

COA360 Assessment Case Study

Understanding the perceptions of your organization's cultural competence

At a glance

A pediatric hospital in the Midwest administered Exeter's Cultural Competency Organizational Assessment 360 (COA360) to establish a baseline for the organization. The client appreciated that the COA360 questions are aligned with the Joint Commission CLAS Standards and the Human Rights Campaign Foundation Healthcare Equality Index Core Four, among others.

The Client

A nationally-ranked Children's hospital in the midwest known for providing several speciality services

 **4,000**
Employees

 **1,200**
Physicians



 Healthcare EXCELerators

 www.exetergroup.net

 Chicago, IL

The Engagement

- The Exeter Group administered the COA360 survey to employees, patients, community partners, and suppliers
- The results highlighted what the organization was doing well and needed to improve upon with respect to cultural competence

The Challenge

The CHRO did not have a Chief Diversity Officer in place yet. In addition, he did not have resources for a full organizational assessment.

However, he wanted to solicit multiple stakeholders' insights using a valid and reliable tool that was easy to administer and generated interpretable findings.

He valued that the COA360 quantified the organization's cultural competency versus individuals' self-assessments.

Solutions

Solution One

1

Exeter offered the COA360 as a tool that the organization could administer now and build upon in the future.

Solution Two

2

We assisted the organization in crafting a communication plan that educated employees, patients, community partners, and suppliers on cultural competence at the same time they were invited to complete the survey.

The Results

This administration of the COA yielded many 'wins' for the organization. First, the actual response rate exceeded the CHRO's expectations. Further, the administration of the survey generated rich conversations about cultural competence and diversity, equity, and inclusion inside and outside the organization.

The survey findings were equally encouraging. They confirmed strengths and opportunities with respect to cultural competence and introduced new areas to leverage and improve. Linguistic services enhancement was a clear focus area. This quantifiable baseline provided a tangible foundation upon which to build. The CHRO stated, "These results will allow us to better advance our discussion around cultural competency and create a better work environment for all."