

CASE STUDY

BETERRA HEALTH × DOCTORS' MEMORIAL HOSPITAL

From Disconnection to Destination

How bold leadership and Beterra's engagement platform fueled a bottom-up cultural transformation at a rural Florida hospital — translating a 39-point NPS climb, double-digit engagement gains, and measurable patient-experience improvements into a playbook for rural resilience.

STORY AT A GLANCE

- I **The Declaration** — "Pardon Our Dust" becomes a vision, not a sign
- II **The Transformation** — Staff engagement, trust, and NPS surge in under 24 months
- III **The Leadership Model** — Walking rounds, daily huddles, and real-time feedback
- IV **The Playbook** — A replicable model for Critical Access Hospitals

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ABOUT THE CLIENT

Doctors' Memorial Hospital

A vital community hospital serving Perry, Florida, and surrounding Taylor County. As a rural provider, DMH is committed to delivering compassionate, high-quality care close to home under visionary leadership.

SETTING

Rural Community Hospital · Perry, FL

LEADERSHIP

Lauren Faison-Clark, CEO

TIMEFRAME

2023 – 2025 · Under 24 months

FOCUS

OneCulture

KEY RESULTS

- +39pt** Net Promoter Score — from -9 to +30
- 78.9%** Staff rating DMH an excellent place to work
- +12pt** Trust in Supervisor improvement

Building a Culture of Excellence

Doctors' Memorial Hospital (DMH), a rural hospital in Perry, Florida, faced cultural fragmentation, staff disengagement, and operational pressure. Within two years, the organization shifted course, achieving a 39-point increase in Net Promoter Score (NPS), double-digit engagement gains, and measurable improvements in patient experience. Here's how bold leadership and Beterra's platform helped fuel a bottom-up cultural transformation.

Laying the Groundwork: "Pardon our Dust"

When Lauren Faison-Clark took the helm as CEO of DMH, she didn't start with process maps. She started with a vision.

Printed across hallway signs and social media banners were the words:

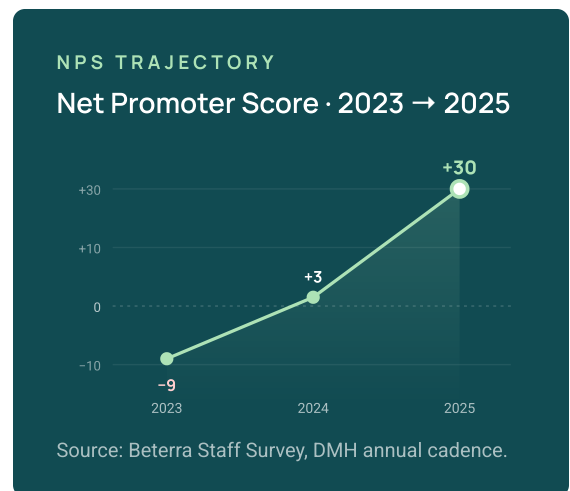
"Pardon Our Dust – We're Building a Culture of Excellence."

It wasn't branding. It was a declaration.

The hospital was under reconstruction, not just structurally, but culturally.

"There was no strategic path staff could articulate. We needed a unifying principle, something to believe in." From the moment those signs went up, change became visible – and Beterra's engagement data made it measurable.

LAUREN FAISON-CLARK · CEO, DOCTORS' MEMORIAL HOSPITAL



Real Results, Rooted in Culture

The transformation wasn't hypothetical. The Beterra Staff Survey data told a clear story. Staff who said DMH was an 'excellent place to work' rose from 50.3% to 78.9% in less than twenty-four months. Engagement surged across the board.

+39pt

Net Promoter Score

DMH staff NPS – from -9 to +30 in under two years

78.9%

Excellent Place to Work

Up from 50.3% at baseline – a 28.6-point gain

+12pt

Trust in Supervisor

Double-digit climb during the same engagement window

24

Months to Shift

From cultural fragmentation to measurable transformation

During the same period, Trust in the Supervisor jumped by over 12 points. And more importantly, overall Organizational Engagement surged across the board.

INTERVENTION 01

Walking the Hall, Not Watching from Office

Leadership at DMH became tangible. Lauren and her team implemented walking rounds, daily huddles, and real-time communication loops with frontline staff. That visibility translated into trust – and trust became the currency of change.

INTERVENTION 02

Elevating Quality, Grounded in Staff Reality

When DMH renovated its Emergency Department, the team didn't just upgrade walls – they redesigned care delivery. By replacing a third-party provider group with in-house clinicians and investing in aesthetics, technology, and workflow improvements, the hospital saw instant returns in patient satisfaction and clinical quality.

"We stood beside our teams during every crisis – from hurricanes to economic shocks. Being present matters. It's how people know you mean it."

LAUREN FAISON-CLARK · CEO, DOCTORS' MEMORIAL HOSPITAL · ON LEADERSHIP VISIBILITY AND TRUST

A PLAYBOOK FOR RURAL RESILIENCE

Consistency. Visibility. Feedback Loops.

For rural hospitals navigating complexity, DMH's story offers more than hope — it offers a model. Transformational change isn't about sweeping reforms; it's about consistency, visibility, and feedback loops. Beterra provided the platform to surface real-time engagement signals. DMH's leaders brought the conviction to act on them.

If your organization is ready to turn cultural friction into positive traction, let's explore how Beterra can help.

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About Doctors' Memorial

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About Beterra

Beterra is a healthcare technology company focused on building tools for safety and quality management. Our solutions help clients accelerate improvement via collection, analysis, sensemaking, and safety and quality data utilization.

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Beterra is a global healthcare safety, quality, and staff feedback measurement company. We streamline complex staff feedback, safety, quality, and compliance operations for leaders across all healthcare settings. Our solutions elevate organizational risks and simplify leadership actions through feedback, improvement programming, and compliance monitoring.



SIMPLIFYING HEALTHCARE IMPROVEMENT

**Beterra is a healthcare technology company
focused on building tools for safety, quality,
and staff engagement.**

Our solutions help healthcare leaders accelerate improvement through the collection, analysis, and intelligent use of safety, quality, and feedback data – reducing administrative burden while making performance data actionable across every level of the organization.

QUALITY VIEW

Automated CMS dashboards, benchmarking, and board-ready reporting

PI REPOSITORY

Structured improvement tracking, AI coaching, and cross-hospital learning

**CULTURE &
ENGAGEMENT**

Validated surveys, NPS tracking, and real-time staff feedback loops

Explore our work at www.beterra.com

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