



## VALUES IN HEALTH CARE

# aayushman

values in healthcare

While customers for out-of-the ordinary service and healthcare are no doubt growing; running a healthcare industry is certainly no cakewalk. Some may have the business acumen but may not be service masters or care givers and some may serve the best service and the care but know little about how to get the right customers in. Either way what matters most is your ability to learn and create unconditional value.

If you are looking for value creation in your profession, help is at hand, though. We as your partners in learning and value -creation, are experts with a highly evolved appetite and a discerning eye – to help set things right, with handholding on a few things that can make your profession a great success. In any profession, value creators are the organisational purpose, process and people. We address all the three in a systematic way that ensures a definite value creation for you and your customers in a definite term.

We bridge the gap between your concept and the experience that your customer takes away. While your profession may have a great service or appetite for service and care, making it work for the average customer is where we come in. We spend time with you and your customer on tweaking your purpose, process and people and study what customer experiences and remembers.

When a chain of people who are fulfilling their roles with utmost honesty and humbleness come together, - they can ignite an enormous synergy of value creation.

Continuous value creation through Aayushman -

Decisions are based on long-term philosophy even at the expense of short-term gains.

Cultivating the culture of creating right value the first time and every time.

Bringing in a commitment to improve continuously. Developing a work culture of honesty, transparency and openness in the workplace.

Transforming the organisation as a learning organisation through relentless effort on continuous learning.

Creating a continuous action flow in a process.

Balancing the action flow in a process.

Using only the right tools and required technology - not driven by fads and gimmicks.

Empowering people to create value rather than simply feeding them with information.

Develop leaders who understand and live organisational values.

Developing alignment between the way people think and the organisational philosophy.

Recognising, acknowledging, accepting and appreciating people with their choices.

Being a mirror to others choices and helping them to make corrections promptly.

Understanding things by experience, and not just going by the dictates of emotions.

Involving people in decision-making and implementing these decisions promptly, in a project management platform.

Aayushman - a system of total transformation by value creation is based on the principles of three P model: Purpose, Process and People. The three P's form a system of value creation, the foundation of which is a long-term organisational philosophy based on well-clarified vision, purpose and values. The philosophy focuses on creating value for customers and society. The bottom line of this system concentrates on creating value by identifying and eliminating non-value-creating thinking and actions at the process and people levels.



### Values @ Workplace: Values in process transformation

Process transformation-Designing, executing and monitoring a value creating process flow;  
A current-state study of existing processes;  
Designing an ideal state for each process;  
Defining a future-state condition for each process;  
Initiating continuous improvement projects and  
Visual workplace and 5 "S"  
Total healthcare realization management;  
Total customer experience management.

### Drishti: Values in purpose transformation

Organisational study and research for value creation;  
Conducting a diagnostic study for value creation - A master health check-up;  
Developing a value-creating business model and business plan;  
Vision, Purpose, and Value learning, clarification, assimilation, and living initiatives;  
Designing organisational philosophy;  
Communicating organisational philosophy;  
Developing organisational value chain.

Samarpana: A mentoring process of holistic healing. The ultimate offering or total dedication – It is a process of healing illness through spiritual activities. Spiritual healing is most often the intentional use of visualisation, prayer, and japa to treat or prevent disease. However, other methods of spiritual healing are also used such as spiritual insights, meditation, yoga-nidra, art, music, dance, worship and so on.

### Aashirvaad: Values in people transformation

Coaching and Mentoring intervention in values for personal re-engineering, purposeful professional performance and effective family excellence.  
Pratham: Employability skill development initiative for new recruits. | Excellence in Executive Education: Executive coaching initiatives in management. | Care First: Learning initiative for nursing staff. | + First: Learning initiative for non-nursing staff. | Clean to Clear - C2C: Learning initiative in housekeeping and visual workplace. | Learning initiative for supporting medical and non-medical staff. | Lessons in Leadership: A mentoring intervention to create value based leaders. | Insight: Mentoring initiatives in leading at a higher level for top management executives. | Signature: Coaching in value creating personal image building and branding. | First Impression: Coaching in values in Social skills, Etiquettes and Corporate culture. | Coaching and Mentoring for self-growth: Yoga, Meditation, Managing stress and emotions, Healthy relationships, Values and attitudes, Building healthy self-image and confidence. | Coaching and Mentoring for healthy family values: Values in pregnancy, parenting, while growing, family values, marriage and growing gracefully.

### The learning method:

01. Multiple interactive sessions of 90 minutes each. | 02. Multiple interactive sessions of 04 hours each. | 03. One-on-one coaching and mentoring for better effectiveness. | 04. Experiential and activity based outbound learning initiatives.



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