

## CASE STUDY – PARKVIEW HEALTH SYSTEM

### DOES THE NEW REALITY™ HELP CREATE A MORE CHANGE-ADAPTIVE CULTURE?

#### CLIENT PROBLEM

Parkview Health System was facing sweeping industry-wide changes while simultaneously implementing a multimillion-dollar information technology system. They quickly realized that creating a more change-adaptive culture was as essential to their success as choosing the right technology, and turned to VisionQuest. Their goal was to change the way the entire scope of work was done to realize more efficiencies and build a better, more focused healthcare system. Our goal was to help them do so as effectively and painlessly as possible.

#### VISIONQUEST SOLUTION

The entire leadership group participated in The New Reality™ and The New Reality Booster sessions. Based on their enthusiasm for the messages of agility, adaptability and accountability, they committed to putting every one of their six thousand employees through both programs, as well.

### DOES THE NEW REALITY™ HELP CREATE A CHANGE-ADAPTIVE CULTURE? THE ANSWER IS YES!

#### SHARED RESULTS

A third of the way through the process, Parkview Health performed their bi-annual employee opinion survey. To create some metrics for The New Reality's impact, we added five questions to the survey, which dealt with several of the The New Reality's foundational messages. The survey revealed that those who attended The New Reality sessions clearly benefited over those who had not attended the training. They better understood the critical messages of dynamic change by nearly a 10-point difference.  
(See the survey results on the next page.)

### PARKVIEW HEALTH SYSTEM REAPS THE NEW REALITY'S BENEFITS.

"On questions, such as 'I am ultimately responsible for my job satisfaction, employees who attended The New Reality training scored 77.9% in agreement, as compared with a score of 68.2% in agreement for those who had not attended. This is a statistically significant difference which represents a quantum change in our organizational culture toward the adoption of change-adaptive behavior."

*Carole S. Schor, Ph.D., SPHR,  
Sr. Vice President, Human Resources,  
Parkview Health System*

"There has been a significant shift in the culture of this organization as evidenced by the survey results. This shift is in no small part due to The New Reality effort over the last eighteen months. Employees who have participated in The New Reality better understand their individual accountability for their own happiness, employment security, and their role in making Change part of the organization's competitive advantage."

*Patricia Thompson, Senior Vice President  
and Chief Information Officer,  
Parkview Health System*

"This organization is more change-adaptive today as a result of The New Reality work conducted by Karl Schoemer. This culture shift is apparent in what people say, how they behave, and our employee opinion survey results. Those who have attended The New Reality workshops seem to really understand the importance of being change-adaptive in today's environment... much more than those who haven't."

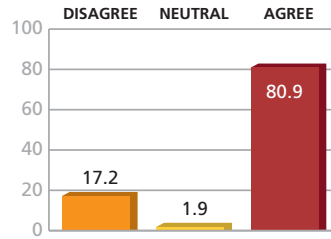
*Dr. Art DeTore, Executive Vice President  
of Strategy and Business Development,  
Parkview Health System*

THE RESULTS ARE CLEAR, AND IMPRESSIVE

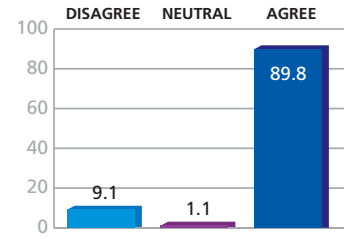
Questions Related to  
The New Reality™

I am ultimately responsible for my job satisfaction.

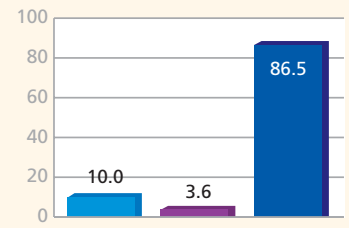
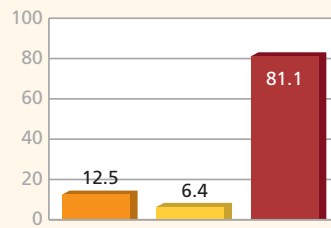
Without Training



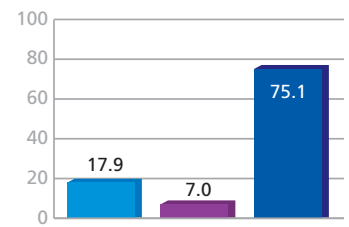
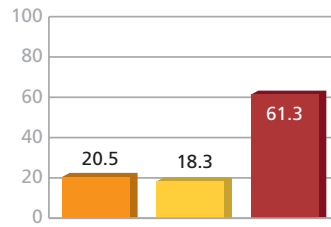
With Training



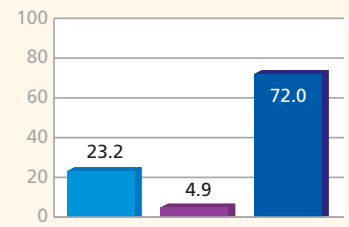
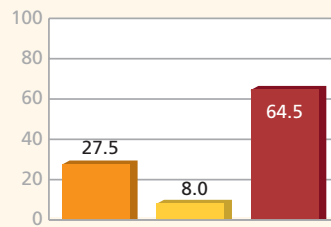
We support continued change as critical to our survival and success here at Parkview Health.



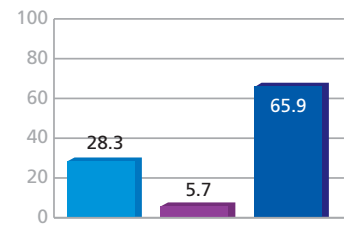
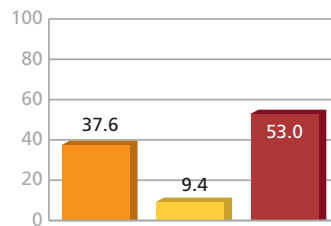
Parkview Health supports change-adaptive behaviors.



PHA employees are encouraged to try new ways of doing things at work.



We are given the opportunity to try to work differently rather than harder in order to accomplish our jobs.



**GRAND MEAN**

**23.0 8.8 68.2**

**17.7 4.5 77.9**

There is nearly a 10-point Grand Mean difference between those who have attended and those who have not!

**THOSE WHO GET IT—AND THOSE WHO DO NOT**