

WWDD*

**"What Would Disney Do?"
Part 1*

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If Disney Ran Your Hospital:
9½ Things You Would Do
Differently

by
Fred Lee

Cultural Insights From a Hospital
Executive Who Became a Disney Cast
Member

It's About
Culture, Not
Service

Client/Patient-Focused Care (SHARE)

Sense people's needs before they ask
(initiative)

Help each other out (teamwork)

Acknowledge people's feelings (empathy)

Respect the dignity and privacy of
everyone (courtesy)

Explain what's happening (communication)

Terrance Rynn

"Selling is trying to get people to want what you have. Marketing is trying to have what people want. When you have what people want, it makes selling unnecessary."

Disney & Compliance

Look to the compliance study to understand what people (pet owners) want

Move your practice toward having/doing what pet owners want

Stop defending "our way or no way"

If Disney Ran Your Hospital, You Would:

1. Redefine Your Competition and
Focus on What Can't Be
Measured (values, perceptions...)

Our competition is anyone our clients
compare us to...

We need to manage perceptions...

What Does Compassionate Care Look Like?



Recent studies consistently report that 75 - 80% of pet owners think of their pets as children

Where Dogs Stand in the Household

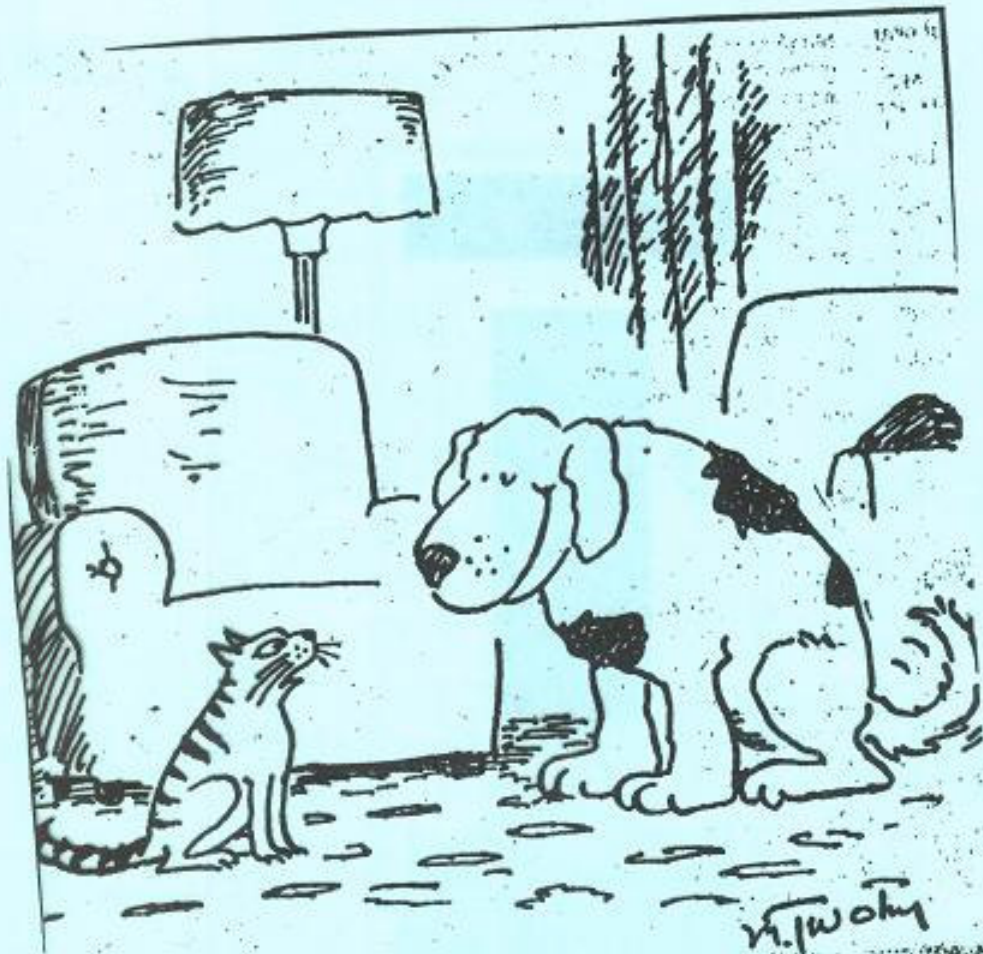
- Member of the family 76%
- Dog is one of most important things in life 67%
- Dog is better companion than other family members 53%

Importance of Dog's Health

- Health of dog equal to own 49%
- Dog's death equal to that of friend or relative 60%



*This Means
Job
Security!!!*



"First, stop trying to be
all things to all people."

■ *Our Moral
Imperative: To
advocate on behalf of
a being that cannot
advocate for itself...*

It's About Culture...

If you don't know where you're going, you'll probably end up somewhere else.

It's About Culture...

Decide what is important:

What are the core values of the practice?

What are the core team values?

What mutual values are shared by the team?

Values create culture as they are always on display

It's About Culture...

Decide where the practice is going:

First define *values*, then define *vision*

Without a vision there can be no
focus...

It's About Culture

Decide what the practice stands for:

Your *vision* is in your head...

Your *vision statement* is on paper...

Any vision is intangible and must be translated into an emotional message...

Inspire your people to be believers!

The team walks in the shadow of the leader. Your team will mirror and then adopt your commitments as they see you living them.

It's About Culture...

Each of us in the "CEO of me"

Every leader is telling a story about what he or she values

What is the title of *YOUR* story?

It's About Culture...

Performance Excellence:

Ask the following questions - -

What is our vision?

What are our values?

What are our goals?

What is our behavior?

It's About Culture...

Performance Excellence:

Then ask these next questions - -

Do we do the wrong things wrong?

Do we do the wrong things right?

Do we do the right things wrong?

Do we do the right things right?

A client's
perception is his
or her reality...

*You never get a
second chance to
make a first
impression*



Outcomes Are Delivered
By Teams... Impressions
Are Delivered By
Individuals



Erma Bombeck - -

*Never go to a
physician whose
office plants have
died*



- - Leon Bernard

"Medicine should be practiced as a form of friendship."

If Disney Ran Your Hospital, You Would:

2. Make Courtesy More
Important Than Efficiency - -

The enemy of courtesy is not
rudeness...

it is avoidance...

Because the *Client*...

Because the client has a need,
we have a job to do



Because the client has a choice, we must be the better choice



Because the client has
sensibilities, we must be
considerate



Because the client has urgency, we must be quick



Because the client is unique,
we must be flexible



Because the client has high expectations, we must excel



Because the client has
influence, we have the hope
of more clients



Because the client, we exist!



It's About Culture...

People act in the manner in which they've been trained to act...

Strive for perfection... Settle for excellence...

Have a high tolerance for mistakes, low tolerance for repeated mistakes, and zero tolerance for anything that hinders the team...

How can you encourage entrepreneurial thinking within your team?

Are you getting in the way of team members' efforts to institute and facilitate change?

Allow improving compliance to be the catalyst for courtesy vs. efficiency

- - Walt Disney

"Leadership implies a strong faith or belief in something. It may be a cause, and institution, a political or business operation in which a man takes active direction by virtue of his faith and self-assurance."

