

"What matters to you" Campaign at UHG Brazil Hospitals

Description: On June 06th, 2018 UHG Brazil hospitals asked hospitalized clients what was important for them at that moment of hospitalization. After having their wishes evidenced, the team contacted the areas responsible for the patients about the possibility of the actions and if approved, the patients had their requests fulfilled.

Aim: Performing Humanization Actions on the campaign "What Matters to You"

Actions Taken: For patients who were hospitalized more than 3 days, the care team asked them what their wishes were at the moment. From their feedbacks and the authorization of their multidisciplinary team (nutritionist, doctor, nurse) and their wishes were fulfilled.

Summary of results: In the month of the campaign, the 35 hospitals did 90 actions in the UHG Brazil system, which lead to an increase in the humanization and empathy process of the employees, reflecting a better care to patients as well as promoting a more welcoming environment.

