

TRANSFORMING ACCESS

Endeavor



Endeavor

Healthcare Thoroughbreds

Armed with robust **research, strategy**, and **change management** capabilities, we enable leaders to create **market-winning strategies** while **optimizing business performance**.



The Creative Cousins

Our **creative marketing division** that harnesses experience in fast-moving industries like **sports, gaming, automotive**, and **energy**.

We use **innovative ways** to enable **healthcare** organizations to **effectively engage** their **audiences**.



BRAND

Powerful Vision

Impacts the Bottom Line

Design and deploy strategy that **aligns** and **strengthens** the organization's **Brand**, **Operations**, and **Culture**.

Move Fast Through Uncertainty



Impactful Transformation

comes from

Healthcare
Advisors

+

Proven
Frameworks

+

Creative
Firepower

Industry experts and management consulting masterminds backed by LA-based creative gurus.



Common Challenges

Integration of business development, marketing, strategy with front door operations

Changes not sticking, improvements aren't sustained

Generating demand across various channels and sources

Front door consumer engagement

Downstream financial impacts of ineffective operations

Inconsistencies in processes and behaviors throughout the journey

Inability to fulfill resource needs as demand varies

Insufficient management systems
(e.g., productivity, revenue maximization)



Experiences Worth Talking About

GOOD BRAND EXPERIENCES EXCITE THE EYES OR THE EARS OR SOMETIMES BOTH, BUT GREAT BRAND EXPERIENCES ENGAGES ALL THE SENSES.

These great experiences are crafted in environments that can be **physical, digital** or **combination of both** where they are increasingly changed and enabled through technology.

Brand experience marketing leverages **data, technology**, and **storytelling** to provide sensory user experience to develop a **meaningful and lasting relationship** with the brand.

Transformation Outcomes

Future state defined

Envision

- Deepen your understanding of what matters most
- Identify where you can better meet needs
- Establish a vision of the future state

Key stakeholders are engaged

Engage

- Translate the vision to operational and organizational changes
- Align key stakeholders on the program moving forward
- Prepare leaders to lead through the change

Current to future state

Energize

- Motivate and mobilize the organizations to adopt the changes
- Change related processes and systems
- Strengthened resilience
- Highly engaged teams

The changes stick

Enable

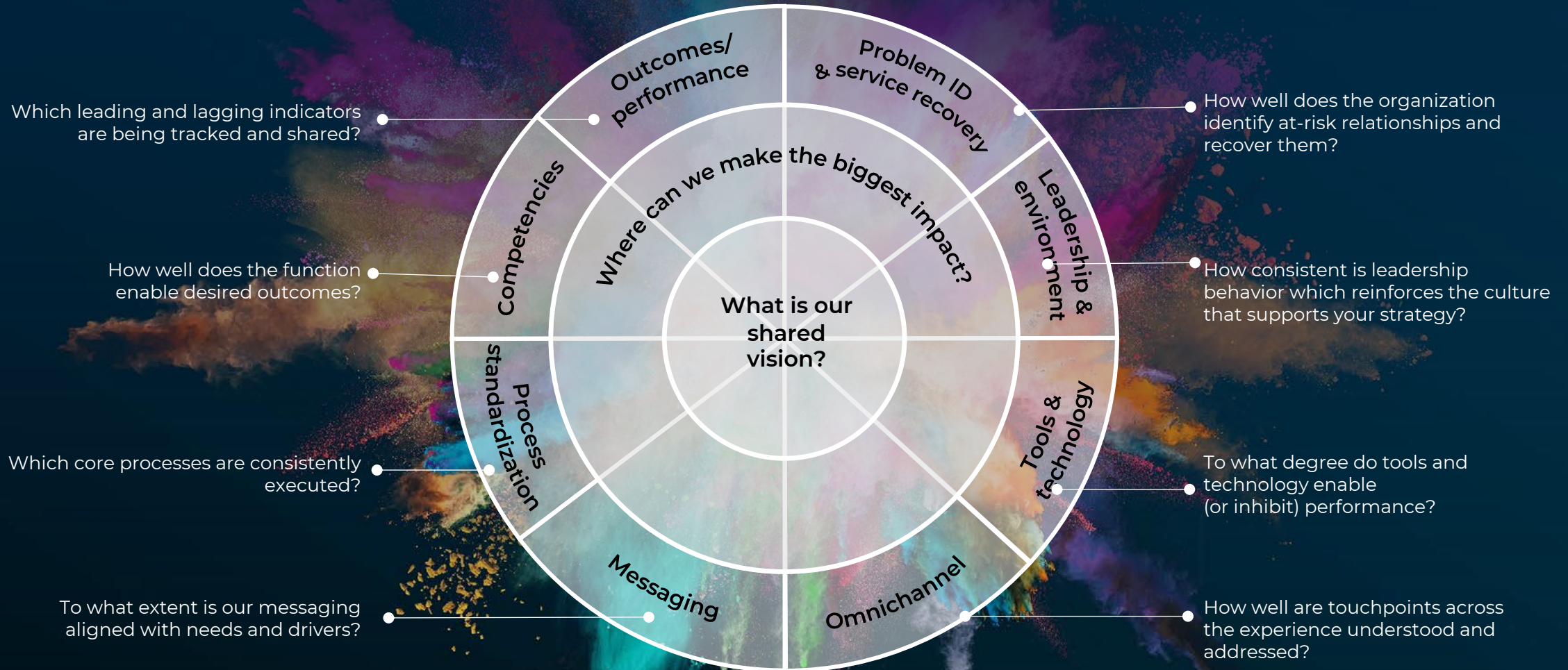
- Monitor for change fatigue
- Priorities adjusted based on needs
- Improved quality assurance
- Changes ingrained into the organization's culture

