



BRIGHT IDEAS

You become the answer.



CORE VALUES

Emerus is a nationally recognized, innovative leader in the delivery of emergency, inpatient, surgical, and diagnostic care. Specializing in the identification, development and management of improved-access medical facilities, Emerus provides cost effective, scalable growth opportunities to large-scale, national health care systems throughout the United States. By providing operationally efficient facilities and focused alignment with current health care trends, Emerus' Community-based approach prioritizes limited inpatient stays, efficient emergency rooms, and cost effective pricing in a smaller campus setting. Based in The Woodlands, Texas, Emerus has more than 1000+ employees, with expert concentrations in over 20 different fields throughout the medical industry.

empathy [em-puh-thee]

The desire to understand and provide world-class care in an unbiased manner offers the greatest level of compassion and respect to all that we serve.

integrity [in-teg-ri-tee]

Above all, the principles of truth, honesty and familial support exemplify the values and ethics upon which we provide medicine to all.

excellence [ek-suh-luh ns]

From patient care to our innovative approach to medicine, the pursuit of excellence is our guiding tenet in all we do.



PRECAMPAIGN

Outcomes



- Understanding of Great Place to Work® Survey Methodology and Model©
- Insight
 - Into your workplace through the eyes of employees
 - Into trends
- Sense of What's Next
 - Focus Areas and Recommendations
 - Guidelines for planning next steps

Main Story Lines



Many employees experience Emerus as a great workplace, taking tremendous pride in their work, enjoying warm relationships with their colleagues and feeling safe and supported by their work environment.

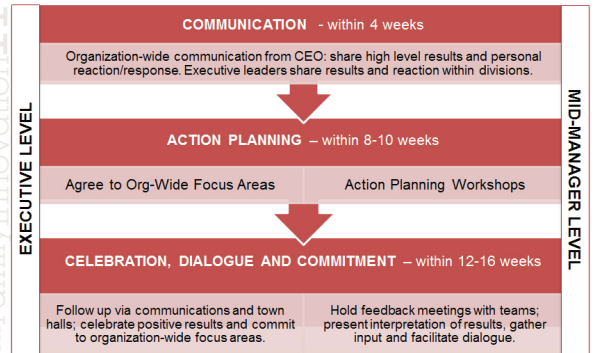
Results indicate a lack of alignment and cohesion across the senior leadership team. Some of the most critical areas lacking alignment include perceptions of pride, competence and communication.

