

# Bright Ideas™

## Managing Innovation, Driving Revenue

Employees feel more engaged when they are able to make a unique contribution, experience empowerment, and have opportunities for personal growth. Affecting the work environment and making meaningful choices in the workplace are critical components of employee empowerment, and one of the most influential factors in determining employees' willingness to stay with an organization.

Research shows that organizations scoring in the top quartile for engagement on employee satisfaction surveys see revenue growth two and a half times that of those in the bottom quartile, with 40% lower turnover rates.

(Healthcare Executive, Engage but also Enable Your Employees, Jan/Feb 2010)

How can you drive employee engagement, innovation and revenue growth at your organization? Empower your employees at every level to share their ideas. And who better to recommend process improvements, waste and cost reductions, and safety measures than the very people who walk the halls and care for patients every day? Their creative solutions can be the answer to cost reductions, and improved efficiency, patient quality, employee morale, and customer service.

**Bright Ideas** is a web-based employee suggestion program that monitors employee ideas from submission to implementation. The software system tracks ideas so they won't be lost or overlooked, and informs employees and leaders of any changes in status to a submitted idea. Features include:

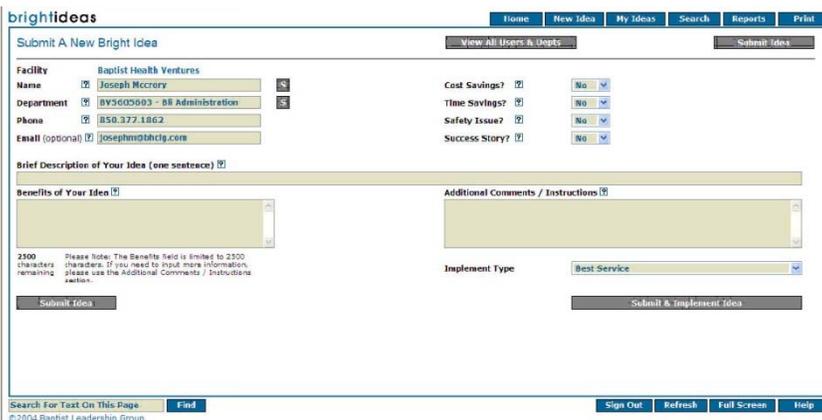
- User friendly system with easy access for all employees
- Simple review submitted ideas, tracking and status
- Corporate, facility, department, and individual progress on one screen
- Automated emails with updates and reminders
- Global Reporting on cost/time savings, and success stories

Overall Bright Ideas Summary: FY 2009 - 2010

4/7/2010	Submitted Ideas	Implemented Ideas	Ideas Goal#	Ideas Goal%	Goal /FTE	Number Of FTEs
Corp.	8,842	6,377	11,614.0	54.9%	3	4,740.5
My Fac.	208	140	326.6	42.9%	3	108.9
My Dept.	0	0	35.3	0.0%	3	11.8

My Goal Summary: FY 2009 - 2010

4/7/2010	Submitted Ideas	Implemented Ideas	Ideas Goal#	Ideas Goal%
Corp.	4	1	3.0	33.3%
My Fac.	4	1	3.0	33.3%
My Dept.	0	1	3.0	33.3%

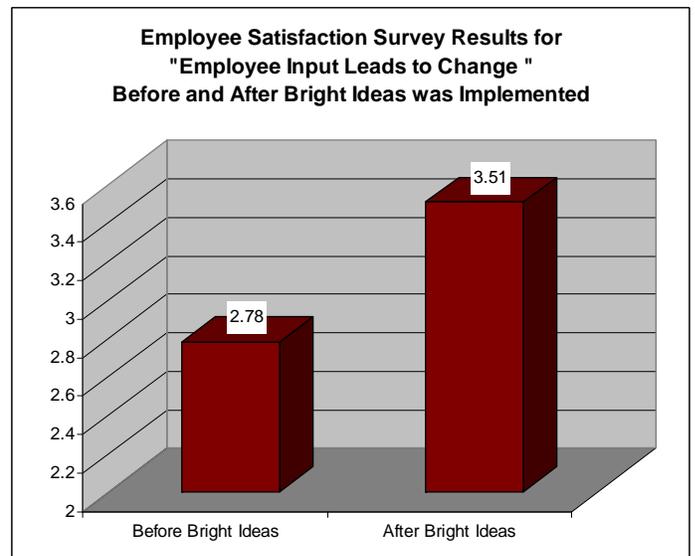
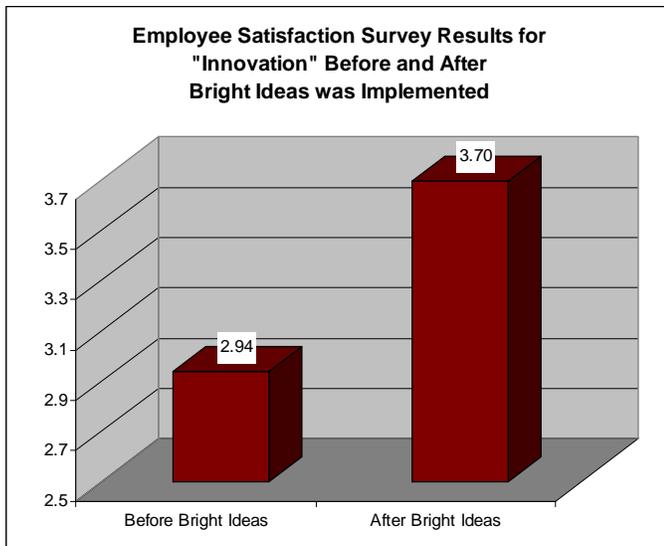


The screenshot shows the 'Submit A New Bright Idea' form. It includes fields for Facility (Baptist Health Ventures), Name (Joseph McCreary), Department (BVS005003 - BI Administration), and Phone (850.377.1862). There are checkboxes for 'Cost Savings?', 'Time Savings?', 'Safety Issue?', and 'Success Story?', each with a 'No' dropdown menu. A 'Brief Description of Your Idea' field is present, along with a 'Benefits of Your Idea' field (limited to 2500 characters) and an 'Additional Comments / Instructions' field. The 'Implement Type' is set to 'Best Service'. Buttons for 'Submit Idea' and 'Submit & Implement Idea' are visible at the bottom.

**Bright Ideas Benefits:**

Benefits for Employees	Benefits the Organization
<ul style="list-style-type: none"> <li>• Ideas are heard</li> <li>• A feeling of ownership</li> <li>• Less resistant to change</li> <li>• It's fun</li> <li>• Part of the decision-making process</li> <li>• Feel good about themselves</li> <li>• Rewarded for their suggestions</li> </ul>	<ul style="list-style-type: none"> <li>• Those closest to the patients/customers are making changes</li> <li>• Increases morale</li> <li>• Creates a positive image of management trusting staff</li> <li>• Eases the "us" versus "them" attitude</li> <li>• Reduces costs/saves money</li> <li>• Improves efficiency</li> </ul>

**Bay Area Hospital in Coos Bay, OR implemented Bright Ideas and saw results.**



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