A well-designed and executed transformation ensures sustainable growth

ASSESSMENTS

Implementation of best practices to achieve a standard of care

Endeavor's framework for evaluating organizations



UNDERSTANDING

Developing empathy

Leading organizations address the variance of the emotional state of the consumer and referrer.

Their emotions vary by time and severity of condition.

When you meet those needs, it creates an exceptional experience.

And it reveals the stories they share – even through the call center touchpoint.

Endeavor Management specializes in designing and implementing transformations – particularly in complex environments.



TARGETING

Getting customers to the front door

Together, we will build a launch plan utilizing digital marketing as a focus for brand development and demand generation.

To focus our efforts, our KPIs include improving admissions, conversion, and census.

By integrating the digital marketing and 1:1 business development tactics, we increase operational engagement for both consumers and referrers.

And volume monitoring takes place across this continuum, particularly with SEO/SEM/PPC.

Endeavor Management has a sophisticated approach to attracting and converting prospective patients sourced from referrers and digital channels.



CONVERSION

AND getting through the door

The ideal experience is an integrated conversation across all channels – for all members of the care team (patient, family, physician and caregivers).

Integration of business development and admissions processes is critical, such as the message consistency between channels.

We help improve call-to-admission conversions utilizing patient engagement and key productivity performance standards.

We follow the data, examining the tool you use and trends we see, connecting dots between marketing, outreach and admissions.

Endeavor Management works with clients to establish best in class processes and behaviors which drive real volume.



SUSTAINING

AND keeping the door open

Together we will help you implement strategic operational changes to guarantee the effectiveness of front door operations and streamline patient flow.

We do this by refining the execution of a patient engagement measurement program with a focus on enhancing call quality management.

A key component to your success is the development and establishment of a comprehensive system for monitoring KPIs related to call conversion rates and staff productivity.

Effective implementation of clinical evidenced based practices into your treatment programs will ultimately lead to positive outcomes that are beneficial to patients and will help to promote the brand in the competitive landscape.

Our goal is to achieve seamless integration across all departments, empowering each team to play an active and collaborative role in upholding the long-term success of the healthcare organization.

Endeavor Management helps design and shepherd the changes required to create patient enchantment.





Case for Change

THE COST OF INACTION

OUR POINT OF VIEW ON THIS

90% of time the problems are just the **tip of the iceberg** – so is that really the **problem** or the **symptom**?

- a **proper diagnosis** is paramount (coaching/culture assessment/operational audit)
- **Employee burnout** will only increase without meaningful change
- Lack of **value realization** and competitive strength

Our Journey Together

Building Stronger Relationships



Step 6
Launch
Start Implementation

Step 5
Create Alignment:
Design Work Plan

Step 4
Fresh Perspective:
Set a Blueprint for the Future

Step 3
Reset Goals:
KPI Development

Step 2
Assess Current State:
Functional Assessment

Step 1
Get Grounded:
Review Current Growth Plans

Case Studies





Healthcare System

Seizing an Opportunity For Thoughtful Transformation

Situation: Taking advantage of the disruption of COVID-19, leadership sought a thorough assessment of their health system's call center operations against world-class organizations; this benchmarking was used to craft the roadmap to a reimagined and unified operational strategy

Solution: Utilizing various tools including our call center maturity model, we explored leadership alignment, process efficiency, standardization, technology, and key performance indicators. The critical outcomes were a multi-phase blueprint and dynamic presentation tools to highlight progress and promote collaboration within and across teams.

Support: Created One Contact Center. Our client successfully journeyed through a transformation to unify its call center operations, creating ONE aligned, streamlined, cohesive, and efficient contact center infrastructure to deliver a consistently superior customer experience.