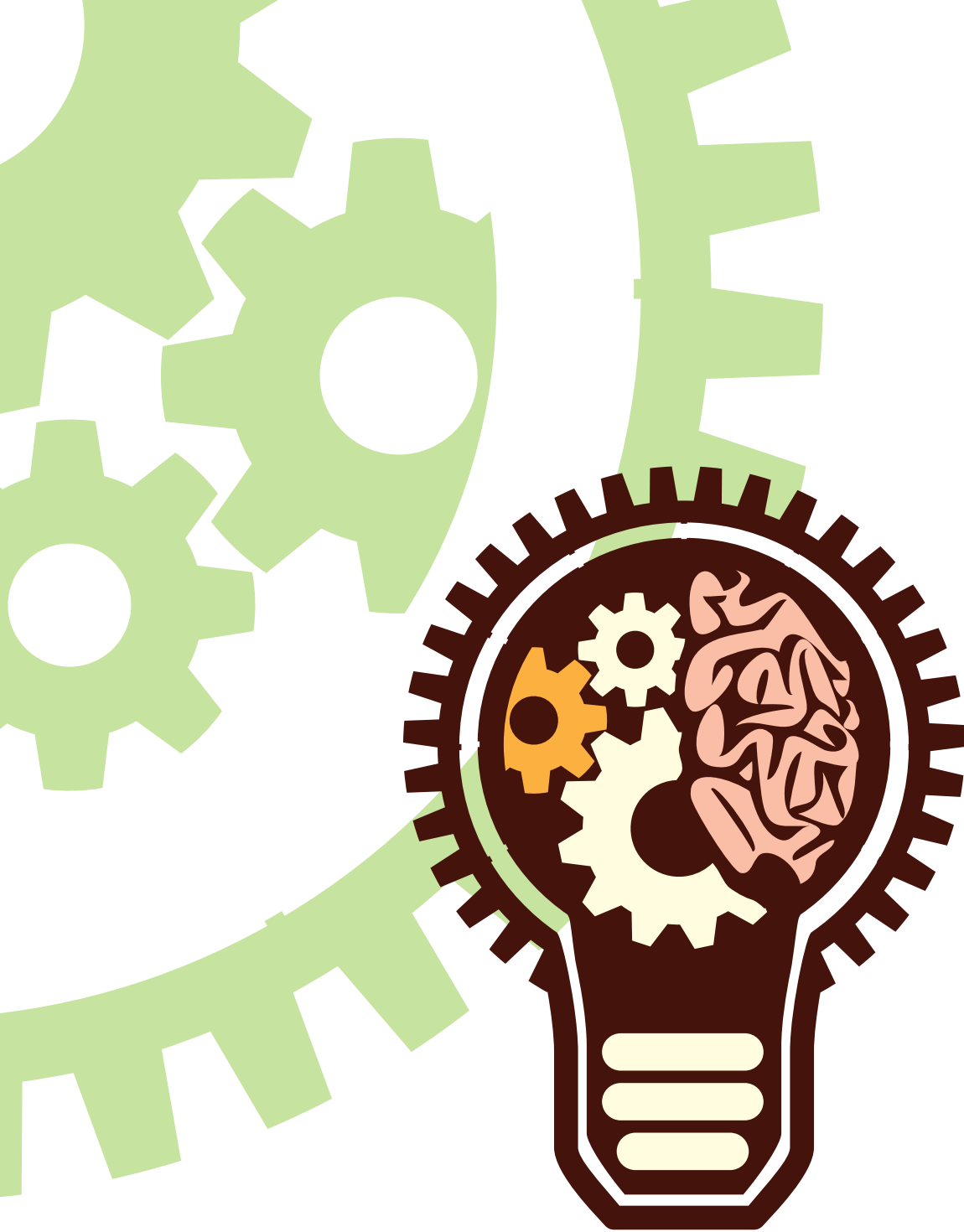
Employees have confidence in leadership, but many feel unclear on what the future holds, a particular stress given their affection for the company, and feel communication is often lacking.

Employees have a great deal of confidence in leadership, but many feel unclear on what the future holds, a particular stress given their affection for the company, and feel communication is often lacking. In addition to sharing information more effectively, there is also opportunity to more consistently listen to and create a more participatory environment.



Recommended Post-Assessment Action





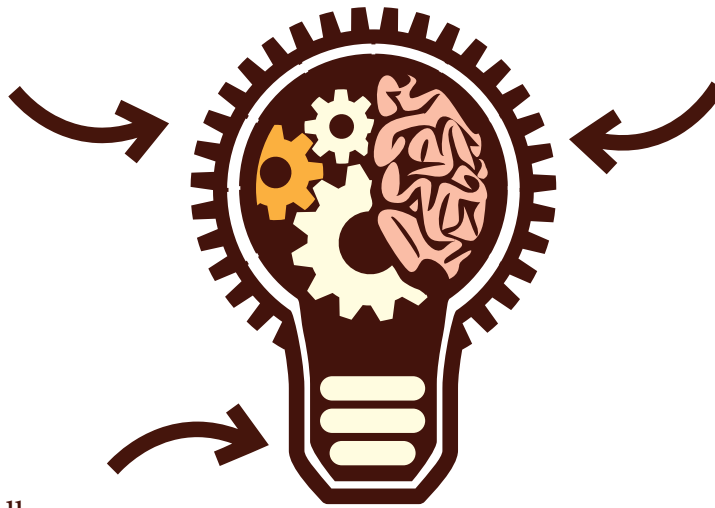
Print



L O G O

The iconic gears and cogs representative of the American Industrial Revolution as the bastion of innovative velocity

The brain as the emblem of human cognition



The light bulb as a symbol of the "Eureka!" moment



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P O S T E R S



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Got a

BRIGHT IDEA?

