



# From Research to Results:

*Driving Actionable Change with Lean Principles*

*July 30, 2025*

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**Speaking  
Today**

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(He / Him)



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## Objectives



Turn Research Insights Into Real-World Improvements



Eliminate Waste

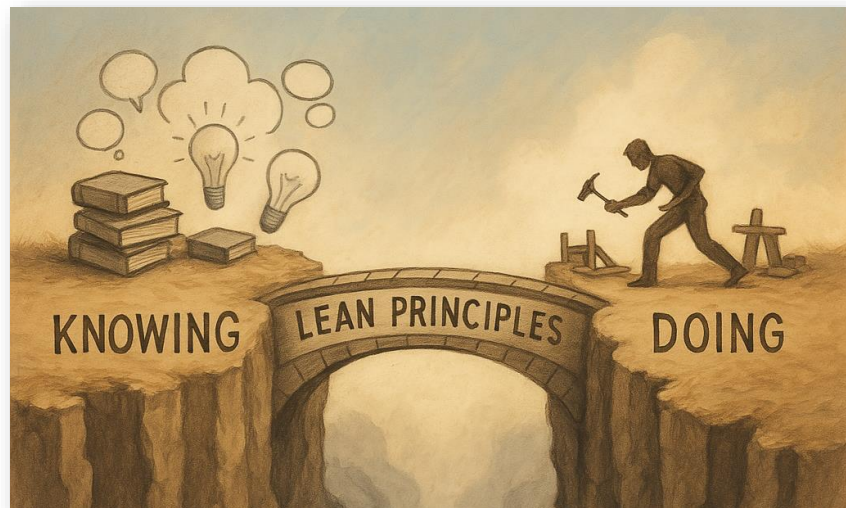


Create Value



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## Why This Matters



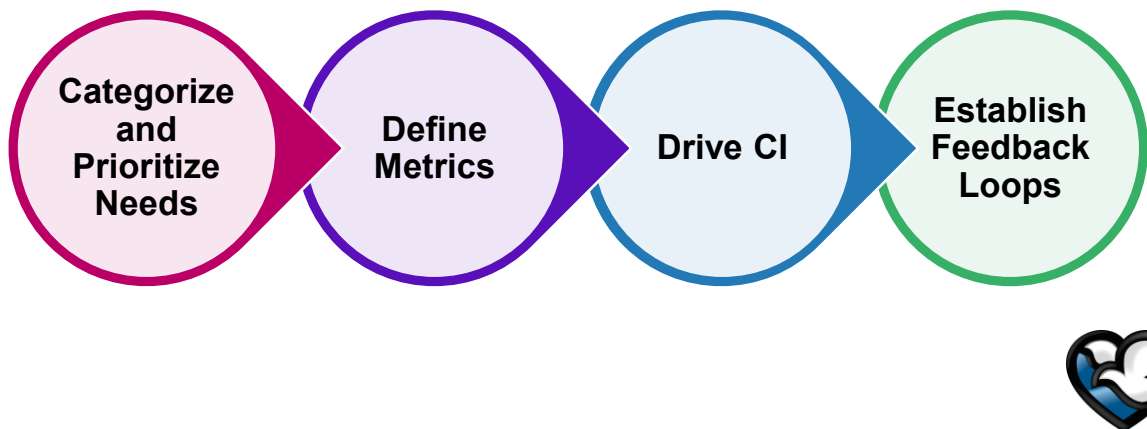
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## Voice of the Customer



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## Integrating Voice of the Customer



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## Types of Research That Drive Change



### Quantitative – *WHAT*

- Efficient for large samples
- Best for causal links
- Captures real-time behavior
- Cost-effective, uses existing data
- Quantifies patterns in text / media



