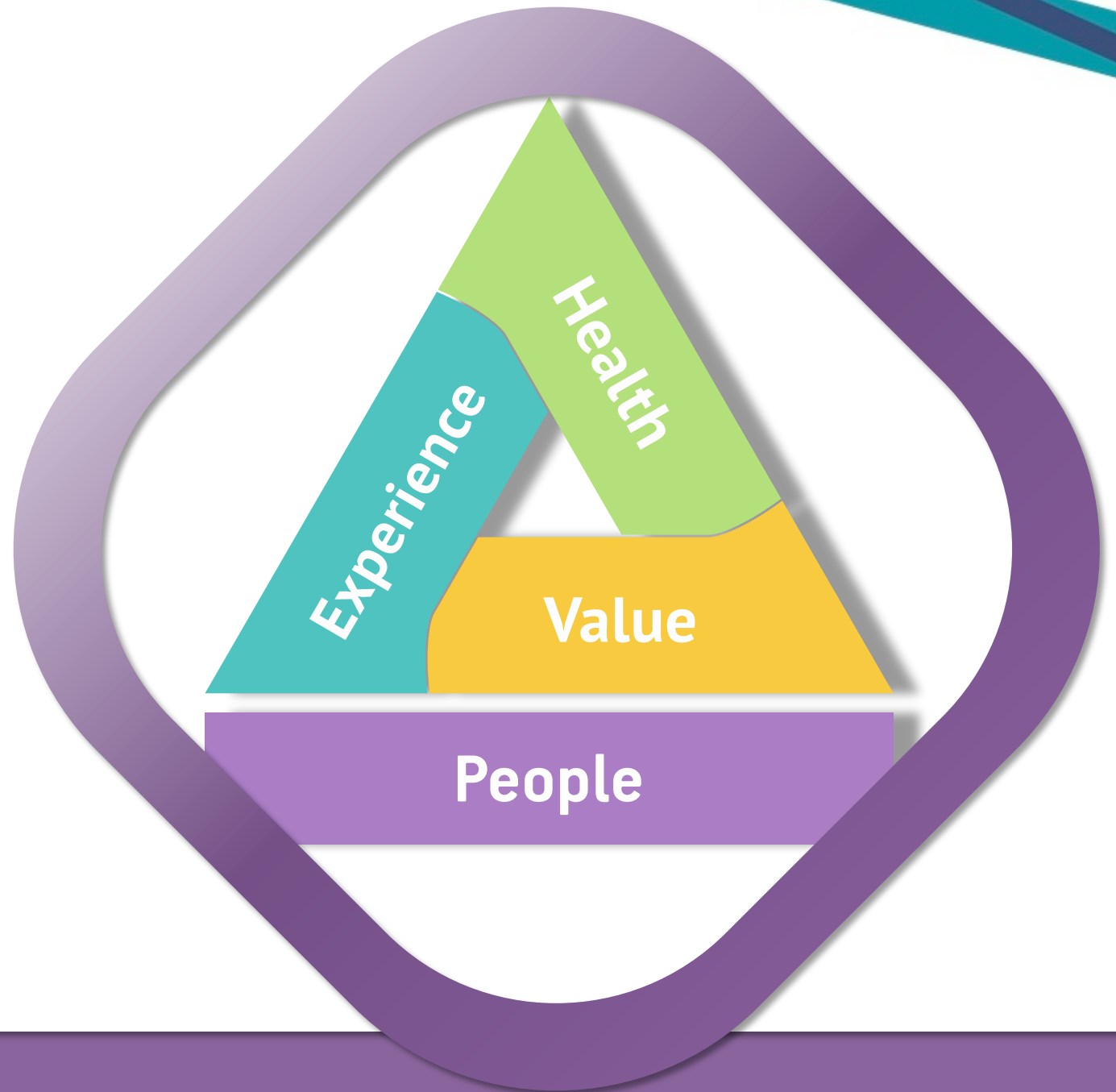


OUR BEST BEGINS WITH

EMPLOYEE CULTURE CAMPAIGN

TRIPLE AIM +PEOPLE

Triple Aim + People, because
it's core to what we do.



