The Academy Connection™ is the external branch of the University of Chicago Hospitals Academy. It reaches out to work with health care institutions that have an interest in building a culture of continuous learning and service. As a charter member, your health care organization receives support that helps you reach or retain the position of employer/health care provider of choice.

Membership privileges include:

- On-site consultation to support adaptation of corporate-quality university model in health care.
- Access to key practitioners in the planning and implementation phases.
- Unlimited web-based access to learning tools/products that support replication of the UCH Academy model. Tools can be easily accessed through on-line key word search function.
- Technical support and assistance in the implementation of the service strategy.
- Membership discounts for network conferences and facilitator certification programs.

Visit our website at http://academy.uchospitals.edu
Benchmarking Service Quality in Health Care

You are among an elite group of health care professionals invited to attend a new and greatly expanded Academy Connection™ benchmarking experience. This dynamic, interactive two-day program affords you the opportunity to learn how the Academy developed and continues to provide the tools necessary for the delivery of service that exceeds the expectations of patients and their families within the top-rated University of Chicago Hospitals. More importantly, the program shows you how continuous learning and service may be incorporated into your organization.

As a participant, you will meet the practitioners who designed, implemented, and shaped the Academy, one of the first “corporate universities” in health care in America. You will learn first-hand how the University of Chicago Hospitals uses learning as a strategy for implementing organizational change. You will experience how one of America’s most visionary hospitals meets the challenges of change by creating and maintaining a culture of service. Most important, you will learn how this all adds up to provide a service advantage – and how you can put these principles to work for you.

Learn how the Academy benchmarked with Southwest Airlines, Disney, the Ritz-Carlton, and other corporate leaders to provide ongoing employee learning opportunities while simultaneously creating a culture of service. Get an in-depth look at how you can design a service advantage learning system that works effectively for your health care organization.

Enhancing employee and patient lives
Explore the significant impact the Academy and its service advantage learning system has had on University of Chicago Hospitals employees and patients in its seven years of operation. Participate in some of the actual learning experiences that prepare staff to deliver extraordinary service.

What benchmarking experiences include
You will have the opportunity to:
• Test drive our web-based Knowledge Management network to see the abstracts, learning tools, processes, and courseware we’ve developed specifically for health care by health care practitioners.
• Tour the University of Chicago Center for Advanced Medicine, one of the most sophisticated outpatient health care delivery settings in the world, and explore what makes it so successful.
• Ask probing questions, discuss implementation strategies, and share service quality learnings with the Academy and other health care organizations.

What past participants say
“The session you hosted …was one of the best I’ve attended. You have done a remarkable job of creating an internal strategic resource that transcends the typical corporate ‘training and development’ environment. Your effective integration into both the business strategy and organizational culture of the hospital system is commendable and is a model for any institution, in any business.”
“I sincerely appreciated your time and the efforts of your capable staff. If / when I’m asked to name a model ‘corporate university’, your Academy will be at the top of the list.”

Who should participate in the benchmarking experience
Health care executives, administrators, nursing management, directors, quality improvement professionals, human resource professionals, and physicians.

Benchmarking Agenda
The program is rich with practical information you can put to work in your own organization.

Day I
9:00 a.m. Preparing to Launch the Service Advantage: the delivery of service that exceeds the expectations of your health care organization’s employees, patients, and families
10:30 a.m. Hiring and Selection: recruiting and retaining “highly preferred” candidates
11:30 a.m. Orientation: framing “service expectations” of new employees
12:30 p.m. Lunch
1:30 p.m. Developing Leadership: preparing managers to lead service quality improvement initiatives
2:30 p.m. Aligning Learning with Organizational Goals

Day II
9:00 a.m. Rapid Feedback/Rapid Response: evaluating patient satisfaction and accelerating response to data
10:00 a.m. Exploring the Center for Advanced Medicine: a look at people, processes, and setting (This will be a virtual tour in cities other than Chicago.)
11:30 a.m. Orientation: framing “service expectations” of new employees
12:30 p.m. Lunch
1:00 p.m. Creating Employee Recognition Programs
2:00 p.m. Implementing the Service Advantage within your health care organization

Academy Connection™ Charter Membership
Organizations that elect to become charter members of the Academy Connection™ will be able to apply 50% of their benchmarking fees to membership costs. For additional information on Benchmarking Service Quality or Academy Connection™ charter membership, please contact:
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