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Seattle Children's  
HOSPITAL • RESEARCH • FOUNDATION

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GroupHealth

Genie

## LEAN STUDY TOUR - SEATTLE

# Bringing health care and industry together



Sept. 26<sup>th</sup>  
-  
Oct. 4<sup>th</sup>  
2009

**Safety, quality, competition, efficiency and cost management are main concerns in Dutch health care organizations as well as production companies. However, traditional methods of efficiency enhancement or cost reduction have little effect. In some cases they even create additional risks resulting from compromised quality, safety, service or higher work pressure. We will show you several great examples that prove it does not have to be that way.**



Leading - to World Class Performance

The industrial sector had been wrestling with the same problem for some time and discovered a solution in improvement methods known as Lean and World Class Performance (WCP). As it turns out, these industrial methods also work in the health care and service sectors, judging by the results achieved by the Everett Clinic and the Group Health Cooperative in Seattle. In addition to visiting these inspiring companies, the Lean Study Tour also takes you to Boeing, Genie Industries and Kaas Tailored, all of which have years of hands-on experience with applying Lean and WCP.

### Who is the Lean Study Tour - Seattle for?

The Study Tour brings people from the health care and industrial sectors together and offers them a new perspective. You will see how process improvements using Lean and WCP have a tremendously positive impact on quality, safety, service, waiting times, productivity, costs and enjoyment on the job. Next, together with you we gladly rise to the challenge of translating the Lean and WCP approach to your specific situation in the Netherlands. Everyone who believes that the health care and industrial sectors can learn a lot from each other, who has the ambition to structurally improve health care and is ready to really get to work in order to break out of traditional patterns is more than welcome.

This unique tour costs € 7,500 (incl. VAT) and includes economy class airfare and accommodation. For business class a € 1,660 surcharge applies. The tour departs on Saturday, September 26, 2009 from Amsterdam Airport Schiphol and returns on the morning of Sunday, October 4.

If you would like to know more or register for the Seattle tour, please contact us.

# The program

In preparation you receive a thorough introduction to the principles and theory of Lean during two workshops, and at the same time get acquainted with your fellow participants. In Seattle, companies including Boeing, the Everett Clinic, Genie Industries, Group Health Cooperative and Kaas Tailored take you along on their Lean journey. Themes covered include creating and managing an improvement-oriented culture, the success of Lean methods with employees, zero defect & the patient safety system, process flow and results, visualizing work and information flows, continuous improvement and managerial leadership. In addition to the company visits, there are daily theme discussions led by Blom Consultancy and the participants themselves. An international Lean expert will be invited to give a lecture. There will also be fun group activities, including a visit to Seattle's famous Pike Place Fish Market.

Back home, participants will be invited to attend a follow-up day to talk about everything they learned and how they have applied it to their respective organizations. When you return from your Lean experience in Seattle. Your world will no longer be the same! You will find yourself expanded and revised. You will see and think about things differently and have the tools to get started in your organization effectively: adding maximum added value for your client and patient, through continuous improvement and eliminating losses.

## After the Lean Study Tour you will have:

- A thorough understanding of Lean and have witnessed and experienced its impact
- Seen the value of Lean for your organization
- Experienced what radical customer-orientation can mean to your processes
- The conviction that 100% safety and quality is feasible
- A clear view of the improvement potential in your organization
- Experienced that continuous improvement is fun and generates energy at all levels
- Answered your question "why the current method to increase efficiency and reduce costs does not work"
- The desire and enthusiasm to apply Lean to your organization; in fact, you might be so excited that you find yourself "sleepless from Seattle"
- Experienced the metropolis Seattle: the heart of innovation and enterprise
- Undertaken a true voyage of discovery. "Traveling is turning dreams into action"
- Had a lot of fun!

## Reviews from past tour participants

- "The Lean philosophy and tools will give us more on-the-job enjoyment." (*R. Wanders, oncologist, Maastric Clinic*)
- "The trip is a 'Lean immersion': good for the soul." (*H. Backes, innovation manager, Maastric Clinic*)
- "Amazing; you should definitely do it!" (*C. de Nie*)
- "If Boeing can build an airplane in 10 days, why does it take 20 days to start a radiation treatment?" (*T. Naber, Dr. Verbeeten Instituut*)
- "A fantastic experience to learn how to observe and to use this experience in my Lean Journey. Something worth doing." (*J. Verver, Reinier de Graaf Groep*)
- "A great experience that fundamentally changes professional thinking about management." (*A.J. Michels, St. Anna Ziekenhuis*)

*'Lean' is the name for the philosophy, principles and improvement strategy designed by Toyota in particular in order to promote continuous learning and innovation. 'Lean' aims to eliminate the superfluous (the losses) in processes in order to maximize added value for clients. Blom Consultancy has years of Lean experience in the industrial sector and has translated its approach under the motto 'World class Care' to both Cure and Care.*