2018 FACTS



7 HOSPITALS



2
quickCLINIC
LOCATIONS



3 PHARMACIES



7
LONG-TERM
CARE
FACILITIES



1 URGENCY
CENTER



39 CLINICS



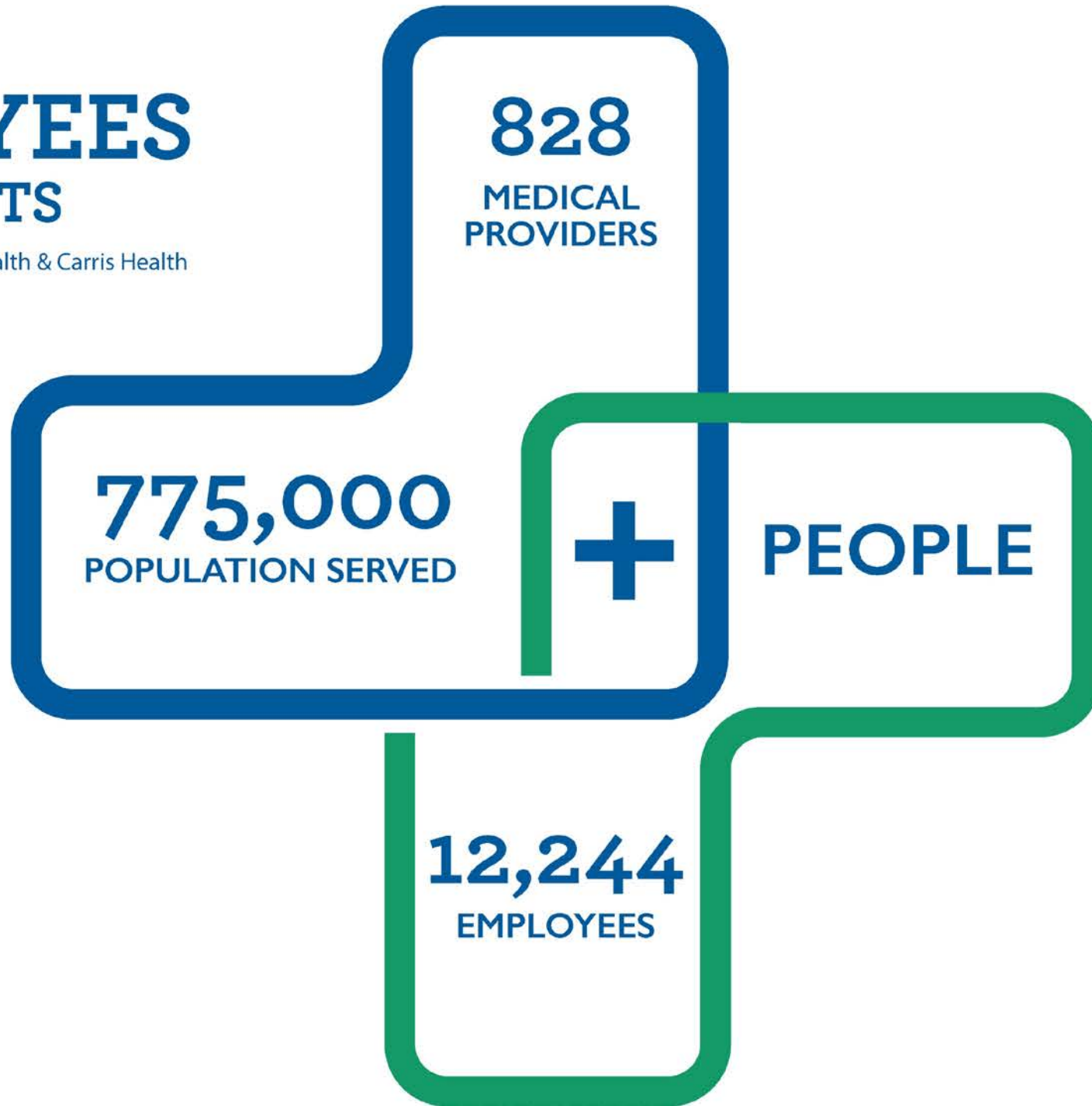
5
OUTPATIENT
SURGERY
CENTERS



*Numbers reflect CentraCare Health & Carris Health

2018 EMPLOYEES AND PATIENTS

*Numbers reflect CentraCare Health & Carris Health



GOALS

Motivate every employee in every location to create ONE culture.



