

# 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.

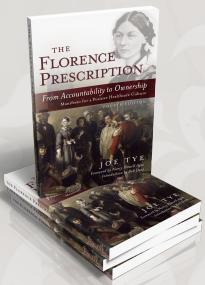
During this Nurse Appreciation Week, as we reflect on the celebration of the birth of Florence Nightingale, a pioneer in the field of nursing, leadership and healthcare organizations, my hope for each of you is that you reconnect to the reason we all became nurses, back to the patient. I give you encouragement 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 patient 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)

 midland memorial hospital

Dear Colleagues and Friends,

Please accept this book as a token of appreciation for the exceptional experiences you provide every patient, family, visitor and team member with every interaction you have with them. Without your commitment and dedication to excellence in patient care and experiences, we could not continually improve.

This book describes exactly where our culture is in some areas, and where we *need* to be throughout Midland Memorial Hospital. It would be wonderful for us to move from a culture of accountability to a culture of ownership, embracing our mission, vision and values. As you will read in this book, no one else can empower you, you must empower yourself.

Our hope is that this book will help you reconnect to the reason we all came to work in healthcare. We offer you encouragement to care, encouragement to challenge us to seek innovative solutions, encouragement to hold each other to our values, and encouragement to *own* your attitude, skills and knowledge. Without you, the miracles we perform everyday would not be possible. We are proud to serve you. Let this journey inspire you to make a difference in the lives of our patients, their families and our team members.

In the spirit of Florence Nightingale, we offer this book to you. Enjoy it in good health!

Sincerely,

Russell Meyers, President/Chief Executive Officer  
Bob Dent, Vice President, Patient Care Services / Chief Nursing Officer  
Cory Edmondson, Vice President, Support Services  
Steve Bowerman, Vice President / Chief Financial Officer


  
CHILDREN'S HOSPITAL



In true New Orleans fashion, I introduce this book to you with a bit of added NOLA richness in "WHO DAT? WE DAT!"

As you read *The Florence Prescription*, you will learn about the Pickle Pledge, you will explore a culture of ownership, and understand the three commitments of the Florence Challenge.

We are ALL caregivers and the use of our skills, talents, and expertise is not limited to our patients. Let's ask ourselves:

- » How do we care for our community?
- » How do we care for each other?
- » How do we care for quality, professionalism and operational excellence?

Answering these questions is the essence of WHO DAT? And at Children's... WE DAT!

We never forget that every child is a unique blessing and we have the privilege of creating an encouraging environment of healing, growth and hope.

The culture of Children's includes how we treat each other and the Pickle Pledge is a practical, fun way to ensure positive, impactful behavior of all caregivers! As the health experts for KIDS, I am eager to watch your fun and playful ideas to embed the Pickle Pledge into our daily life!

We have exciting times ahead with rapid growth highlighted by our visionary expansion project that radically changes how our future campus looks on the outside and will no doubt match the incredible care and winning attitude of our teams on the inside.

As we step into a great future, *The Florence Prescription* reminds us that we are a culture of YES... and when the WHO DAT? question is posed for the health of children; we proudly answer WE DAT!

Onward and Upward!  
John R. Nickens IV



# 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 cursive script.

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



Dear Colleagues and Friends,

Over the years, Tri-County Health Care has gone through many changes in our physical architecture. The improvements we've made would not have been accomplished without your diligence and drive to find better, more efficient and effective ways to provide exceptional care in this ever changing, ever challenging world of health care.

You are likely aware that we are considering a major building project, which includes the possibility of a new facility on a new site. Accomplishing this goal will take our focus, creativity and stewardship to give us the best opportunity for success.

Did you know that Tri-County Health Care has an invisible architecture as well? It is made up of our values, our culture, our emotional climate and the identity we project to those outside our organization. Over the years, we have been committed to the Studer principles, rounding, AIDET and a culture of accountability. This work has been critical to building our foundation of excellence and accountability to ensure we deliver on our mission to improve the health of the communities we serve and our vision of being "your trusted partner for life."

After reading *The Florence Prescription*, I now realize accountability is not enough to enable us to deliver on these promises. We must go from accountability to ownership. Ownership means doing things because you want to, not because you must. I believe this book describes exactly where our culture is in some areas and where it needs to be. I would love to see our organization move from a culture of accountability to a culture of ownership. However, as you will see in this book, neither I nor anyone else can empower you. You must empower yourself.

This book is a gift to you. I hope it will help you reconnect with the reason we all chose a career in health care or, if health care chose you, why you stay in health care. As an organization, we need to encourage each other to care, to challenge each other to seek innovative solutions, to hold one another to our values and to own our attitude, skills and knowledge. Without your spirit, dedication, drive and leadership, the miracles we perform every day 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,

A handwritten signature in cursive script.

Joel Beiswenger  
President and CEO

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