### Qualitative - *WHY*

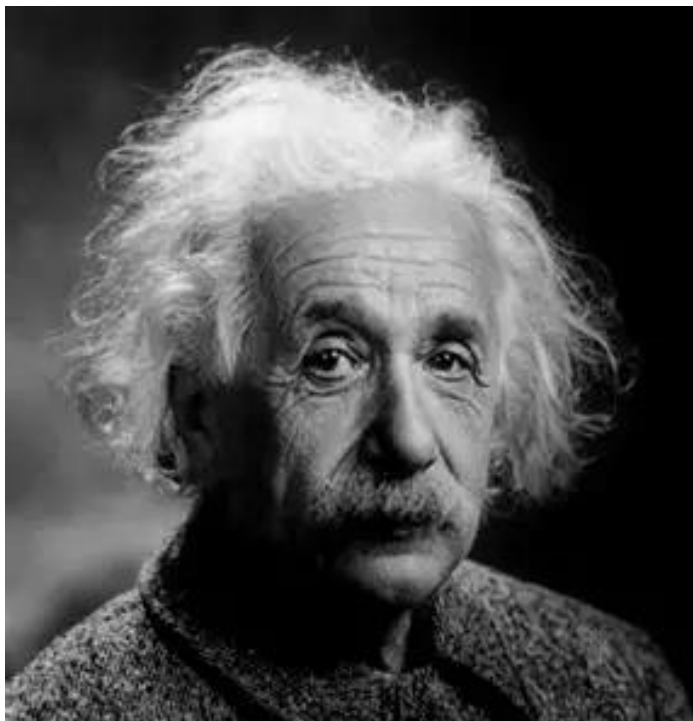
- Rich, personal insights
- Group dynamics spark ideas
- Captures real behavior
- Deep dive into a single case
- Uses existing materials



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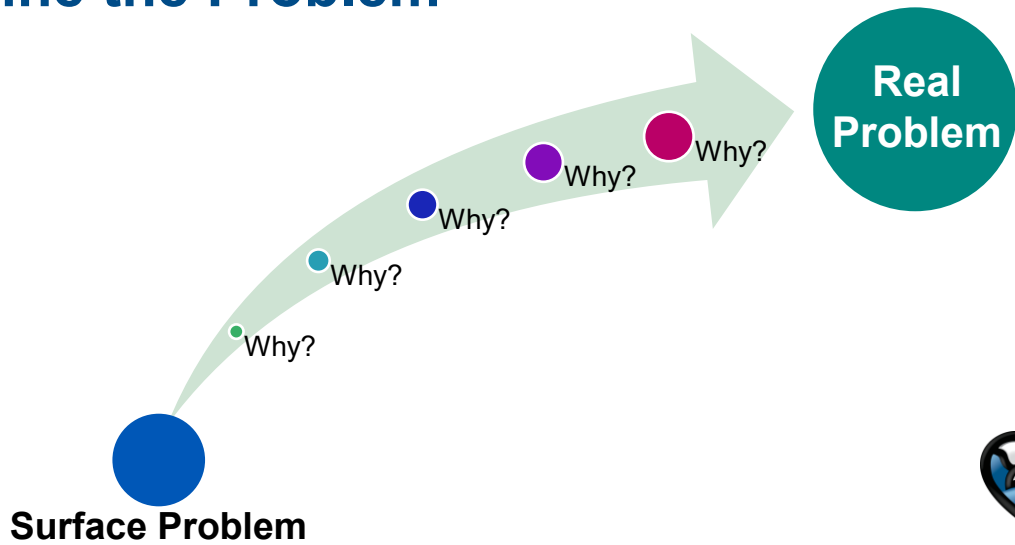
“If I had an hour to solve a problem, I’d spend 55 minutes thinking about the problem and 5 minutes thinking about solutions.”