MD Anderson

No Patient Left Behind

Problem / Issue:

As part of its commitment to aligning operations and outreach activities, MD Anderson has instituted several dozen experience mapping projects to understand and design new processes to improve the patient experience. From its children's hospital to other cancer programs, this model has become an institutional standard.

Solution:

We worked with MD Anderson's call center, which processes over 9,000 calls every month, with 5,400 new patient requests. From information inquiries to facilitating initial appointments, their skilled staff serves as the front door for the institution. However, their decentralized scheduling system, with each care center having a unique set of protocols and availability, created a void between initial calls and resolution. Instead of adding staff (in fact, they added none), we worked with MD Anderson to install a monitoring system to examine queues in real time and highlight service recovery issues.

In addition, the call center now had a framework and data to work directly with centers to refine their scheduling templates, establish a new level of collaboration, and eventually deploy a stronger technology platform (PreCare) which enables patients to monitor their own progress in a self-service portal.

Support:

MD Anderson attributed \$28M in "saved" revenue, reducing their lost patient count by 43%, without an increase in staffing levels.



Michigan Medicine

Increasing Out Of Market Referrals

Problem / Issue:

From GI to skin cancer, UMHS identified a set of 19 key service lines to promote to attract out of market referrals. Endeavor was hired to assess the current patient and physician experience from marketing to call center through transition or care back to the community.

Solution: Endeavor engaged staff, clinical leadership, patients and referring physicians to design its destination program experience – including both UMHS operations and marketing to align around physician and patient needs. Our experience mapping framework was then used to create program-specific action plans. Experience maps assisted improving the current experience and lever leading practices throughout the institution. We prioritized programs for operational focus (for those with more complex cases/needs), flagged patients from call throughout treatment who are in the destination program and deployed systems to monitor these patients' experiences for continuous refinement.

Results: +6,500 new patients and +\$75 million in new patient revenue in one year. Our process was so successful that the destination program transformed into the way in which UMHS treats all patients. This included a key set of initiatives to improve their contact center efforts.



Addiction Treatment Network

Improving Call Conversions And Admission Goals

Problem / Issue: Multi-state Addiction Treatment Provider (12 facilities in 7 states, providing all levels of care), seeking to improve their National Call Center operations to strengthen call conversions, increase admissions and enhance patient engagement.

Solution: Met with corporate leadership to develop a strategy and plan. Interviewed and shadowed the call center team to evaluate current operations, scheduling, data management and call engagement. Provided feedback and recommendations for improvement.

Results: Design and execution of a new and rebranded National Patient Access Center, in a new market to acquire known clinical expertise. Recruited, hired and trained the clinical team, sourced location, built patient engagement model, designed scheduling process for 11 facilities, created workflows and quality management program.

- Exceeded the admission goal by 22% and average daily census by 3% in the first month of operation.
- Scaled the verification of benefits process to allow for one hour turnaround time.
- Implemented a new staffing schedule to prevent missed calls and increase admissions/revenue.
- Improved call to admission conversion rate from 7% to 24% over a 12-month period.



Addiction Treatment Provider

Revamping Admission and Call Management Processes

Situation: The leadership team of a nonprofit addiction treatment provider, which offers inpatient, partial hospitalization, and outpatient programs, faced uncertainty regarding their admission operations and lacked a monitoring system to track team productivity and outcomes.

Solution: A thorough and all-encompassing assessment was conducted, comprising:

- We conducted interviews and shadowed admission team members to gain insights into their workflows and gather feedback on both accomplishments and challenges.
- We thoroughly examined the existing data management system and assessed its reporting capabilities.
- We evaluated the staffing patterns in relation to the call volume to identify any discrepancies or areas for improvement.
- We conducted a comprehensive review of the current Key Performance Indicators (KPIs), departmental productivity, and assessed financial and clinical outcomes.
- Through a careful assessment of the strategy, we identified various opportunities for improvement and growth.
- We delivered a comprehensive written report containing actionable recommendations aimed at enhancing key performance indicators.

Support: A strategic plan was formulated to realign staffing patterns with call volume, ensuring no missed business opportunities. Additionally, we designed and delivered call engagement training to the admissions team, aiming to enhance customer service and improve call interactions.