Got a Bright Idea that will improve efficiency, save money, reduce redundancy or improve patient care? Submit it today!



Your ideas
WILL be reviewed
by the Bright Ideas
Executive Committee!



Your ideas WILL get
tested for consideration!



You WILL hear back
within 30 days!

Visit the link below and share your Bright Ideas today!

emerus.com/BrightIdeas



POSTCARDS



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DID YOU KNOW?



ALL Bright Ideas are reviewed and tested!



There's no cap on the number of Bright Ideas you can submit! Sky's the limit!



You can submit your ideas from any facility desktop computer! Just click the Bright Ideas icon!



Bright Ideas that pass the pilot stage get implemented at ALL Emerus and sister brand facilities



Bright Ideas can range from moving the placement of a piece of equipment to software improvement!



Your Bright Ideas are what separate us from conventional medical and emergency treatment facilities.
KEEP THEM COMING!

For more info, call or visit **713.637.1159** or emerus.com/BrightIdeas



DIRECT MAIL

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2

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3

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4

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F A Q S



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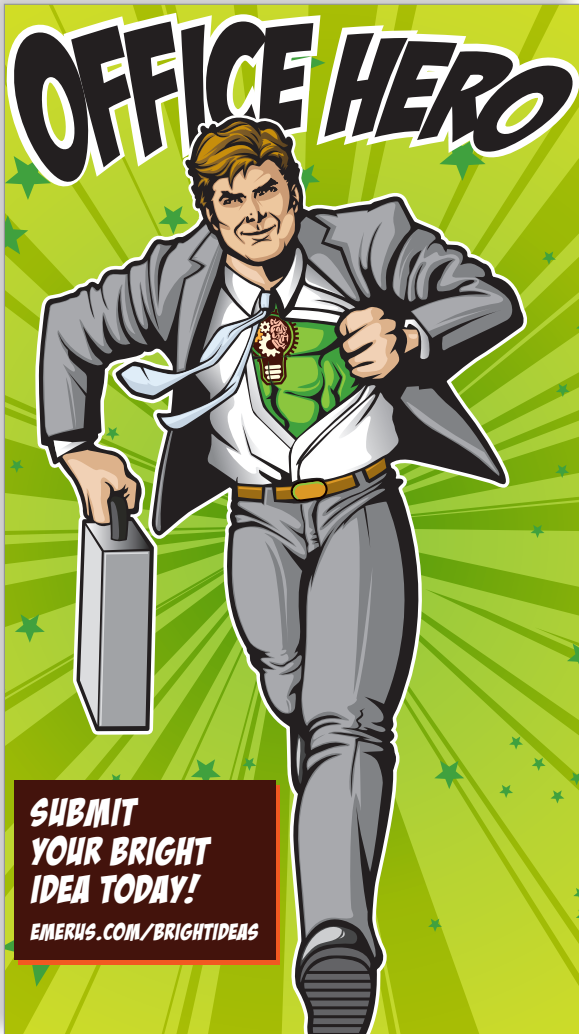
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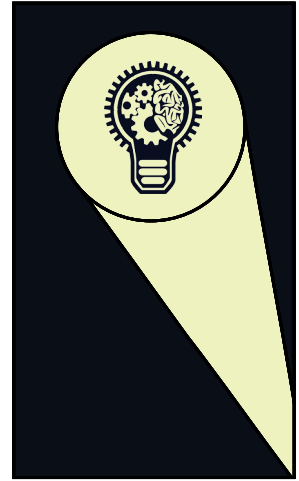


