Webbe Group
Strategy. Alignment. Impact

Change leadership
Adopt a new philosophy

· Embrace quality throughout the organization
· Put your customers' needs first, rather than react to competitive pressure
and design products and services to meet those needs
· Be prepared for a major change in the way business is done. It's about
leading, not simply managing.
· Create your quality vision and implement it.

The problem was with an outpatient rehabilitation company. One of the
departments had a no call / no show rate of 45%. Not occasionally, but **every
single day.** Of course, these had far reaching effects on multiple different
levels.

Problems that occurred were department not meeting KPI and budgets, no
opportunity for growth, employee dissatisfaction, not meeting expected
timeframes for quality care and I was told by executives that the problem
needed to be fixed ASAP.

Our solution was to tackle the no call / no show rate by changing our
expectation of customer behavior. This was not an easy sell to the team even
when they understood why the change was needed. Did this create results?
Yes. the result was that the business was tripled within 2 years.

The results were multiple

1. Average no call / no show rate dropped to 11% and was sustained
2. Exceeded KPIs by 38%
3. Justified the hiring of 6 more employees based on KPIs in the first year
4. Improved first appointment timeline to 7 days from 23 days
5. Improved employee satisfaction and gained loyalty as evidenced by
corporate employee surveys

6. Improved executive and physician reputation with my department as evidenced by increasing referrals
7. Improved customer satisfaction as determined by customer surveys
8. My executives recommended my process to other departments within the organization

These kind of innovative and novel problem-solving solutions can be applied to any industry and any problem.