Company Profile





**Endeavor
Management
Has Over 55 Years
Of Experience In
Organizational
Transformation**

Roles

Communicator

Translates strategic thinking into powerful written and visual communications that energize

Consultant

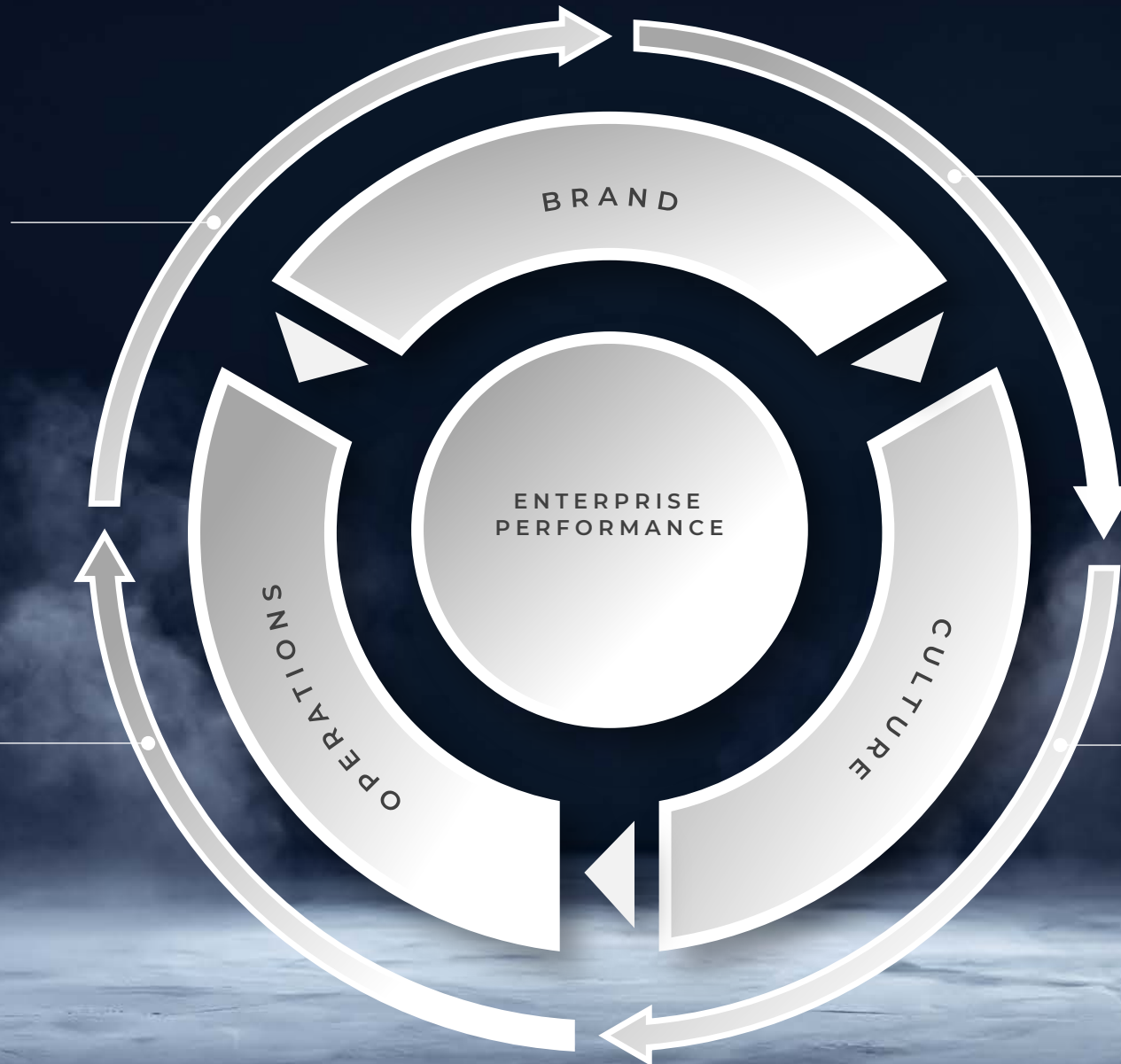
Introduces and leads project activities through framework to address a specific, complex business challenge

Advisor

Provides assessments and other guidance based on decades of experience of being in your shoes

Coach

Works alongside you and your team leaders to develop competencies and leadership capabilities



The BrainTrust

Executives in Residence with experience at:

Cleveland Clinic; Johns Hopkins; MD Anderson; Intermountain Healthcare; UHealth Miami; University of Utah, Phoenix Children's; and Beth Israel Leahy.

A team of **thought leaders**, highly experienced **experts** in their fields of knowledge and industries who have:

- **Been in your shoes** at major healthcare systems
- **Understands complex organizations** going through bold transformations
- Represent **cross industry expertise** developing new insights from **energy**, **automotive**, **video games**, and **entertainment** to name a few.



The Company We Keep



Endeavor



Endeavor

THANK YOU

+1 (713) 877-8130
950 Echo Lane, Suite 200,
Houston, TX 77024
info@endeavormgmt.com
www.endeavormgmt.com