

## Driving Efficient Care: How CHA Delivers on Its Promise

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*The following LinkedIn article is intended for an organic LinkedIn post by Renee Kessler, COO, Cambridge Health Alliance (CHA), about patient-first standardization of care.*

Organizations often focus on standardizing care delivery to lower expenses, but this approach is frequently viewed as being at odds with providing personalized care. At Cambridge Health Alliance (CHA), we've learned that operational standardization and patient experience are not competing priorities, they are deeply connected. In fact, some of the most meaningful improvements in experience often begin behind the scenes.

### **Optimizing Our Services**

When patients face long wait times, struggle to navigate access to care or can't communicate effectively with their care teams, trust erodes quickly. That's why we've taken a strategic approach to examine our operational practices. In doing this, CHA has been able to meaningfully improve patient experience, without compromising on our high standard of care.

By standardizing where it matters, we've reduced patient wait times and improved access, helping our patients get connected to care faster. We've also worked to transform the experience outside of our walls, actively leveraging tools like Epic for direct scheduling for primary and specialty care appointments.

While we are committed to streamlining processes, our standardization means quality care is reliable, every time. This intentional flexibility has allowed CHA's patients to have a consistent experience at every facility, while protecting the unique needs of our sub-specialty operations.

### **Culturally Competent Solutions**

Enhancing the patient experience is impossible without considering the diverse needs of our population. This means investing in interpreter services for a population where nearly half of patients are non-native English speakers, equipping our teams with cultural competency training and partnering with trusted community organizations to meet patients where they are. Together, these efforts ensure care is not only accessible but truly understood and trusted by those we serve.

### **Building for the Future of Care**

Successful health care systems don't need to choose between operational consistency and personalization. When we make operational investments with our community's needs in mind, we can deliver care tailored to the patients we treat every day. CHA has proven that we can drive efficiency without compromising the standard we've promised day in and day out.

Renee Kessler, Chief Operating Officer, Cambridge Health Alliance