OUR BEST BEGINS WITH ME



This is our number one
priority.

KEN HOLMEN, MD | PRESIDENT & CEO





BECCA KILBOURNE
LEAD, STERILE PROCESSING
ST. CLOUD HOSPITAL

CULTURE CAMPAIGN TEAM



DAWN KOENIGUER
MARKETING
SPECIALIST



MEGHAN DINGMANN
MARKETING
SPECIALIST



**OUR BEST
BEGINS WITH ME**

INTERNAL CAMPAIGN



**OUR BEST
BEGINS WITH ME**

THEMES

Be here now
Know your mood
Show your appreciation
Accountability
Listening
Role of thought
At your best
Blue chips
Shadow of influence
Filters
Positive intent
Curiosity





LAUNCH

**OUR BEST
BEGINS WITH ME**

OVERNIGHT INSTALLATION



**OUR BEST
BEGINS WITH**  **ME**

GRAY MILE

Our culture training is here
and it's all about you!

Our Best Begins with Me offers the possibility of positive change based on the concepts offered by our culture partner, Senn Delaney. Consider how the theme presented here can help you be your best self at work and at home.

**OUR BEST
BEGINS WITH ME**



LEADERSHIP MEETING

OUR BEST BEGINS WITH ME

Our Best Begins with Me

Our Best Begins with Me is our rallying cry. It encourages, reminds and promotes our core belief that being our best at work and at home has a ripple effect to others around us. Ultimately, it impacts our patients and their families. This internally-focused campaign features CentraCare Health staff from throughout the organization. From large-scale images and posters to screen savers and magnets, we are reminded of the importance of being our best, every day and everywhere.

Employee giveaways

To order pens and lanyards for your team, use the Web Req system from your department template. If you do not find these items on your template, contact Pat Nistler at ext. 55754 to have them added. Limit one pen and one lanyard per person.

Description	Lawson #
Lanyard Our Best Begins With Me	1100632
Pen Our Best Begins With Me	1100633



Pen



Lanyard

Training sessions

When your team members attend their two-day culture training session, they'll take home cool personal items like:



Magnet for home or work



Weekly inspirational journal

Incentives

Keep your employees engaged! Encourage their participation in Our Best Begins with Me events, and they could walk away with:



Messenger Bag



Travel Mug



Phone Case





SUSTAINED ENERGY

Frequent | Relevant | Engaging

AUDIENCES

EMPLOYEES

FACILITATORS

CULTURE CHAMPIONS

LEADERSHIP



DAWN &
MEGHAN

FACILITY KITS



12"x12" TILES



18"x24" POSTERS

SCREENSAVERS

KNOW YOUR MOOD



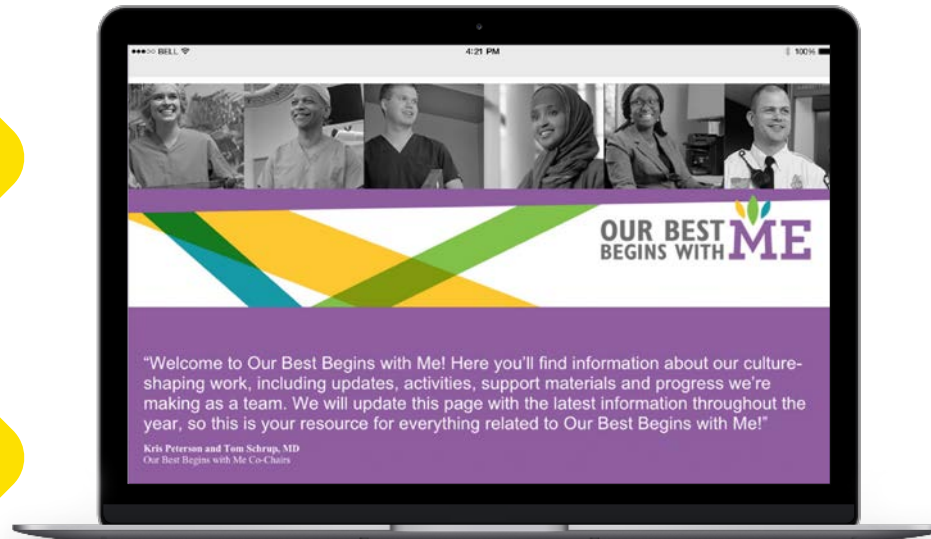
Your mood has a direct impact on your quality of life and your effectiveness.

