Our Lady of the Lake Regional Medical Center Celebrates Award

Level III is Highest Award
By Gordon Payne

The culture of performance excellence at Our Lady of the Lake Regional Medical Center (OLOL) in Baton Rouge paid off when the organization received the Level III Louisiana Performance Excellence Award (LPEA) at the Governor’s Mansion June 16, 2009. Senior leaders attended the ceremony, but they realized it was the deployment of their culture to all the team members that helped reach the goal.

Provincial of the Franciscan Missionaries of Our Lady Health System Sister Barbara Arceneaux said, “When I think of the history and tradition of the Franciscan Missionaries of Our Lady and earning this prestigious recognition, it makes me very proud that our traditions and cultures continue to be carried out by all of our team members. This award is affirmation that we are on the appropriate path of consistency and excellence.”

OLOL CEO Scott Wester said, “Our Lady of the Lake is committed to performance excellence which ensures that our patients have a best-in-class experience every day. Earning this award recognizes our entire team – all of our 4,000 employees – who live our mission and deliver great results each and every day.”

In his remarks at the ceremony, LQF President David Stoltz praised OLOL for having, “a fully deployed quality program fully integrated in their overall organization and... seeing excellent results in such areas as customer satisfaction, employee satisfaction, financial, and process improvement.”
Presidential Notes
By David Stoltz

Congratulations to all our 2009 LQF Performance Excellence Award recipients. We wish you the best in your continued performance excellence journey.

The Louisiana Quality Foundation is planning for the 2009 Louisiana Performance Excellence Conference. The purpose of the conference is to bring in representatives of past Baldrige Award recipients who can provide information on their quality programs and help organizations of their journey to performance excellence. The planned sessions will be informative and those in attendance will have the opportunity to network with other who are looking for answers to the same challenges. I expect to have information on the conference on our web site soon. The dates are September 21-22 at the Astor Crown Plaza hotel in New Orleans. Keep an eye on www.louisianaquality.org for more details and registration information.

OLOL CEO Scott Wester, left, and Provincial of the Franciscan Missionaries of Our Lady Health System Sister Barbara Arceneaux receive the Level III LPEA from LQF President David Stoltz. Photo by Gordon Payne

David Stoltz has been a performance expert throughout his career in the Louisiana National Guard and his current post with DynMcDermott Petroleum Operations Co. – Ed.

Level III Thoughts
Confessions from a Non Believer
By Dr. Craig Vitrano

Yes, I have to admit – I was a non-believer in regards to the Baldrige process. When my organization first considered this methodology I thought it was a waste of time, especially when we began spending so much time on this rather than addressing “more important things.” When we had our site visit for the state award, I could not understand about the constant asking about our processes and metrics. Didn’t these examiners understand that we were in the business of treating people and saving lives? Why did we have to have metrics for our processes, they should just look at our outcomes?

But then something happened. I began to look closer. I saw that organizations using this process were much more successful. I started to understand that incorporating the strategic plan and processes into day to day activities and measuring results from the processes, were not only important but essential for improvement and sustainability. I now appreciated that using the Baldridge process was key to our future.

Yes folks, I have now “drunk the Baldridge cool-aid”. I am proud to say that St. Elizabeth Hospital was the recipient of the Level 3 Louisiana Quality award last year (in spite of my passive participation) and recently we have placed an application for the national award. But, as you will learn once you begin the Baldrige journey, it is not about the award, but rather what your organization can learn from working the process. I encourage all to learn more about the Baldrige process and the Louisiana Performance Excellence Award and begin your journey. You, too, may one day join me as a believer.