- Albert Einstein



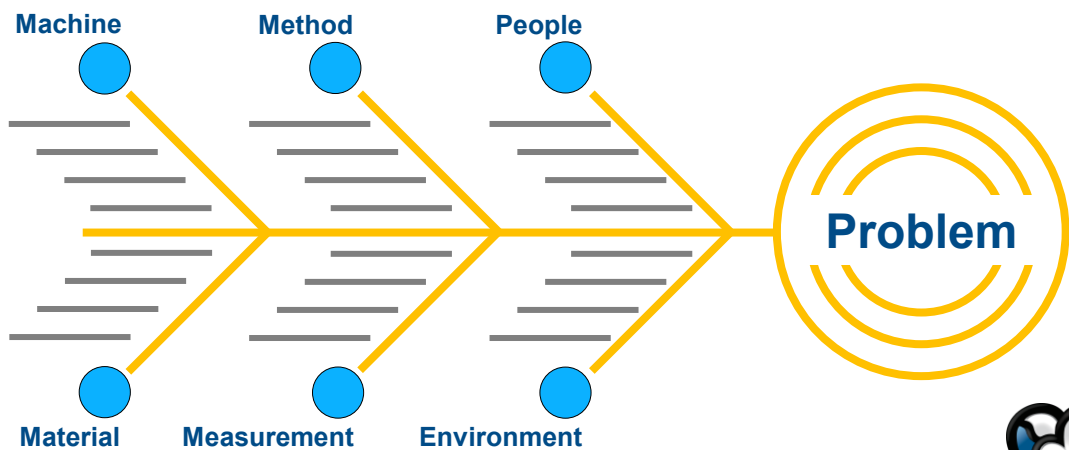
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## Define the Problem



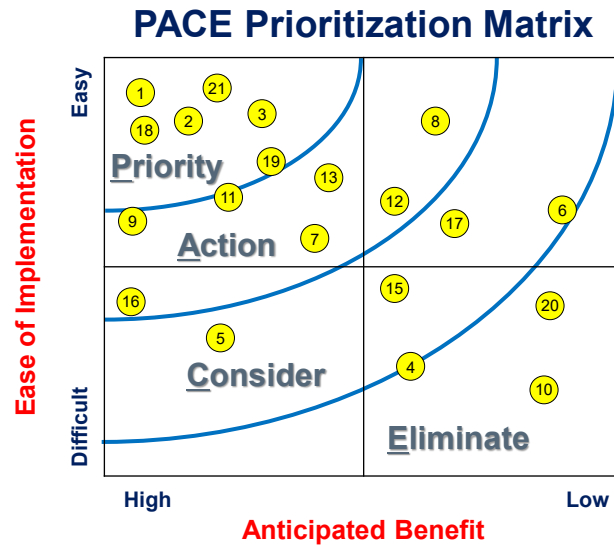
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## Analyze the Root Cause



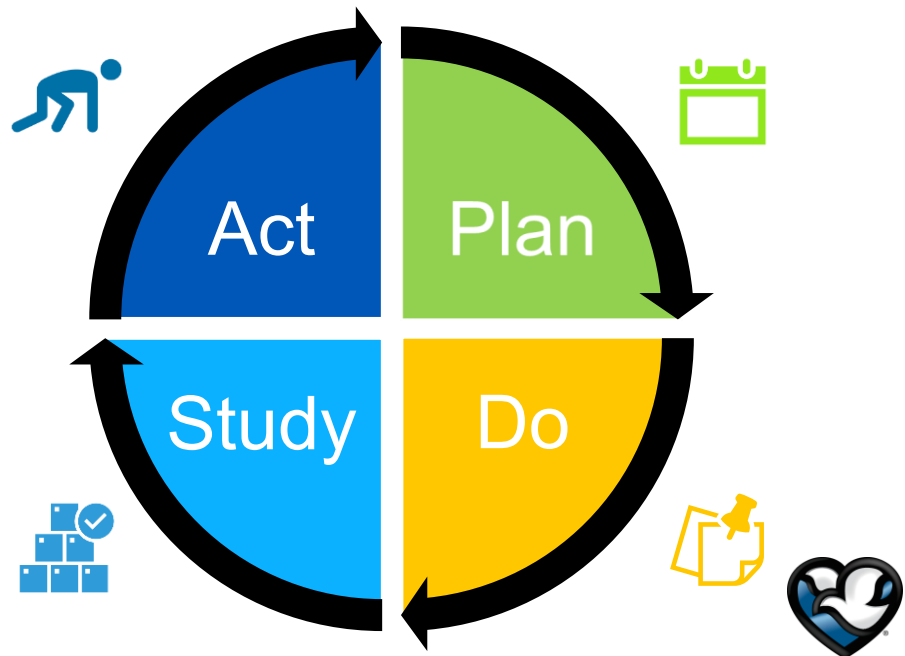
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# Design Countermeasures