OUR BEST
BEGINS WITH **ME**

ANIMATIONS

COMMUNICATION TOOLS

MICROSITE



LEADER MESSAGING



EMPLOYEE NEWSLETTER



FACEBOOK GROUP



BE HERE
NOW

KNOW
YOUR
MOOD

SHOW YOUR
APPRECIATION

ACCOUNTABILITY

LISTENING

ROLE OF
THOUGHT

AT YOUR
BEST

BLUE
CHIPS

Daily Dose

OUR BEST
BEGINS WITH ME

OUR BEST
BEGINS WITH ME

THEMES

RESOURCES

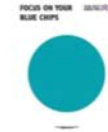
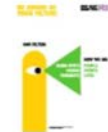
CONTACT

FOLLOW US ON f



APPRECIATION

You possess a kind of magic. It's the power of positive. With it, you have the ability to amplify so much good all around you. Let your words become an unedited act of appreciation so that others know how much you value them and the work they do. When you see something, say something.





FACEBOOK



FACEBOOK





Tricia
July 12, 2017 · Paynesville

We have such a great team in Paynesville!



When the CEO delivers you coffee right to your desk, you know you're working at the right place! 🙌☕👍

Like Comment

Elly, Dawn and 120 others

Laura
September 8, 2017



Thank you Kris and Diane for taking the time to facilitate OBBWM! I had a lot of fun and took a lot away from it.

Like Comment

Meghan and 18 others

View 3 more comments

Diane One more thing... you guys were awesome!!! Thank YOU!!
Like · Reply · 28w

Kris Thank you!! I had a fantastic time!
Like · Reply · 28w

Tammy
February 15 · Saint Cloud

Happy Valentines Day from Bone and Joint!



Like Comment

Meghan, Eva and 167 others

View 2 more comments

Amy Oh this is so awesome! 1
Like · Reply · 5w

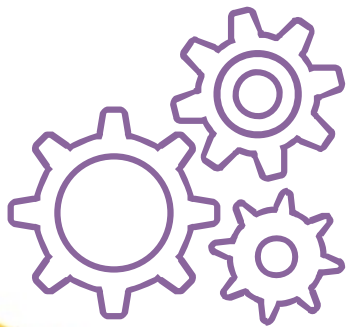
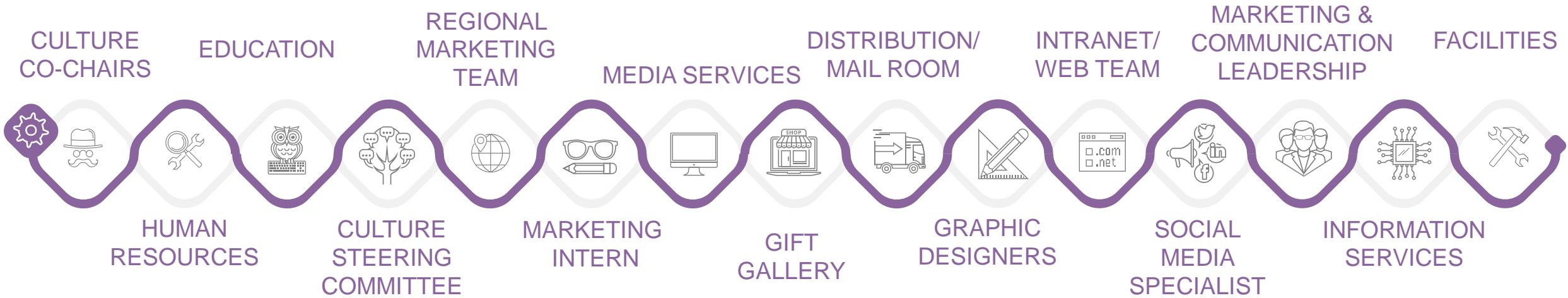
Pauline That's wonderful 3
Like · Reply · 5w



