

THE

HUMAN

BRAND

**A SIMPLER WAY TO ELEVATE PATIENT EXPERIENCES
& STAFF ENGAGEMENT**



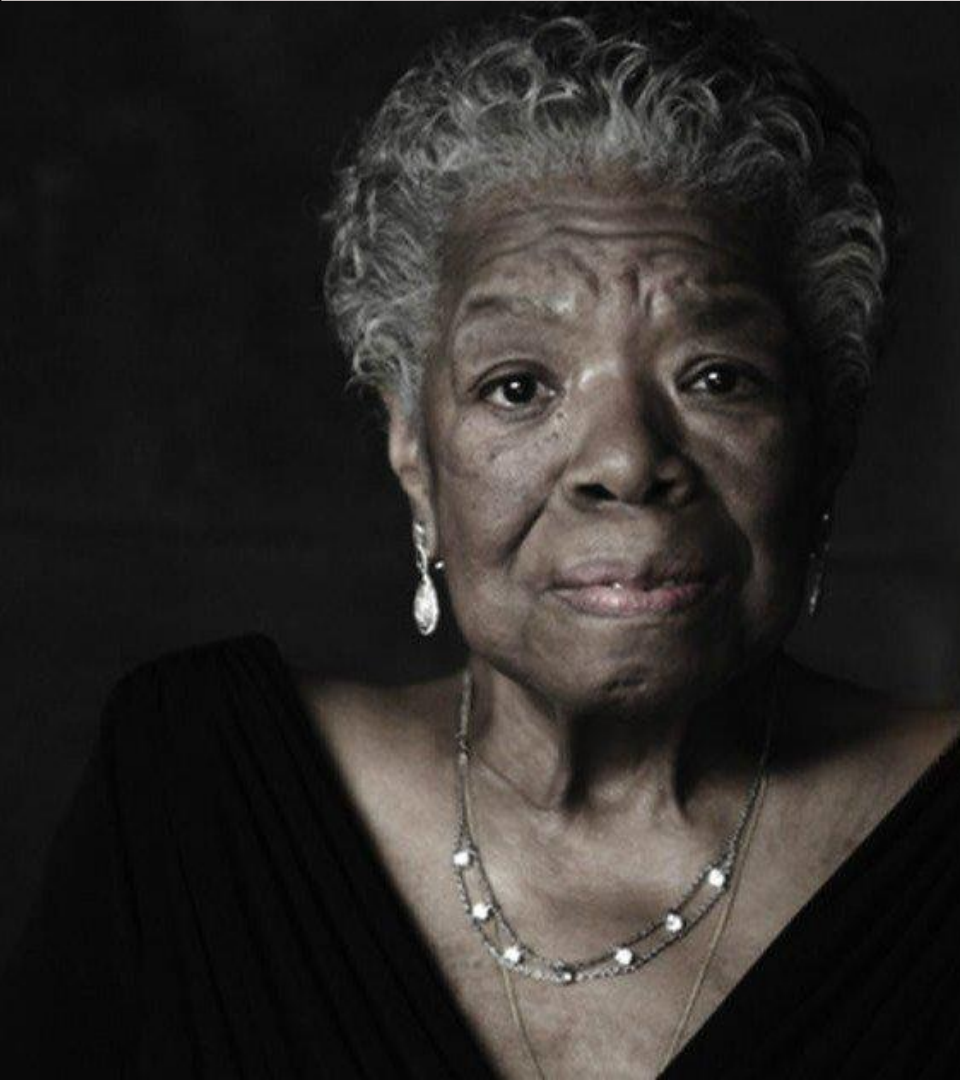
Rosaura Quinteros

Latin **XCLNCE**

2020 HONOREE

[Video link](#)



A close-up portrait of Maya Angelou, an elderly woman with short, curly, grey hair. She is wearing a dark, possibly black, top and a necklace with several small, light-colored beads. Her expression is thoughtful and serene. The background is dark and out of focus.

PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

TWO AGE OLD JUDGMENTS

Warmth Perceptions

Competence Perceptions

Resulting Emotions

Resulting Behaviors

Warm

+

Competent



Admiration,
Pride



Attraction,
Loyalty

Cold

+

Competent



Envy,
Jealousy



Begrudging Cooperation,
Obligatory Association

Warm

+

Incompetent



Sympathy,
Pity



Indifference,
Neglect

Cold

+

Incompetent



Contempt,
Disgust

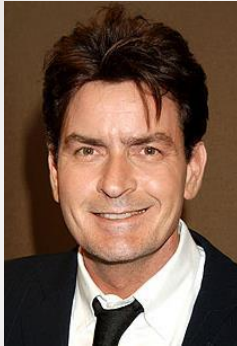


Rejection,
Disassociation

Sympathy & Neglect



Admiration & Loyalty



Contempt & Rejection

Envy & Distrust

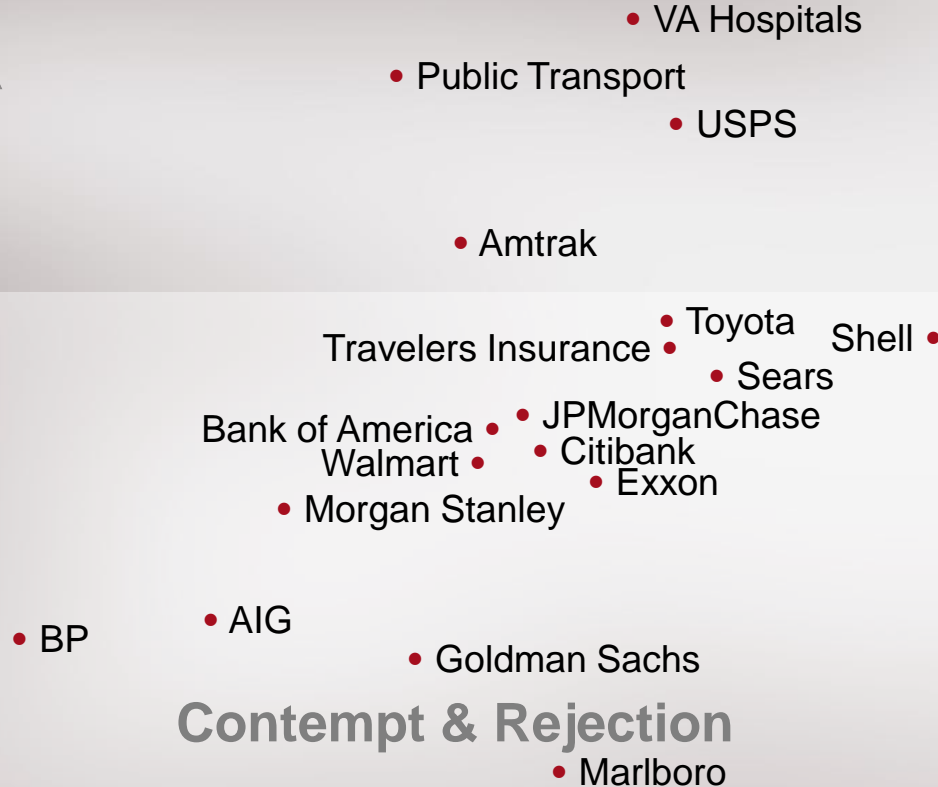
Competence

Warmth

Sympathy & Neglect

Admiration & Loyalty

Warmth



Contempt & Rejection

Envy & Distrust

Competence

CPR

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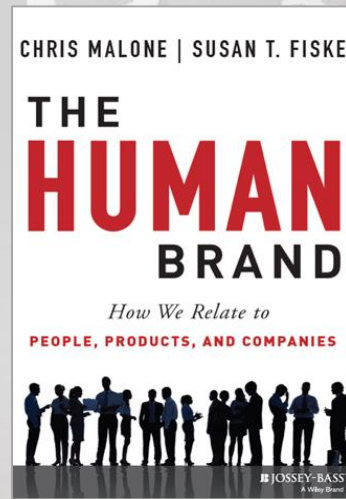
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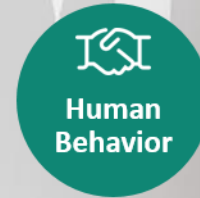
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THE HUMAN BRAND INSIGHTS MODEL