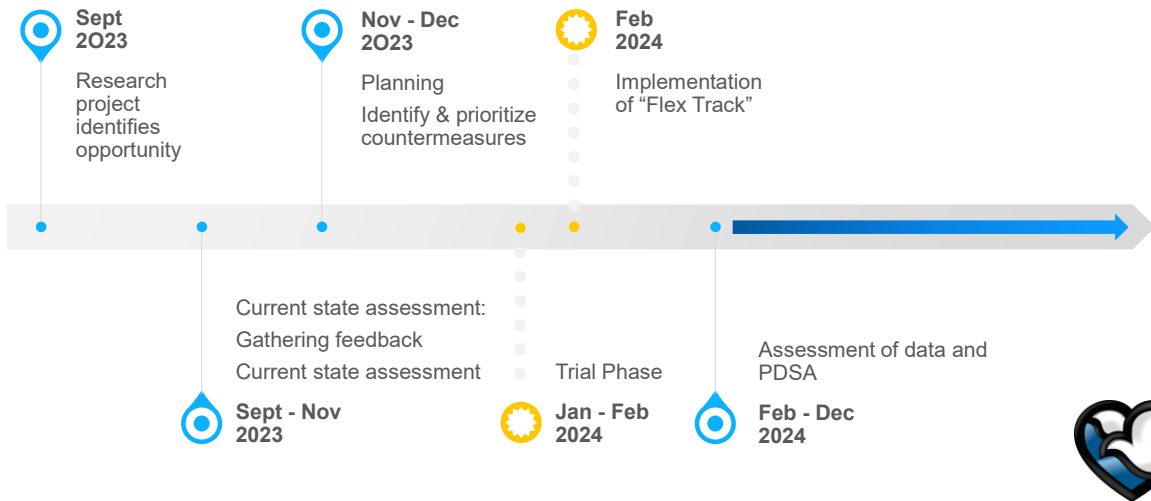
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## Implement Change with PDSA



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## Case Study: Research to Results



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## Case Study: Measuring Results

Metric	Before Improvements	Goal	Month 1 Following Change	Month 2 Following Change	Month 3 Following Change	Month 4 Following Change	Month 5 Following Change
Left Without Being Seen (LWBS) %	<b>2.74%</b> 2023 monthly average	<b>2.0% (-27%)</b>	<b>1.86% (-32%)</b>	<b>1.66% (-39.4%)</b>	<b>1.48% (-45.9%)</b>	<b>2.04% (-25.5%)</b>	<b>2.10% (-23.4%)</b>
LWBS – Missed Revenue	<b>\$169,714</b> 2023 monthly average	<b>\$123,891 (-27%)</b>	<b>\$142,443 (-8.4%)</b>	<b>\$117,501 (-31%)</b>	<b>\$105,366 (-38%)</b>	<b>\$129,110 (-24%)</b>	<b>\$142,481 (-16.1%)</b>
Door-to-bed time	<b>39.07 (minutes)</b> 2023 monthly average	<b>N/A</b>	<b>35.67 (-8.7%)</b>	<b>36.42 (-7.8%)</b>	<b>32.07 (-18%)</b>	<b>30.5 (-22%)</b>	<b>30.17 (-23%)</b>
Door-to-bed time (12pm – 12am)	<b>49.11 (minutes)</b> 2023 monthly average	<b>43.30 (-10%)</b>	<b>40.79 (-18.1%)</b>	<b>41.00 (-16.5%)</b>	<b>34.74 (-29.3%)</b>	<b>31.95 (26.3%)</b>	<b>36.63 (-25.4%)</b>
Staff Satisfaction Survey	<b>3.05</b>	<b>3.35</b>			<b>3.78 3-month</b>		

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## Key Takeaways

### Bridge the Gap Between Insight and Action

- Research

### Integrate the Voice of the Customer into Improvements

- Understanding needs, frustrations, and values

### Use Both Quantitative and Qualitative Research

- What vs. Why

### Analyze Root Causes Systematically

- Fishbone, Pareto Charts, etc.

### Design and Prioritize Countermeasures

- PACE

### Implement Change Using PDCA

- Test small, learn quick, iterate



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**Call to  
Action**



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## Questions



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## Resources

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