

The Clinical Connection by Michael Cooley, Retail Manager



When a new business comes to town, getting the word out is critical to its early success. Dozens of customers saw the piece on the news about our new boutique and came to investigate.

When an established business faces challenges to funding, or a worsening economy, the loyalty of both its customers and its employees is vital to its survival. A new business has the smell of new paint, new products and new faces. An established business may not have anything new to offer at all. It is then that the culture of our business or its “Clinical Connection” influences how we work at all levels. By definition, “clinical connection” is the process by which clinicians and providers work closely with their hospital retail partners to insure the products needed by their patients are well represented. In addition, partners at all levels work together to improve levels of service and cooperation. These two strategies serve to insure the success of everyone and strengthen the core of our business.

When we connect as individuals, we reside in relationships of give and take, a relationship in which we seek opportunities to ensure the success of both parties. In business, this connection can only exist when

cooperating parts of the business are invested in the success of all of its members, not just themselves.

In our hospital environment, an ideal situation would exist when a doctor affiliated with the hospital would use every available service to meet the needs of his or her patient. Prescriptions would be filled at a hospital pharmacy; X-Rays would be taken at hospital facilities, blood tests at hospital labs, physical therapy, home medical equipment, flowers from the gift shop, home health care, even hospice would be part of the treatment.

The nature of each referral would be a conscious effort to seek services that would serve to benefit not only the patient, but the hospital services as well. Physical therapy benefits HME, Sleep Medicine benefits Home Oxygen and on and on. Services branch out to serve the community which provides more referrals, jobs and satisfaction.

Each member of the hospital family has some responsibility for its overall health, so speak up and help us find a solution. The people we work side by side with are caring, smart, well-trained professionals. Perhaps we have not presented a need, or solution to a need they have been able to see before. Perhaps it is your very own “bright idea.”

Each day as I work in my office I watch our competitors van drive by on its way to Feather Canyon. It may be my competitive nature, but

that van symbolizes a break in our “clinical connection.” Somehow, a doctor or patient found it easier to call a vendor twenty minutes away instead of the one five minutes away and affiliated with their neighbor hospital. Perhaps they provided better service, were more persistent or bring that doctor his favorite kind of cookies. Regardless of the reason, we need to re-establish that relationship and heal that break in our cycle. After all, doesn’t a reinvestment of our time and money in the company that employs all of us make sense?

The Clinical Connection does not only apply to health services, but buying gifts in the gift shop, thrift store, or boutique helps provide funding for other hospital services. Dining at the cafeteria, visiting our massage therapists, using a clinic dentist or hospital doctor all directly influence funding at our hospital. Just like many businesses encourage us to “buy local”, we might adopt a “spend where you work” slogan. Choosing to participate in this cycle not only shows our loyalty but shows our desire to do our part to help others be successful.

Feather River Hospital’s extraordinary reputation can continue to be enhanced when we seek out specific opportunities to bring not only our talent, but our financial loyalty, and our desire to see others succeed into our daily work and practice. As we choose to be part of this cycle or “clinical connection” we make the choice to make the hospital a better and financially stronger place to work.