



HEALTHCARE INDUSTRY CASE STUDY

Workplace Challenge

Ascension wanted to acquire and retain the best and brightest individuals, people who are self-starters and have a strong customer service attitude, for administrative positions like patient access and patient registration. In the past that meant that job candidates for these positions required healthcare industry experience.

Goodwill Customized Training Solution

Goodwill met with Ascension's leadership team and worked on identifying the challenges and then developing a customized talent acquisition and training program to meet that need. Ascension's leadership removed the healthcare background requirement, and put the primary emphasis on finding individuals with strong customer service demeanor and problem-solving aptitude. They realized that those candidates could have strong customer service backgrounds and then could be trained for the healthcare component of the job.

Ascension and Goodwill co-developed a tiered talent acquisition and training program, called Project PRISM. Goodwill conducts a broad recruiting outreach to find the right talent. Job candidates go through a three day orientation, led by Goodwill, covering patient experience, interpersonal and life skills. This is followed by one to two weeks of intensive job-specific technical training led by Ascension's Education team. Finally, each new associate is placed on-the-job as a Goodwill TalentBridge employee for up to 3 months, supported by an Ascension preceptor and a Goodwill job coach. Ascension and Goodwill TalentBridge have aligned performance management processes, so new associates understand expectations and are provided the tools, training and support to be successful.

Training Outcomes

- To date, Project PRISM has trained over 775 new hires and over 780 existing Ascension associates.
- Project PRISM has expanded into other areas of Ascension including the Medical Group, other markets throughout Wisconsin, and continues to integrate with several other Ascension initiatives designed to improve the patient and family experience.
- Ascension has seen their Press Ganey scores, a critical survey tool used to measure customer satisfaction, increase by 45% over the previous year regarding the "helpfulness of registration personnel."



With over 95 years of experience in workforce development, Goodwill is a leader in work and life skills training essential to employee and business success.

For more information, contact Julie O'Malley at (414) 847-4264 or jomalley@goodwillsew.com