Dr. Vitrano is the Vice President of Medical Affairs and Strategy for St. Elizabeth’s Hospital in Gonzalez, and a part of the 2008 Level III-winning team. As a “believer,” Craig has also joined the LQF Board of Directors!. – Ed.
Rebecca’s Story
By Rebecca Scherff

We are getting ready for 2009-2010 examiner training cycle. The training is a 2½ day event that will take place at the BEGNEAUD Manufacturing Inc., Facility here in Lafayette. BEGNEAUD has again graciously volunteered one of their buildings that includes an in-house chef to accommodate the examiners and provide meals and snacks. The training will be facilitated by Robert Ewy focusing on the 7 Baldrige Criteria: (1) Leadership, (2) Strategic Planning, (3) Customer and Market Focus, (4) Measurement, Analysis, and Knowledge Management, (5) Workforce Focus, (6) Process Management, (7) Results.

For information about registering for the this event, please call or email Rebecca Scherff (337) 482-6728, rebecca.scherff@mepol.org

Rebecca is a certified Louisiana Quality Foundation examiner, team leader, and member of the LQF Board of Directors. She has been involved in designing and implementing examiner training classes for several years.

Level II Awards
By David Stoltz

The Coast Guard Integrated Support Command (ISC) New Orleans was created in May 1996 to consolidate all of the logistical and support services for Coast Guard personnel assigned to the Gulf Coast region. The Area of Responsibility for ISC covers over 180 units from Texas to the Panhandle of Florida. ISC New Orleans is divided into 5 Divisions: Personnel, Comptroller, Facilities Engineering, Industrial, and Medical. The Coast Guard Integrated Support Command is recognized at Level II of the Louisiana Performance Excellence Award.

Louisiana Economic Development (LED) is responsible for strengthening the state's business environment and creating a more vibrant Louisiana economy. Under the guidance of LED Secretary Stephen Moret, LED will increase the state's economic competitiveness, cultivate Louisiana's top regional economic development assets, help retain and expand existing businesses, develop national-caliber business recruitment capabilities, tell the story of Louisiana's economic renaissance and cultivate small business and entrepreneurship. Committed to Louisiana's economic future, LED will become one of the top state economic development agencies in the country, offering businesses a wealth of opportunities to grow and succeed.

Coast Guard Commander Eric Johnson accepted the LPEA Level II Award on behalf of the Coast Guard Integrated Support Command (ISC) New Orleans.

LED Deputy Secretary Steven Grissom accepted the LPEA Level II Award on behalf of Louisiana Economic Development. Photos by Gordon Payne.
Key Changes to the 2009-2010 Baldrige Criteria

By Tandra Davison, CPHQ

The Malcolm Baldrige National Quality Program (MBNQP) periodically reassesses the criteria against current best practices and revisions are made to ensure that the criteria continue to drive performance excellence in organizations. A major rewrite was performed for the 2009-2010 performance excellence criteria, and a high level synopsis is as follows:

Core Competencies — core competencies are not just primarily concentrated in Category 6; core competencies are weaved throughout the criteria. Core competencies refer to those items that your competitor(s) cannot replicate easily and are also the areas of your organization’s greatest expertise that are strategically important and provide a marketplace advantage. It is also imperative to link the mission to the Strategy (Strategic Advantages and Strategic Challenges).

Sustainability — with the current economic environment, sustainability has become more pronounced in the Baldrige criteria. The criteria look for linkages between sustainability and societal responsibility; considerations between external and internal factors; ability to address current needs and agility, and strategy to address future needs. For this reason, the criteria have placed emphasis on the expectation of appropriate projections on results items.

Customer Engagement — the thought process has been broadened to include the customer’s investment or commitment to the brand and offerings as well as the loyalty and willingness to make an effort to do business with you and willing to advocate for you.

Three definitions have also been added to the glossary; they are Customer Engagement, Voice of the Customer, and Work Processes. These additional definitions were added to give further insight into the characteristics of top performing world class organizations.

If you need a copy of the 2009-2010 criteria, you can download the document at www.baldrige.nist.gov.

Ms. Davison is the Director of Quality Services for the Franciscan Missionaries of Our Lady Health System, and was instrumental in the Our Lady of the Lake LPEA. — Ed.

LQF P.E. News is a service of the Louisiana Quality Foundation. If you would like to submit articles or items of interest, please send to Gordon Payne, editor: Gordon.Payne@spr.doe.gov

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