



## TCPI Exemplary Practice Performance Summary, August 21, 2019

### MomDoc

#### Diego Gettler, Relationship Director

*Providing exceptional, individualized and attentive care to women in a comfortable family room setting.*

**MomDoc** has been caring for women throughout the Phoenix metropolitan for over 40 years. We provide one-of-a-kind contemporary care for women that ensures each woman receives focused, undivided attentive care, and receives dedication and commitment from their provider. We are noticeably different from other practices in the way we greet our patients. Rather than the industry-standard front desk, our patients are welcomed into our Living Room and guided throughout their visit by a MomDoc Concierge (a trained Medical Assistant).

We are well-known for our leadership in the medical community, with our physicians serving in roles like OBGYN Department Chair at various hospitals and even Chiefs of Staff. Our Chief Executive Officer is currently the Chair of the Budget & Government Reform Committee at the Arizona Chamber of Commerce & Industry and is actively involved in many community organizations. Our entire staff is actively involved in community charitable events, participating in March for Babies each year and raising money and awareness for breast cancer research and other notable causes.

At MomDoc we focus on bringing joy to the workplace through several unique programs. In 2017, MomDoc launched MomDoc Learn!, an educational program for personal development of employees. Ten classes were offered throughout the year:



Employees were compensated for taking the classes and not only received their hourly pay for the duration of the class, but they also were given a \$0.10/hour raise beginning with the paycheck following the completion of the class. (Exempt employees received a \$200 bonus for attending.)

- This program included \$224,016 dollars of potential raises. Investing back into our employees.
- 100% of Office Manager/Director retention that attended and took this class.
- Roughly 20% of employees that attended 5 or more classes have been promoted since 2017.
- Those same employees averaged attendance of 75% of classes offered.

The data suggests that attendance correlated with engagement which led to continued investment in the engaged employees. The program was great to identify engaged employees who have been retained since.

MomDoc Learn! evolved into what we still standby today which is ACE.

**A: Accountable.** At least once per day, do something to hold each other accountable for having a positive work environment. When a coworker is complaining about something, ask them to share it directly and privately with the party that the complaint is about. If they feel that does not resolve the issue, ask them to share it directly with someone who has a management role that can address it. Please then go a step further and ask them to share something positive regarding the person or concept that the complaint is about. The exchange of a negative thought for a positive one is a proven technique in improving mental health.



**C: Compliment.** At least once per day, share a genuine compliment with a colleague. Lift their spirits and ours by noticing the wonderful things they do and say and verbalizing it. Complimenting is a great way to improve relationships with those around us and improve our view of them.

**E: Express appreciation.** At least once per day (and hopefully many times per day), express appreciation to someone you work with. Feeling appreciated at work comes from those around us. If we are appreciating each other, regularly sharing our genuine gratitude for the support we give one another, we foster a positive environment and a positive self-image.

At MomDoc we believe that employee satisfaction leads to employee retention, provider satisfaction and ultimately patient satisfaction. Programs such as these, are easily replicable in other organizations at little to know cost. We believe that our employees are our most valuable assets and will continue t engage them and show our appreciation for them through programs such as these.

*MomDoc is an active participant of the Practice Innovation Institute (Pii), Arizona's Practice Transformation Network.*

*As of December 2018, MomDoc completed the 5 Phases of Transformation.*