Diagnose for Care

Competence

Food that is "All Right"
Safe Food
Fast Service
Clean Restaurant
Accurate Orders

+

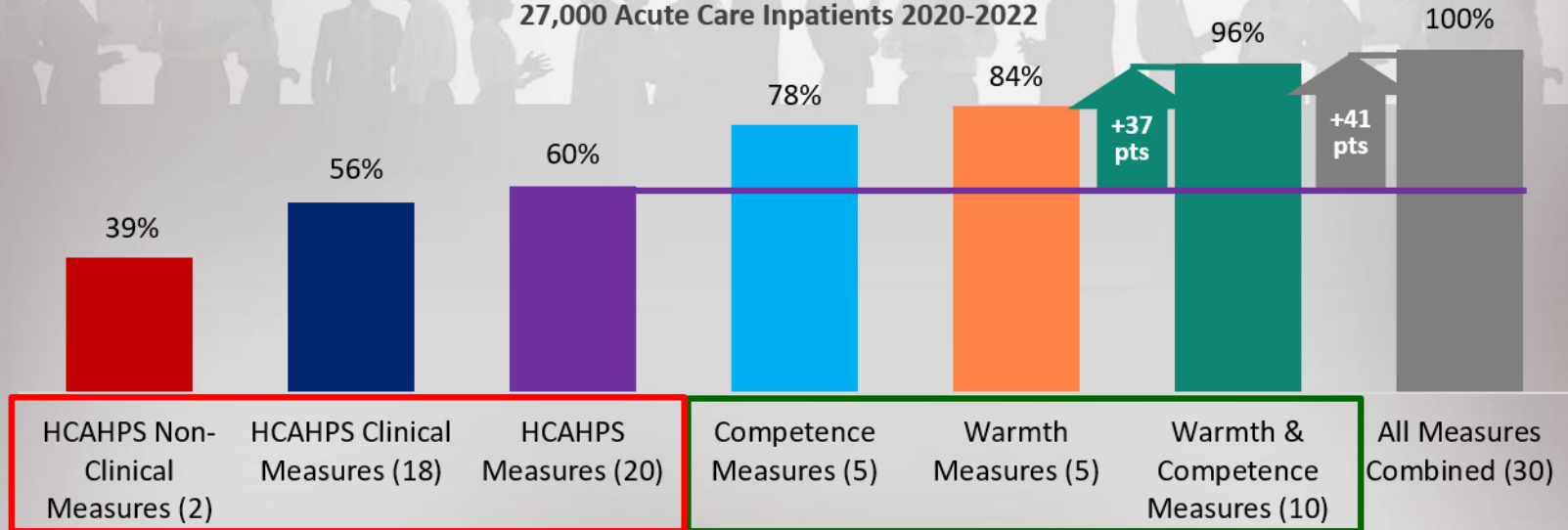
Warmth

Cared for Hospitality
Friendly People
Community Connections
Unexpected Surprises
Gracious Recovery



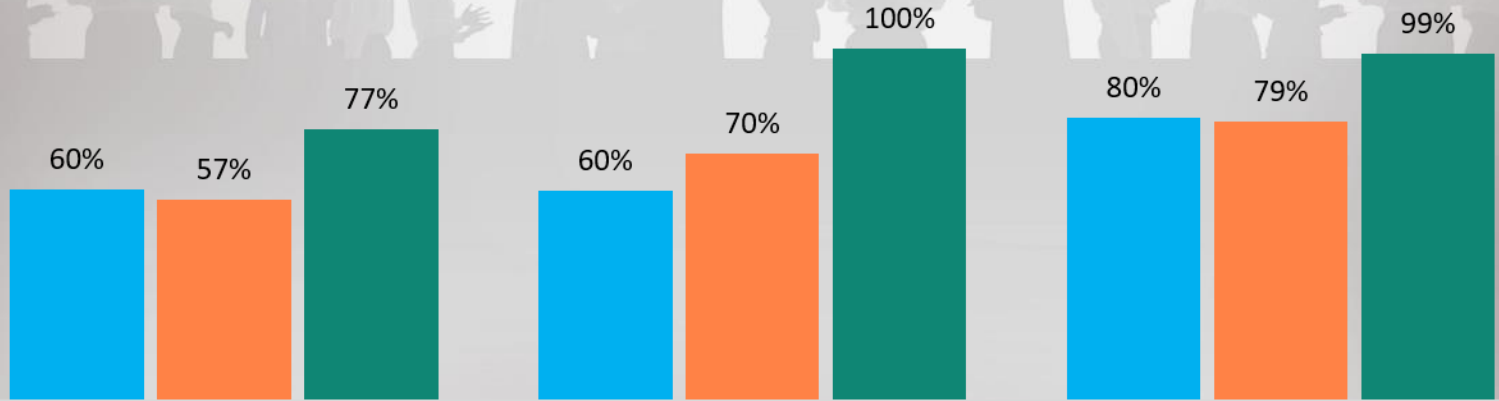
BETTER THAN HCAHPS FOR LOYALTY

Proportion of Variance in Inpatient Likely to Recommend Ratings Explained
27,000 Acute Care Inpatients 2020-2022



