

# Euclid Hospital's secret



Dear Neighbors,

If you've ever had the opportunity to visit Euclid Hospital, I trust you were impressed. As a regional leader in orthopaedics and rehabilitation, maybe it was the comprehensive care you received. Or perhaps it was the employee camaraderie you experienced from the medical and nursing staff. These are just a few of the reasons why I am very pleased to join Euclid Hospital.

I believe Euclid Hospital has been successful in the community for 100 years because our employees care deeply about the community we serve.

As a member of Cleveland Clinic, a key objective of our corporate vision is to employ a "patients first" philosophy. To capture the essence of what patients experience when they are admitted to the hospital, I went through the process. After presenting myself to the front desk as someone who was having chest pains, I went through Euclid's emergency department to see how patients were being treated. I then went through the step-down unit, spent the night and was transferred to the 9<sup>th</sup> floor the next day.

Obviously, I didn't take my "secret shopper" experience too far, but I was very pleased with my overall experience. I believe we offer world-class service to our patients; it is clear we have an excellent staff of employees. We are committed to staying vigilant and doing whatever it takes to understand and improve a patient's experience.

That is why we are also training the entire hospital staff on our H.E.A.R.T. initiative. With the fast tempo of a hospital environment, sometimes circumstances are such that we need to take the time to **Hear, Empathize, Apologize, Respond and Thank** patients.

Our employees take H.E.A.R.T. to heart. By acknowledging an excessively long wait, for example, an employee has an opportunity to empathize with and apologize to the patient. Then the employee can offer the patient a cup of coffee or a magazine. We also must remember to thank the patient for his or her patience. It's a philosophy that underscores how critically important our patients are to us at Euclid Hospital.

We want to set a standard in our region for comprehensive community care. We also want to continue to build our relationships with our valued physicians and forge new alliances with other private practitioners seeking to better serve the community. I am pleased to be here, and look forward to a great future at Euclid Hospital.

Sincerely,

Robert P. Stall  
President, Euclid Hospital

*Editor's note: Robert P. Stall was named Euclid Hospital's president on June 15. He has a 24-year career with Cleveland Clinic. He also is a brigadier general in the United States Army Reserve, and is currently serving as assistant division commander in the 80th Division.*

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