RELATIONSHIPS

**OUR BEST
BEGINS WITH ME**

INTERNAL PARTNERS



EXTERNAL PARTNERS

CHRISTIANSEN CREATIVE

Creative Agency, original creator.



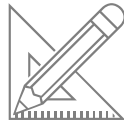
SENN DELANEY

Culture training vendor, original contractor.



JASON DUGAN

Graphic Designer



CONTINENTAL PRESS, INC.

Local print vendor, year 2 partner.



DAWN &
MEGHAN

PREVOST PR

Public relations company, original
campaign content writer.



UNLEASHED

Twin Cities large scale print vendor,
year 1 partner.



UNLEASHED

12 MONTHS OF INSTALLATION
AT ST. CLOUD HOSPITAL



*Our 12th and final installation
January, 2017*

CHRISTIANSEN CREATIVE



Hudson, WI based creative agency
Owned by Tricia Christiansen



SUCCESSSES

**OUR BEST
BEGINS WITH ME**

PHOTO CONTEST



WINNING PHOTO:
Dan Backes, CentraCare Clinic, Senior
Performance Improvement

PHOTO CONTEST



Kenzie suffers from a rare protein deficiency, and “when I can see her not in pain from eating any new foods for 1 whole day, it makes me happy!”



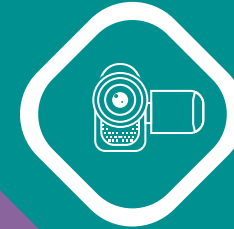
This is an employee's 3 year old grandson who decided to jump into her scrub bucket– when your pool is put away, make due!

“Some of the Best Moments for me while serving in Iraq and Afghanistan.”



