

**SPECTRUM HEALTH**



# MY LEADERSHIP JOURNEY AND BUILDING YOUR LEADERSHIP BRAND

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# At a Glance



## Spectrum Health

Mission: To improve the health of the communities we serve



**\$326 MILLION**  
COMMUNITY BENEFIT (FY2016)



**\$5 BILLION**  
ENTERPRISE (FY2016)



**25,400** EMPLOYEES

### Spectrum Health Hospital Group and Spectrum Health Medical Group



**12**  
HOSPITALS  
(2,100 beds)



**180**  
AMBULATORY  
SITES



**1,600**  
EMPLOYED PHYSICIANS  
AND ADVANCED  
PRACTICE PROVIDERS  
(including about 1,400 members in the  
Spectrum Health Medical Group)



**1,700**  
INDEPENDENT  
PHYSICIANS



**380,500**  
ED VISITS  
(FY2016)



**74,300**  
ACUTE CARE  
ADMISSIONS  
(FY2016)



**2,200**  
ACTIVE  
VOLUNTEERS

### Priority Health



**794,000**  
MEMBERS



**6,800**  
EMPLOYERS



**35,800+**  
PROVIDERS



**115**  
ACUTE CARE  
HOSPITALS



SERVES MEMBERS  
ACROSS THE U.S.

Last updated on 7.12.17

# At a Glance

SPECTRUM HEALTH 

Six of our hospitals received  
**A SAFETY SCORE OF A**  
Spring 2017 from The Leapfrog Group



Butterworth Hospital, Blodgett Hospital,  
Big Rapids Hospital, Ludington Hospital,  
United Hospital and Zeeland Community Hospital

**TOP 15 HEALTH SYSTEMS\*** **TOP 5 LARGE HEALTH SYSTEMS**

By Truven Health Analytics®, part of IBM Watson Health™  
\*This is the sixth time the organization has received this recognition

SPECTRUM HEALTH 

For the second time, the State of Michigan named  
Priority Health's HMO  
**THE BENCHMARK PLAN**  
for all Individual and group HMO plans to model and  
is the only health plan in Michigan to earn this recognition

Helen DeVos Children's Hospital named  
one of U.S. News & World Report's  
2017-18

**BEST CHILDREN'S HOSPITALS**

In six pediatric specialties: cancer, cardiology  
and heart surgery, nephrology, orthopedics,  
pulmonology and urology

Healthgrades®  
**2017 OUTSTANDING PATIENT EXPERIENCE AWARD™**

Butterworth Hospital, Blodgett Hospital,  
Zeeland Community Hospital, and Penneck

AMERICA'S  
**50 BEST HOSPITALS**

Butterworth and Blodgett hospitals  
by Healthgrades® 2017 America's  
50 Best Hospitals Award™

Gerber Memorial and  
Reed City Hospital received the  
**TOP RURAL HOSPITAL 2016**  
award from The Leapfrog Group



Kelsey Hospital was ranked among the

**TOP NURSING HOMES IN MICHIGAN**

—a five-star quality rating from  
the Centers for Medicare &  
Medicaid Services

AMERICA'S  
**100 BEST HOSPITALS**

United and Zeeland Community hospitals  
by Healthgrades® 2017 America's  
100 Best Hospitals Award™

Spectrum Health received the  
Foster G. McGaw Prize for

**EXCELLENCE IN COMMUNITY SERVICE**

Healthgrades® **2017 Distinguished Hospital Award for CLINICAL EXCELLENCE™**  
Butterworth and Blodgett hospitals

Blue Cross Blue Shield of Michigan recognized 64  
Spectrum Health Medical Group  
specialty physician practices (536 physicians) for

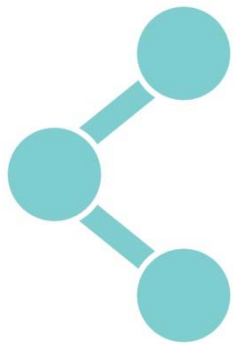
**EXEMPLARY PERFORMANCE ON COST AND QUALITY**



**WHAT IS YOUR  
BRAND?**

# Brands





## Steelcase

- Professional development
- 9 months of scrutiny
- Additional education
- Non-traditional job role – sales

## Corporate Psychologist



## Motorola

- Visibility led to my job change
- Technology pace and rate of change
- OnStar interaction
-





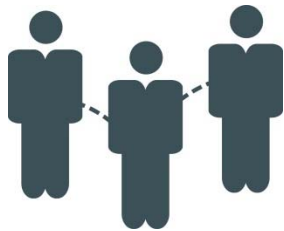
## OnStar

- Coach
- “Loosen” up
- Shifting toward relationship vs. performance
- Importance of growth
- SME in the field
- HR Metrics/Data.



## GM

- Global environment
- Demonstrate edge
- Worse possible outcome
- Effectiveness as a leader
- How Do you Want to be remembered?.



## Other...

- Openness to change
- Mobility
- Increased scale
- Be true to yourself
- Not the fall, but the recovery
- Relationships
- Business climate.

# Key Points



Identify your strengths



Define a personal mission statement



Revise your career goals



Establish a network

# Leadership Traits

Ability to  
create a  
vision

Politically  
astute



Selecting  
and  
developing  
talent

Inspiring  
others



Decision  
making

Drive to  
change

# Leadership Traits (cont.)

Focus on  
critical  
priorities



Technical  
expertise

Directing  
systems

Self-  
awareness

Execution



Collaboration



people first...

know me

Know that I'm  
an individual  
and have a  
unique story.

include me

Be transparent  
and include  
me in the  
conversation.

empower me

Respect me and  
empower me  
to act.



**WHAT'S YOUR  
BRAND?**