

LEADERSHIP: WINNING THE OR'S HEART!



SPD LEADERSHIP EXPERT

BEYOND
CLEAN

John Kimsey

VP, Processing Optimization &
Customer Success | STERIS

Beyond Clean SPD Leadership Expert™:

Leadership: Winning the OR's Heart!

John Kimsey

VP, Processing Optimization & Customer Success | STERIS

Winning the OR's heart and turning complaints into compliments requires more than a quality product! In fact, it needs an active public relations "PR" strategy! Public relations is about maintaining a favorable public image and every SPD should have an active strategy to do so.

To start, your image depends on what your customer sees, experiences, and acknowledges you doing for them. If they don't see you helping them, you didn't help them. If they don't directly experience your presence and assistance, you were never there. If they don't acknowledge your work and partnership, they haven't created a favorable impression of you. If you're doing everything behind the scenes, no matter how great it is, you'll get very little positive "PR," and the OR won't realize how much you've done.

To ensure the OR sees you, they need to physically see you in their environment. SPD leadership or "OR Liaison" positions must round in the OR daily and interact with the OR staff in a positive manner. Ensure they see you and hear you adding value.

Make sure the OR experiences the good work directly. Employing OR Liaisons helps ensure case carts are complete and accurate, the OR has what they need, and issues are immediately addressed in real-time and proactively avoided in the future. Ensure the OR experiences your presence especially when helping in a time of need.

Lastly, ensure they acknowledge your help. Take the time to document what you've done and in your regular meetings with the OR (you are having meetings right?) take the time to discuss what happened in a manner that the OR acknowledges your contribution.

Focus your customer on [seeing](#), [experiencing](#), and [acknowledging](#) the work you're doing for them, and watch as you begin to win the heart of the OR!

Have more questions? Contact John at: john_kimsey@steris.com

Beyond Clean SPD Leadership Expert™ Biography:

John Kimsey VP, Processing Optimization & Customer Success



John Kimsey is a seasoned healthcare management professional who helps leadership teams and Sterile Processing departments optimize operational performance. Leveraging 10 years of non healthcare management consulting experience, he joined STERIS in 2001 and began to merge lean operational approaches with healthcare's clinical requirements, creating a new vision for Sterile Processing.

His first published article in 2005, "The Sterile Processing Factory Goal: 100% 3 " solidified his approach by elevating Sterile Processing and incorporating best practices with People, Process, and Leadership providing efficient and quality patient outcomes. In the years' since, John has been published several other times and spoken at national and international conferences on sterile processing topics John has managed both onsite and offsite reprocessing centers, consulted large and small healthcare Customers, spoken internationally on Lean Sterile Processing, and continues to offer advice and hands on assistance to optimize customer's reprocessing departments.

At STERIS, John helps customers, industry partners, international teams, and healthcare systems optimizing their SPD/CSSD operations for measurable success. Whether solving labor shortages, leadership deficiencies, strategic decisions, or process and quality issues, John comes with a desire to see people succeed.

