

The heart of the matter



Customer Service Excellence – Hollywood Private Hospital

By Penelope Thomas

With customer service among the most important traits within the health care industry, Hollywood Private Hospital's win at last year's Pinnacle Awards – taking home the Customer Service Excellence gong – spoke of an institution performing its core role well.



Hollywood Private Hospital Chief Executive Officer Peter Mott FAIM said the award reflected the commitment of the hospital's team of employees, volunteers and doctors, who always place patients at the centre of their work.

"Being recognised for customer excellence validates the many initiatives we have introduced to build a strong culture, including teams of people who are motivated to provide the highest-quality care and services to our patients and their families," he said.

"Hollywood has introduced a variety of services to encourage communication with patients to help enhance the quality of their hospital stay and ensure their expectations are not only met, but exceeded."

Hollywood Private Hospital patients are provided access to a secure online portal called MyCare, which allows patients to complete the majority of their pre-admission paperwork in the comfort of their own home.

"Online admission greatly eases the administrative process for patients and ensures everything they need is ready ahead of their arrival at hospital," Mr Mott said.

Patients are also provided two informative videos prior to hospital admission to inform them about their upcoming stay.

Patients and their families are encouraged by our team to provide feedback about the care they receive.

"Through increased communication with patients, Hollywood aims to make them feel more prepared, confident and relaxed," Mr Mott said.

"Patients and their families are encouraged by our team to provide feedback about the care they receive. The feedback is valuable to identify areas for improvement and enhance future patient experiences."

Hollywood Private Hospital ensures all of its employees remain engaged and motivated

to deliver superior customer care and service through introducing a variety of initiatives.

"These initiatives include graduate programs to support novice Enrolled and Registered Nurses entering the workforce, an Annual Managers' Conference to help managers develop their skills and understanding of issues relevant to business, annual awards for excellence in nursing and midwifery to acknowledge the outstanding contributions made by the hospital's nurses and orientation, where all new employees meet members of the executive team," Mr Mott said.

"The hospital encourages open and collaborative discussions with doctors about the delivery of patient care and services."

These discussions are facilitated by executive representatives at what are called Craft Group meetings.

"Hollywood has Craft Groups for key specialties which meet at least four times a year to discuss operational matters, patient outcomes and new technology," Mr Mott said.

Mr Mott said the hospital donated the \$10,000 prize money from its Pinnacle award to the Youth Focus foundation.

"As a leading provider of mental health services to the Western Australian community, Hollywood is proud to support Youth Focus, an independent not-for-profit working to stop youth suicide," he said.

Boots on the ground get results

Green Business Excellence – Hanson Construction and Building Materials and Kings Park and Botanic Garden

Implementing restorative and conservation practices that go beyond compliance saw Hanson Construction and Building Materials and Kings Park and Botanic Garden win the Green Business Excellence award at AIM WA's Pinnacle Awards in November.

The research partnership between the two was formed almost 25 years ago and works to develop and integrate restorative solutions for Western Australian landscapes through collaborative, targeted research by scientists and management practitioners.

Banksia Woodlands: A Restoration Guide for the Swan Coastal Plain is a publication that documents and summarises the findings of the partnership.

Hanson Construction and Building Materials Development Manager Vern Newton said the publication was an important guide.

"The guide will assist other companies, practitioners and operators to achieve better restoration outcomes on the ground," he said.

"The only way we can create and increase habitats is by restoring effectively.

"A lot of science projects only run for two to three years, but this is unique in that it has been running for nearly 25 years, and the long-term findings are key.

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"Without the commitment of Hanson, Kings Park and the State Government, the work wouldn't be possible."

Many students and scientists have been involved over the years.

"About seven PhD and 10 Honours students have been involved and played a key role in information sourcing," Mr Newton said.

"There's a lot of innovation that wouldn't have come about if we weren't all working together."

The relationship between the scientists, community and operational workers has formed a great culture, according to Mr Newton.

"It is a really nice blend on the ground, full of people wanting to do the right thing," he said.

AIM WA's \$10,000 prize money donation was directed to the Kanyana Wildlife Rehabilitation Centre at Lesmurdie.

"It was not hard to nominate Kanyana as the charity to donate the prize money to, considering the efforts they are undertaking to rehabilitate injured animals from across the state," Mr Newton said.

"I believe Hanson and Kings Park were awarded the Green Business Award for the innovative approach undertaken in dealing with restoring disturbed landscapes and providing a key reference document to other companies, scientists and the community so better restoration outcomes occur in the future across the state."



A site visit with Curtin University students.



Dare to be different

Workplace Diversity Excellence – Bankwest

Leading the charge in support of workplace diversity and inclusion in Western Australia, Bankwest's pioneering initiatives to implement improvements in gender equity, support for action against domestic violence, uptake of flexible working arrangements and LGBTI+ inclusion saw the company take out the Workplace Diversity Excellence award at AIM WA's Pinnacle

Awards last November.

Bankwest General Manager Human Resources Anna Cassie said employees were empowered when companies fostered a diverse workforce and built an inclusive culture.

"Inclusion makes our people feel safe at work to share their thinking, insights and perspectives," she said.

Bankwest supports diversity in leadership through a range of areas, including leadership and advocacy, policy and practice, pay equality, flexible work arrangements, measurable targets, connection and networking.

"An example of this is the Inclusive Leader masterclass we offer our leaders, which teaches them about emotional intelligence, resilience and inclusive leadership," Ms Cassie said.

"We believe our leaders should reflect the diversity of our colleagues, our customers and our community.

"We know gender diversity and differences

in leadership styles improve decision-making and help us to listen and understand opposing views."

Established networks in support of diversity run throughout the year to further enhance an inclusive culture at Bankwest.

"These networks support and empower our people to bring their whole selves to work every day – regardless of their sexual orientation, gender identity or ethnicity," Ms Cassie said.

"I'm also proud of the many grassroots initiatives my colleagues have pioneered, like Women in IT and our internship program for people with autism spectrum disorder."

The flexible working culture offered at Bankwest helps employees achieve that longed-for work-life balance.

"We also know there are productivity benefits for our customers thanks to fewer interruptions, increased commitment and better concentration from those colleagues working from home," Ms Cassie said.

Bankwest chose to donate the \$10,000 cash prize to The Pinnacle Foundation, which provides scholarships and mentoring to LGBTI+ students who are marginalised or disadvantaged and helps them achieve their full potential irrespective of career path.