

# Voices of Experience to Guide You on Your Baldrige Journey

As a recipient of the 2010 Malcolm Baldrige National Quality Award, Studer Group® is grateful for the opportunity to share our insights with others. We are an outcomes firm that coaches healthcare organizations on how to achieve, sustain, and accelerate exceptional clinical, operational, and financial results.

In the last decade alone, we've partnered with more than 800 of the top healthcare organizations across the U.S. and beyond. In fact, we have coached six of the twelve healthcare recipients of the Baldrige Award—and we have Studer performance experts on our team who have worked with three of the remaining recipients.

In addition to our hands-on coaching, our national speakers and senior leaders fulfill more than 500 speaking engagements each year. Several of our national speakers are available to offer guidance to healthcare organizations that are on their Baldrige journeys.

Bob Murphy, Craig Deao, and Debbie Cardello have a wealth of firsthand experience in helping healthcare organizations achieve the performance levels necessary to receive the Baldrige Award. They are pleased to speak on a variety of topics, including:

- **Utilizing Studer Group's Evidence-Based Leadership<sup>SM</sup> (EBL) Framework to Accelerate Your Journey**
- **Integrating Studer Group's Performance Management System in Your Organization**
- **Creating a World-Class Workforce**
- **Creating Better Places to Work & Higher Quality Service for Customers**

For photographs and biographies of Bob, Craig, and Debbie, please see the other side of this flier.

To schedule a speaker or to learn more about their respective backgrounds, please visit [www.studergroup.com/baldrige](http://www.studergroup.com/baldrige).

# Meet the Studer Group Baldrige Experts



## **Bob Murphy, RN, Esq., FACHE**

Bob Murphy, a well-known operations leader and international healthcare presenter, has served as a senior leader for two Malcolm Baldrige National Quality Award recipients: Studer Group (2010) and Baptist Hospital in Pensacola, Florida (2003).

In addition to playing an instrumental role in his hospital's earning the Baldrige honor, while CEO, Murphy helped lead the hospital to be ranked among the top 1 percent in healthcare customer service for over eight consecutive years and to be named as one of *Fortune* magazine's 100 Best Companies to Work for in America for five years.

Murphy has spoken to thousands of healthcare leaders from around the world, and his experience in presenting ranges from small boardrooms to vast auditoriums. He can address your organization on a wide variety of topics, or he can customize his presentation to meet the individual needs and interests of your organization or event.

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## **Craig Deao, MHA**

Craig Deao is a national speaker who serves as the research & development leader for Studer Group. He has been one of the leaders of Studer Group's Baldrige journey over the past four years, writing much of the firm's application and leading Categories 3, 4, and 7.

Deao has a passion for identifying and spreading best practices across the healthcare industry, particularly those that improve patient care. His areas of interest include patient safety, patient perception of care, and the intersection of evidence-based medicine with Evidence-Based Leadership<sup>SM</sup>. He is trained in the application of aviation Crew Resource Management techniques to reduce medical errors.

Since 1999 Craig has been involved at the national level on several initiatives impacting the quality of healthcare, including patient safety and charting a new system for ensuring continual assessment of nursing competencies.

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## **Debbie Cardello, RN, MSN, Coach**

Debbie Cardello not only coaches organizations about creating cultures of excellence, she lived the journey as chief operating officer at Robert Wood Johnson University Hospital Hamilton, the fourth hospital ever to be recognized with the prestigious Malcolm Baldrige Quality Award. For the past four years, she has served as a Baldrige examiner and is a member of the Malcolm Baldrige Quality Award Board of Examiners.

Under her leadership, RWJ Hamilton achieved bottom-line results in the nation's top 10th percentile in quality outcomes as well as patient, employee, and physician satisfaction. She has held senior leader positions for the past 15 years including chief nursing officer, VP patient care services, and VP professional and support services.

Today, she works with Studer Group partners to create better places to work, practice medicine, and receive care. She also coaches several organizations that aspire to meet the Criteria for Performance Excellence as part of their Baldrige journeys.

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