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**Benchmarking - May 14, 2014**

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1. **What is Benchmarking?**

The search for the best practices among competitors or noncompetitors that lead to their superior performance (Robbins & Coulter, 2007)

1. **Why do it?**
	1. **Self-Assessment –** You should look at the results of your efforts, to verify that you have an accurate perception of your current performance level. Then you can decide if the results meet your expectations or not.
	2. **Internal Value –** It may be useful for you to have evidence to demonstrate improvement in your own processes from one period of time to the next. Or, if there is no improvement anywhere, are there areas where focused energy could have a positive impact, and can you drive changes in those processes? Conversely, if there are decreases in performance that are unacceptable, is there a documented cause for that change, and do you now have information to justify requesting support to implement corrections for the deficiency?
	3. **External Comparison –** Effectively comparing your performance to those in similar positions or similar organizations may help validate that your efforts are focused correctly. It may also help identify areas where you need to improve, or where you could share your work as a “best practice.”
2. **How to get started…**
	1. Collect information that is Meaningful and Available
	2. Don’t get stuck on the definitions, focus on similarities instead of differences
3. **Then What?**
	1. Make it look pretty
	2. Assure it is easily understood by those outside of our profession
	3. Show clear IMPACT to the organizational goals
	4. Share it with the right audience
		1. Clinical Care Department Leaders
		2. Administrative Team
		3. Financial Decision Makers
		4. Your OWN TEAM
			1. Focused effort changes outcomes