

## CASE STUDY

### CHALLENGE

At the center of Lutheran Homes of South Carolina's (LHSC) mission is respect for residents, patients, families, and employees. With the addition of a new CEO and increased competition in the industry, Mark Lee, Administrator of Active Lifestyles, recognized the need for a culture-driven service strategy. After completing an internal employee survey, it became more evident that LHSC needed to create more than a rallying point in this highly competitive market, they needed an organization-wide customer service and employee appreciation strategy. Lee's biggest concern was they'd tried similar initiatives, and they never lasted, leaving both leadership and staff skeptical.

### SOLUTION

LHSC created a workgroup to research training programs that create consistent and sustainable service quality and employee experiences. After reading the book *"The Experience"* which outlines *Disney's five-part model*, LHSC chose EXP Healthcare to design and facilitate a company-wide culture experience training program.

From the beginning of the partnership, and with a clear understanding that this was the first time a program of this scale had occurred at LHSC, EXP Healthcare facilitated in-person discovery sessions to define organizational priorities and gain buy in at every level of management. Once management was onboard, LHSC and EXP worked together to identify and train ambassadors who would take ownership of the program and deliver a targeted internal survey, the EXP Quotient. Those results informed the creation, timeline, and elements of their "Five to Thrive" initiative.

### IMPACT

Lutheran Homes of South Carolina now has a sustainable and measurable cultural experience training program.

#### LHSC CONTINUES TO SEE BENEFITS WITH ITS EXP HEALTHCARE PARTNERSHIP:

- Renewed focus on quality service to support CEO's culture initiatives
- Improved employee participation rates of more than 65%
- Defined service initiatives to maintain competitive market position
- Increased employee satisfaction
- Created "Points of Praise" recognition and rewards program
- Delivered ongoing training measures and analytics for program refinement



Lutheran Homes of South Carolina (LHSC), located in Irmo, SC, is a faith-based non-profit senior adult residential healthcare provider with five communities and three support programs serving seniors across the state since 1892. As a ministry, LHSC strives to be the premier provider of quality assisted living, senior living and hospice services for older adults offering a model for innovation and compassionate care.



*"The whole experience working with EXP Healthcare is positive. We knew that an initiative of this size had never been done before. We'd tried lots of "flavors of the month" programs to no avail. EXP helped us understand the process involved and continues to be a sounding board."*

— *Mark Lee*

ADMINISTRATOR OF THE ACTIVE LIFESTYLES  
Community of Franke at Seaside

**"CHANGING CULTURE IS NOT A QUICK FIX. WE LIVE IN AN INSTANTANEOUS SOCIETY. IT TAKES VISION, DISCIPLINE AND ONGOING COMMITMENT. EXP HEALTHCARE PROVIDED THE FOUNDATION AND FRAMEWORK FOR US TO EMPOWER OUR EMPLOYEES AND KEEP OUR RESIDENTS HAPPY."**