Staff celebrating patient's last day of chemotherapy

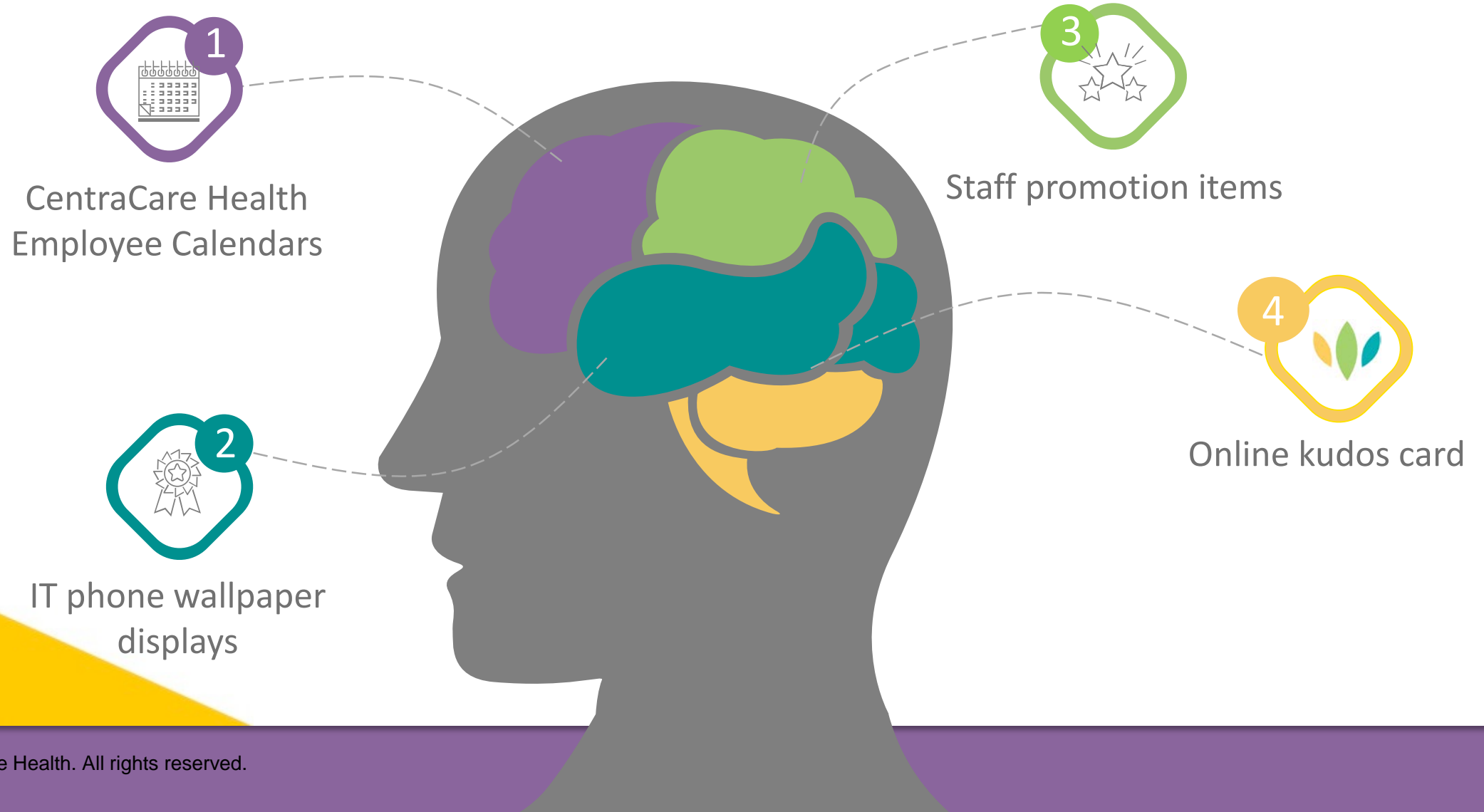
VIDEO CONTEST



THE MOOD ELEVATO



IDEAS THAT WERE IMPLEMENTED



IDEAS THAT WERE IMPLEMENTED

Our Best Begins With Me tumblers



16 oz. Freedom
Tumbler \$5.00



22 oz. Shelby
Tumbler \$12.00



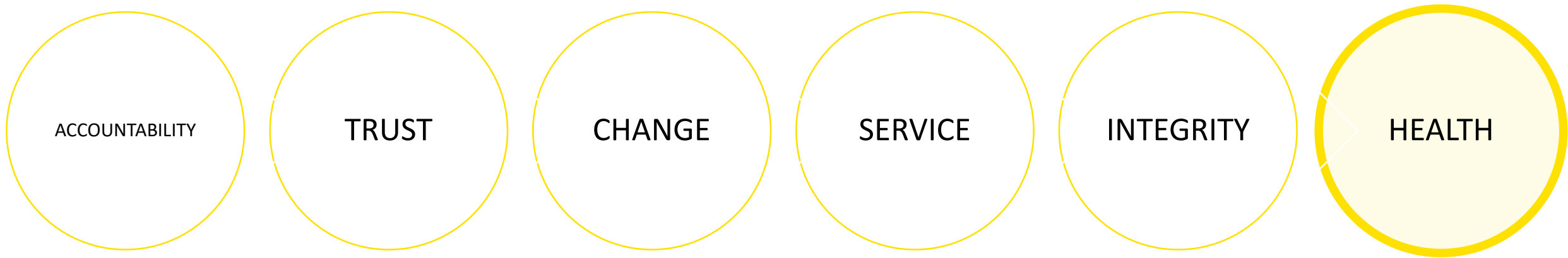


FEEDBACK

**OUR BEST
BEGINS WITH ME**

MORE EMPLOYEES BELIEVE.....

After attending culture training they see improvements related to TEAM:



NEXT STEPS

As health care continues to change and grow so will our culture.





OUR BEST BEGINS WITH **ME**

EMPLOYEE CULTURE CAMPAIGN



**I WILL BE THE
BEST ME TODAY
AND TOMORROW.**

-- MANDIE H.