

# Examples of Executive Forewords to Custom Editions of *The Florence Prescription*

Tuesday, May 1, 2012

Dear Nursing Colleagues,



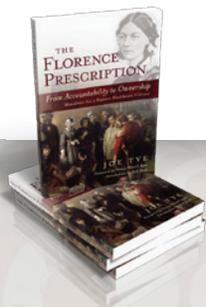
In celebration of Nurse Appreciation Week 2012, please accept this token of appreciation for the amazing care you provide every patient, family member, and fellow team member, every day. Without your commitment and dedication to excellent, evidence based practice nursing care, the outcomes for our patients would not be what they are today. The improvements we've made in the past several years through many of our quality initiatives could not have been accomplished without your diligence each and every day while looking for better, more efficient ways to provide exceptional care in this ever changing, ever challenging world of healthcare.

This book ran across my desk last summer, and not thinking much about it, I grabbed it to carry on a plane ride. I began reading, couldn't put it down, and finished it in one sitting. I think this book describes exactly where our culture is in some areas, and where we need to be. I would love nothing more than for our nursing department, as well as our organization as a whole, to move from a culture of accountability to a culture of ownership. However, as you will see in this book, I've realized I alone cannot empower you, you must empower yourself.

During this Nurse Appreciation Week, as we reflect on the celebration of the birth of Florence Nightingale, a pioneer in the field of nursing, leadership and healthcare organizations, my hope for each of you is that you reconnect to the reason we all became nurses, back to the patient. I give you encouragement to care, encouragement to challenge us to seek new innovative solutions, encouragement to hold your leaders accountable to this process, and encouragement to *own* your practice and your patients' outcomes. Without you, your spirit, dedication, drive, and leadership, the miracles we perform everyday would not be possible. I am proud to serve you, represent you, and lead you. I hope this journey and read inspires you as it did myself and your Shared Governance Representatives.

On behalf of your Nursing Shared Governance Councils and in appreciation for all you do, we offer this to you with our partnership and belief.

Kris Wallace, RN, MBA  
Chief Nursing Officer, OU Medical System



[TheFlorenceChallenge.com](http://TheFlorenceChallenge.com)



Dear Colleagues and Friends,

Over the past few years Hancock Health has been engaged in a period of growing and refreshing our physical infrastructure. From the Sue Ann Wortman Cancer Center, to the McCordsville Wellness Center, to the many physician practice renovations, to the expansion currently being planned for the western edge of our region, incredible work is underway. Though each of these projects serves a different function, they all have at least one thing in common – they are the visible architecture of our organization.

Did you know that Hancock Health has an invisible architecture as well? That invisible architecture is made up of our values, our culture, our emotional climate, and the external identity we project to those outside our organization. Over the past few years we have been implementing HiFi (Hancock's Initiative For Improvement) to develop the structure and tools to begin aligning our goals, processes, and behaviors. This work has been critical in building on our foundation of Kindness and adding a level of Accountability to ensure we deliver on our promise to provide world class care to our patients and the communities we serve.

Deep down though, I believe that accountability is not enough. To truly L.O.V.E. (Live Our Values Everyday) our patients and our communities, we must make the leap from *accountability* to *ownership*. Ownership means doing things because we want to, not because we must. It means knowing that only you can empower you. It means understanding that emotional negativity really is toxic. And it means that when we know what the right thing to do is, we just do it instead of asking for permission.

This book is a gift for you. I hope it helps you reconnect with the reason we all chose to work in healthcare in the first place. I hope it inspires you to put our values into action! I hope it motivates you to offer each other the encouragement to deeply care for each other, our patients, and our communities! Above all, I hope it encourages you to challenge yourself and others to seek innovative solutions and empower yourself to be the key in creating healing miracles for those we love!

Sincerely,  
Steve Long  
President & CEO

# Examples of Executive Forewords to Custom Editions of *The Florence Prescription*



Dear Colleagues,

If Florence Nightingale visited us today, what would she think?

She'd likely be impressed with our modern technology, our impressive facilities and our ability to prevent and treat diseases that were often fatal in her time.

I hope she'd also be impressed with our human touch and the care with which we treat our patients. No matter how many things change, caring for our patients is our "North Star."

This copy of *The Florence Prescription* is my gift to you. Yes, it's a story about a fictional hospital, but you may recognize some themes and characters. You may, like the characters in the book, see how we could do better.

Whatever role you have in our Carilion family, I hope this book inspires you! Let's put our values of curiosity, commitment, compassion, courage and community into action. Please join me as we embrace the spirit of Florence Nightingale and be a superhero for the communities and patients we serve.

With respect,

A handwritten signature in black ink that reads "Nancy".

Nancy Howell Agee  
President and CEO



[TheFlorenceChallenge.com](http://TheFlorenceChallenge.com)



November 2015

Please accept this book as a token of appreciation for the outstanding experiences you provide to every patient, family, visitor, and coworker on a daily basis. Over the past 18 years, we have continuously grown to meet the needs of our community and patients. Within the next year, we will complete yet another hospital expansion! While the steel and bricks will provide us with the adequate space we need to care for our patients, it is the people within that truly deliver and create the exceptional patient care experience.

I believe this book, *The Florence Prescription*, describes exactly where our culture is in some areas, and where we need to be. I would really love to see our organization move from a culture of accountability to a culture of ownership. However, as you will learn from this book, I've realized I alone cannot empower you; you must empower yourself.

I hope that this book will help you reconnect with the reason we all chose a career in healthcare. As an organization, we need to offer each other the encouragement to care, the encouragement to challenge each other to seek innovative solutions, encouragement to hold one another to our values, and encouragement to *own* your attitude, skills and knowledge. Without your spirit, dedication, drive and leadership, the miracles we perform everyday would not be possible.

I hope you enjoy reading this book as much as I did, and I look forward to the positive impact it will have on our organization.

Sincerely,

J. Michael Burnett  
Chief Executive Officer  
Piedmont Fayette Hospital