

# Novant Health Leaders Recognize The Value Of Being Invested In Administrative Staff Development Program

## ABOUT NOVANT HEALTH

Novant Health is a not-for-profit integrated system of 15 medical centers, 1,600 providers in 380 clinic locations, as well as numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs.

Novant Health's 25,000 employees and physician partners care for patients and communities in North Carolina, Virginia, South Carolina and Georgia.



## Novant Health Overview

Novant Health leaders sought more than just another corporate education class to address the training needs for their managers; they wanted something valuable and relevant for their team of administrative professionals. They sought training that would apply across all aspects of the organization for administrative professionals, including those support type roles that may not have the title of administrative specialist included in them.

## Enterprise Solution

After a nationwide search, Novant Health chose Office Dynamics' flagship training program to instill excellence in its administrative office professionals and build skills for the future while bringing out their star-like qualities.

The Star Achievement Series® developed by Joan Burge, founder and CEO, Office Dynamics International was selected. The time-tested training had the methodology to address administrative competencies, and stood out because of the design and philosophy of the program. It provided the methodology to establish those strategic partnerships between administrative professionals and the management team.

And the Star Achievement Series® provided a time-tested program with proven success as well as:

- Trainer Certification
- Quality materials
- Broad coverage of competencies necessary to excel in the administrative field
- Variety of learning activities
- On-going engagement and collaboration between trainers and the Office Dynamics International team

## Background

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1,600 providers in 380 clinic locations, as well as numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs. Novant Health's 25,000 employees and physician partners care for patients and communities in North Carolina, Virginia, South Carolina and Georgia. (NovantHealth.org)

In 2009 when the Star Achievement Series® commenced, more than 400 administrative professional roles existed within the organization. As the organization grew and acquired additional facilities over the years, so did the need to streamline training, improve customer service and teamwork (one of the core values of Novant Health). The four facets of the Star Achievement Series® Philosophy: Attitude, Skill, Teamwork, and Strategy dove-tailed perfectly to address those needs.

"I would like to add that not only has the Star Achievement Series® Program been an asset to my assistant, it has served as a valuable tool in my own growth and development. I have learned to better understand where our roles intersect and how we can work together to make ourselves a more efficient, cohesive team."

**—Susan Brooks, RN BBA**  
*Director of Talent Acquisition  
 and Employment*

Enter, Kerri Rhue, and her co-worker, Michele Vanhoy. This dynamic duo of Novant Health administrative leaders pursued and completed Star Achievement Series Levels I, II and III, as well as becoming a Master Certified Trainers of the Star Achievement Series® through Office Dynamics International within a challenging 9 days of out-of-state training.

Ms. Rhue and Ms. Vanhoy brought the Star Achievement Series® back to Novant

and began a test-pilot program with 12 executive assistants. This training was mandatory. In 2012, the Star Achievement Series® program was opened for applications to all administrative personnel. As of 2013, a total of 140 administrative assistants and other staff with administrative duties have gone through the Star Achievement Series® program.

### Challenges

As any organization acquires and builds on its success, the additional responsibilities, the need for superb strategic planning, the demand for clear and succinct communications, and the need for building of collaborative partnership grows exponentially. Novant Health executives noted that implementing new programs or protocols could be slowed by the many workflow and communications challenges across the health system.

An orientation was created for the executives that were recommending assistants



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to take the course to encourage executive's investment into the success of the Star Achievement Series®.

Ms. Rhue states, "The orientation helps them appreciate what we need from them for the program as well as their participants to be successful." Novant Health leaders recognize the value of being involved and invested in the program not just for their staff but for themselves.

## Measuring Value and Success

Administrative professionals at Novant Health are not required to go through this program to advance. Yet, when department leaders and executives have vacancies within the system, they reach out to course instructors to inquire as to who has gone through the program that might be interested in growth or another position in the organization.

Novant Health leaders have recognized the positive progress in communications, organizational skills, team collaboration and leadership.

"Star Achievement doesn't just build skills; it builds confidence, character and resilience."

– Sean Keyser, Vice President Operational Improvement

## Overall Success

The Star Achievement Series® program has become a part of the corporate culture at Novant Health. Once started, the word spread quickly about the unique training and activities. Novant Health now has 6 Certified Trainers!

Ms. Rhue notes that the program plants long-term change in participants. When asked about the success of the program she notes, "Those who embrace the Star philosophy take it with them long after the training is over. It becomes a part of their life... how they think and live... It even impacts their personal life in a very meaningful way."

## Results

The executive and management teams of Novant Health have seen specific behavior, life style, and workplace changes

in the administrative professionals who graduated from the Star Achievement Series®. A select number of Star Achievement graduates selected to apply for their CEAP Designation (Certified Executive Administrative Professional). This is an optional designation which must be supported by their executive and behavior changes must be observed. Below is just a small sampling of the positive results witnessed by the executives of Novant Health.

"Kathie has restructured her role to become an active participant in my work and its success."

"By focusing on the areas of skill, attitude, teamwork and strategy, the program gave Kathy a comprehensive approach





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to taking her career to the next level. Although these four areas were already familiar to Kathy, the class allowed her to further develop each one and blend them together to make her even more effective.”

“Donna has applied many of the concepts learned in the Star Achievement program and strengthened her working relationships across the organization, enhancing her effectiveness overall.”

“The Star Achievement Series® has taught the philosophy of personal responsibility and accountability.”

“The lessons learned through Star have assisted Laura in many ways. A few examples are: conflict management skills, being proactive, communicating effectively throughout the system with various employees and physicians, staying on track with projects. Laura is committed to the core competencies of the Star Achievement program and will continue to contribute greatly as a member of our team.”

“Julie has become more of a problem solver and offers more suggestions for how she can get all her work done and manage her time when she is feeling overwhelmed.”

“My assistant is quick to adapt to change, proactive in dealing with it and accepts setbacks with poise and humor. She approaches new opportunities with enthusiasm and does not shy away.”

“My assistant has a more mature, positive, can-do attitude and realizes how much she can help to communicate and influence change.”

“Jenny has become more organized, seemingly knowing every minute detail of what is going on throughout the department, as well as more confident in making decisions and voicing her opinion about issues occurring throughout the hospital.”

Since 1990, Office Dynamics International has been the global industry leader in the development and presentation of sophisticated executive and administrative assistant training, coaching and resources. ■

JOAN  
Burge



## Novant Health Leaders Recognize The Value Of Being Invested In Administrative Staff Development Program

Office Dynamics' has crafted and refined a unique line of premier educational products that boost success for progressive employers and enterprising administrative professionals, secretaries, and support staff.

Office Dynamics' quest to provide extraordinary life- and career-changing educational programs in keeping with their passionate support of the administrative profession has earned the respect of elite clients including Cisco Systems, The Boeing Company, Humana Inc., Procter & Gamble, Nationwide Insurance, Kindred Healthcare, and Chevron Corporation.

"We help clients transform their corporate culture, resulting in administrators who desire to perform their jobs with excellence, thereby providing even greater support to leadership."

Our expertise is found in how we partner with our clients to find the best solution, whether that means training a group of assistants, coaching a C-level executive assistant, facilitating a workshop, teaching managers how to utilize their assistants for maximum benefit, or identifying administrative competencies.



**800-STAR-139**

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