HIGHLY PREDICTIVE OF HCAHPS

Proportion of Variance in Real Time HCAHPS Linear Scores Explained
27,000 Acute Care Inpatients 2020-2022



Nurse Communication Score

Doctor Communication Score

Overall HCAHPS Score

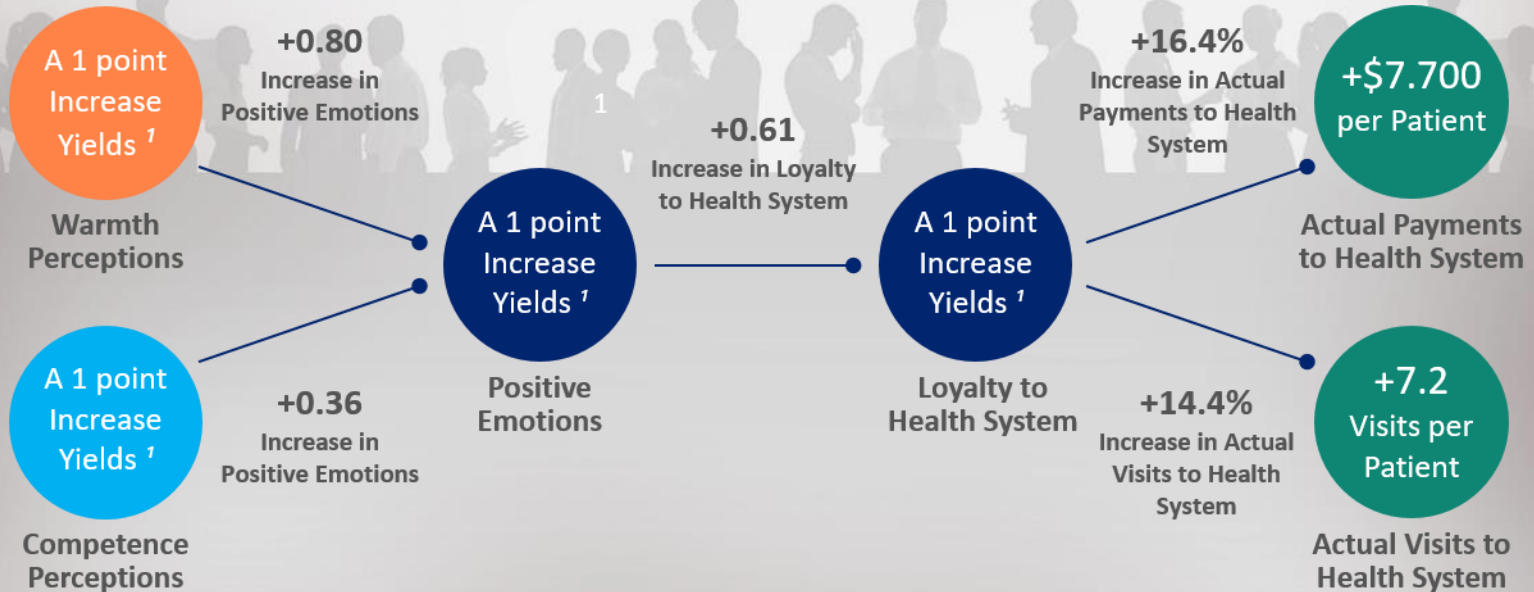
■ Competence Measures (5)

■ Warmth Measures (5)

■ Warmth & Competence Combined (10)

SIGNIFICANT PATIENT BEHAVIOR IMPACT

↑ Perceptions + ↑ Emotions + ↑ Loyalty = ↑ Patient Behavior



¹ MEASURES RATED ON A 7 POINT SCALE

SIGNIFICANT STAFF TENURE IMPACT

↑ Perceptions + ↑ Emotions + ↑ Loyalty = ↑ Job Tenure









**HUMAN
SIMPLE
A LASTING
DIFFERENCE**



THE

HUMAN

BRAND

**A SIMPLER WAY TO ELEVATE PATIENT EXPERIENCES
& STAFF ENGAGEMENT**

SCAN FOR THESE SESSION SLIDES:



OR VISIT US AT



**FIDELUM
HEALTH**

EXPERIENCE LOUNGE BOOTH #306