

CULTURAL TRANSFORMATION

Let's revolutionize care to empower lives in your community.

For forward-thinking providers that want to make a deep impact on the lives of their residents and staff, our Cultural Transformation initiative will not only transform the way you think about (and provide) care and culture, but also give you competitive advantage in a crowded marketplace.

Powered by The Green House Project, Cultural Transformation is available to providers that have:

- Land- or capital-constraints but still want to take substantive steps toward culture change;
- Plans to renovate or rebuild and want to implement deep system change as part of the process; and
- Small-house homes but want comprehensive culture change and the ROI that comes with it.

With this initiative, we have taken the best of our knowledge and wisdom gained over the last 15 years and leveraged it to help nursing homes and assisted living communities create truly person-directed, relationship-rich living environments.

Rooted in the evidence base that has made the Green House model a global game changer in healthcare and the field of aging services, our Cultural Transformation process is designed to help you achieve a truly person-directed environment.



“We decided to work with The Green House Project because we appreciated the focus on empowerment. Two years ago, we conducted an employee satisfaction survey, and we scored in the lower quartile for employee satisfaction. We had high turnover, particularly with nurses. We hoped that through our work with the Green House team there would be greater employee engagement, which would lead to more productivity and satisfaction. Now, only two years later, our employee engagement scores are in the 80th percentile among hundreds of peers and nurse turnover is trending downward. I believe that this has a lot to do with the development of workgroups in decision making.”

—Deb Reardanz, The Green House Project board member and Chief Executive Officer, Clark Lindsey, Illinois.



HOW IT WORKS

Cultural Transformation focuses on three components essential to achieving deep, abiding culture change: beliefs, behaviors, and systems. Often, culture change initiatives focus on changing employee behaviors without addressing the beliefs that underlie those behaviors, and without making the deep system changes necessary to support and sustain a relationship-rich, person-directed culture.

It is more than simply a process from 'this' to 'that'—it is a real transformation that unleashes the best of what can be.

Cultural Transformation shifts a community's culture to ensure a lasting investment across an organizational system. By assessing the underlying beliefs and behaviors, our unique process creates a plan that optimizes existing strengths and results in "slip resistant" change via four phases that build upon one another:

Assessing: Identify key financial, organizational, and clinical indicators necessary for true transformation.

Aligning: Develop and communicate a unified vision of cultural transformation for the organization, rooted in the Green House core values of Real Home, Meaningful Lives, and Empowered Staff.

Equipping: Resource employees with tools, education, and materials to successfully implement the vision created in the aligning phase.

Sustaining: Imbed the change process into the organizational systems and practices to create enduring change.

We believe that everyone deserves to grow and thrive no matter where they reside. But to impact lives in a meaningful way it is imperative to infuse the entire organization with optimal systems and structural changes designed to create a cohesive approach to person-directed care.



EVIDENCE & VALUE

In 2003, The Green House Project introduced the first truly disruptive model of long-term and post-acute care—a model that stands today as the catalyst for the movement to transform care for older adults.

Having garnered the attention of numerous national and trade media outlets, researchers, and foundations, the Green House model remains the most disruptive innovation ever introduced in field of aging services. In addition, it is the only culture change approach that has been subjected to rigorous scientific analysis since its inception.

Studies have found that Green House residents have a better quality of life and receive higher-quality care than residents in traditional nursing homes, while staff report higher job satisfaction and increased likelihood of remaining in their jobs.

Research published in highly respected journals, such as the *Journal of the American Geriatrics Society*, *Health Care Financing Review*, *Health Services Research* and the *Senior Housing and Care Journal*, has examined everything from the model's impact on the quality of life and quality of care of residents and staff, to financial viability and occupancy rates.

With nearly 300 homes in 32 states (and counting), we are now able to leverage the collective experience, wisdom, and evidence base behind its success.



“Our experience with The Green House Project education and its Cultural Transformation process has been exceptional. Their team has been instrumental in helping Sarah Neuman transform its culture to a truly person-directed approach that helps to set us apart from others in this competitive marketplace.”

—Sandra Mundy, administrator,
New Jewish Home at Sarah Neuman,
Westchester, N.Y.

5 REASONS

TO TRANSFORM YOUR CULTURE WITH THE GREEN HOUSE PROJECT



Comprehensive Change: A focus on achieving comprehensive transformation by addressing the physical environment, philosophy of care, and organizational design throughout the entire organization, thus creating deep and sustainable change.

Project Management Support: A proven “blueprint” that guides organizations through the process of transforming communities in a complex and highly regulated healthcare environment. This approach is tailored to meet the unique needs of your organization and led by an experienced Project Guide. Our team of experts provide critical coaching and support to organizations as they move from traditional models of care delivery to more dynamic person-centered approaches.

Education: Our education package of tools and resources go well beyond a check-the-box approach to equip individuals to apply the Green House core values in their daily work and be a vital part of the transformation process. Informed by researched, experience, and lessons learned from Green House partners across the country, our leading-edge education and training is content that makes an impact in a format that maximizes social learning and the needs of busy learners and organizations.

A Network of Peers: Through a network of experienced peers and thought leaders, the cultural transformation partner network leverages perspectives in the field through shared stories, resources, and knowledge transfer to multiply the learning and engagement of peers.

Sustainability Tools: Innovation and disruption are indeed important to transforming long-term and post-acute care, but ensuring its sustainability is an important aspect to preventing adopters from slipping back into institutional practices. Our transformation process is a comprehensive approach that includes tools and strategies to help you measure, and adhere to, the Green House philosophy, benchmark against peers, and develop strategies to ensure a positive ROI in culture, clinical, and financial outcomes.

Join us as we broaden the reach and deepen the
impact of the movement to improve the lives of people
at many ages, abilities, and levels of care.
