

# THE BRIGHT SIDE

Monthly Company Newsletter



## The Excellence Initiative

By Erin Bennett, Owner & CEO

Hello Team,

This is the first issue of our company newsletter, *The Bright Side*. Each month the team here in Salt Lake City will bring you a new issue. We hope you find them informative!

Our purpose at Brighton is to raise the bar in the hospice industry and to continually strive toward our value of Excellence. In May, we rolled out our Excellence Initiative.

This Initiative is our focus on gathering feedback from our patients, families, facilities, and team. We will be using that feedback to improve and better our company.

Our focus for 2021 is innovation. Oftentimes, innovation is not inventing new things but improving and fine-tuning current processes and ideas. A great way to do that is through feedback.

Each month, the Administrators at each of the Brighton sites will get face to face time with team members and facility staff and call our patients and families. They will be asking what Brighton is doing well, what can we do better, how can we improve our care, communication, and overall company. They will ask the facilities if we are their preferred hospice provider, and if not, why not?

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The Administrators will ask if our team is living our company values. They will be asking you, as a team member, what Brighton could do better, if you received the training and tools you need, and if you feel valued.

The leadership will discuss this information at each site and look for ways to improve. The Administrators will also be sending this information to the Home Team and myself here in Salt Lake. We will comb through all the data to identify areas for continuous improvement.

Pat Riley, Miami Heat coach, said, "Excellence is the gradual result of always striving to do better." What better way to look to improve than by reaching out to those who matter most to Brighton: our patients and families, facilities, and you! The last line of our mission statement reads, "We are always guided by our commitment to Excellence." This initiative is us living our mission and values.

I look forward to the feedback. I look forward to the changing and adapting that will come from the feedback. I look forward to Brighton continuing on the road to Excellence.

Thanks for all you do,

*Erin*



## HAPPY NURSES WEEK

May 6-12, 2021

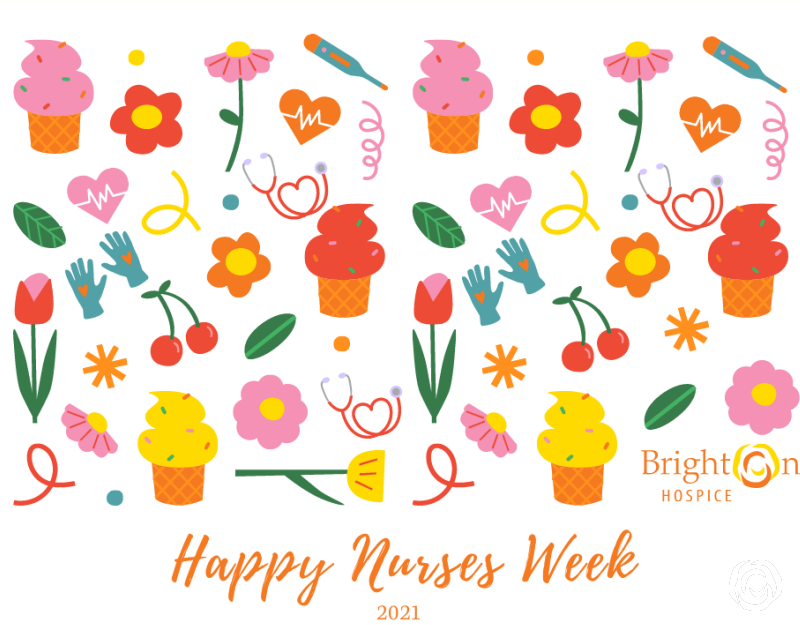
In celebration of National Nurses Week, we are honored to recognize the nurses at Brighton Hospice.

Our nurses embody our mission statement every day. They are the most skilled, caring, compassionate, kind, thorough, and knowledgeable nurses in the industry.

We thank each of you from the bottom of our hearts for going above and beyond in the care of our patients and families. Brighton is only Brighton because of the light you bring and the care you provide. Happy National Nurses Week. THANK YOU!

*Aimee*

Aimee Halley  
Vice President of Clinical Services



## SHARE YOUR HOSPICE STORIES

The Campaign Continues

Thank you to each and every one of you for participating in our Google review campaign! Every single Brighton team met their goal for April. Many hospice stories have been shared, and those reviews are already helping families find their way to us.

We encourage you to continue asking families, caregivers, and facility partners to share their hospice stories. Check in on the Brighton Team Member Portal for daily updates on your team's progress toward your goals for May!

[BrightonHospice.com/Team-Member-Dashboard](https://BrightonHospice.com/Team-Member-Dashboard)

