

# TELL US...WHAT MATTERS?



**Instead of “What’s the matter?”  
ask, “What matters?”**

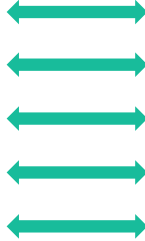
**Engage patients and staff in a new  
conversation about healthcare and  
discover What Matters.**

**[www.goshadow.org](http://www.goshadow.org)**

# WHY ASK WHAT MATTERS?

## What's in it for: Patients and Staff

- An opportunity to be heard
- Become an active participant in healthcare improvements
- Provide untapped insights into improvement on the ground
- Improved care experiences
- Increased joy at work



## What's in it for: Administrators/Organizations

- Staff and frontline care teams become grassroots champions
- Immediate access to feedback leads to faster improvements
- Cross functional teams can scale and export improved practices and QI initiatives
- Anticipate and improve patient and staff standardized survey results (HCAHPS, Press Ganey)