OFFICE HERO CUTOUTS



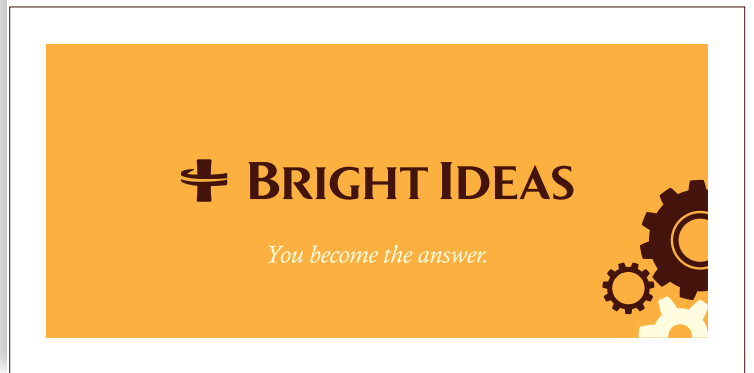
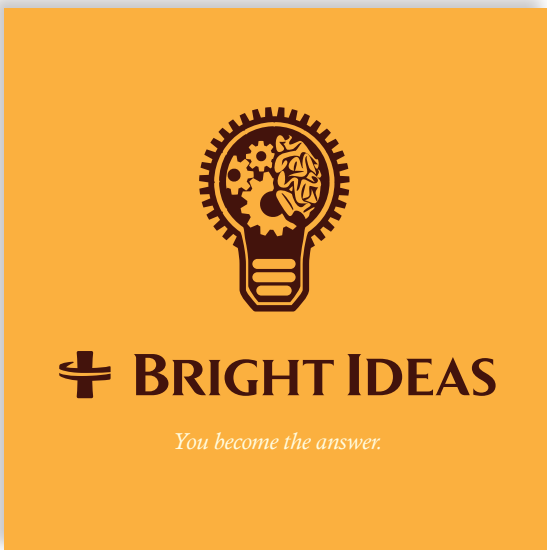
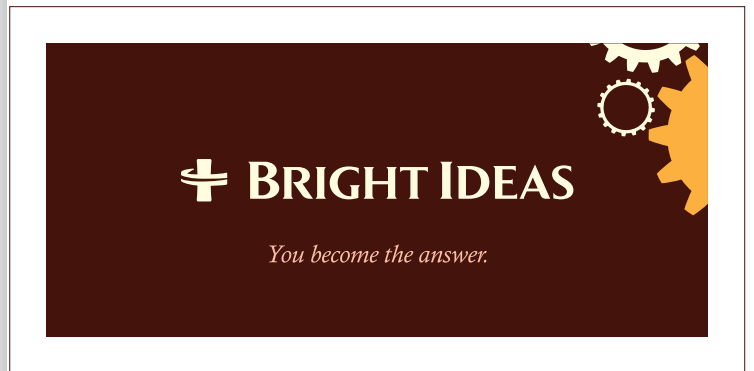
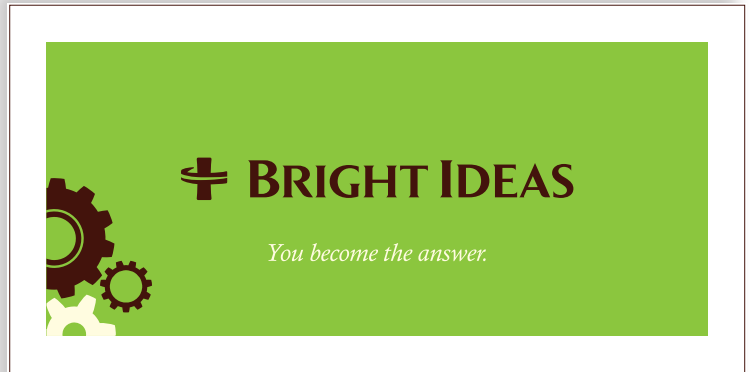


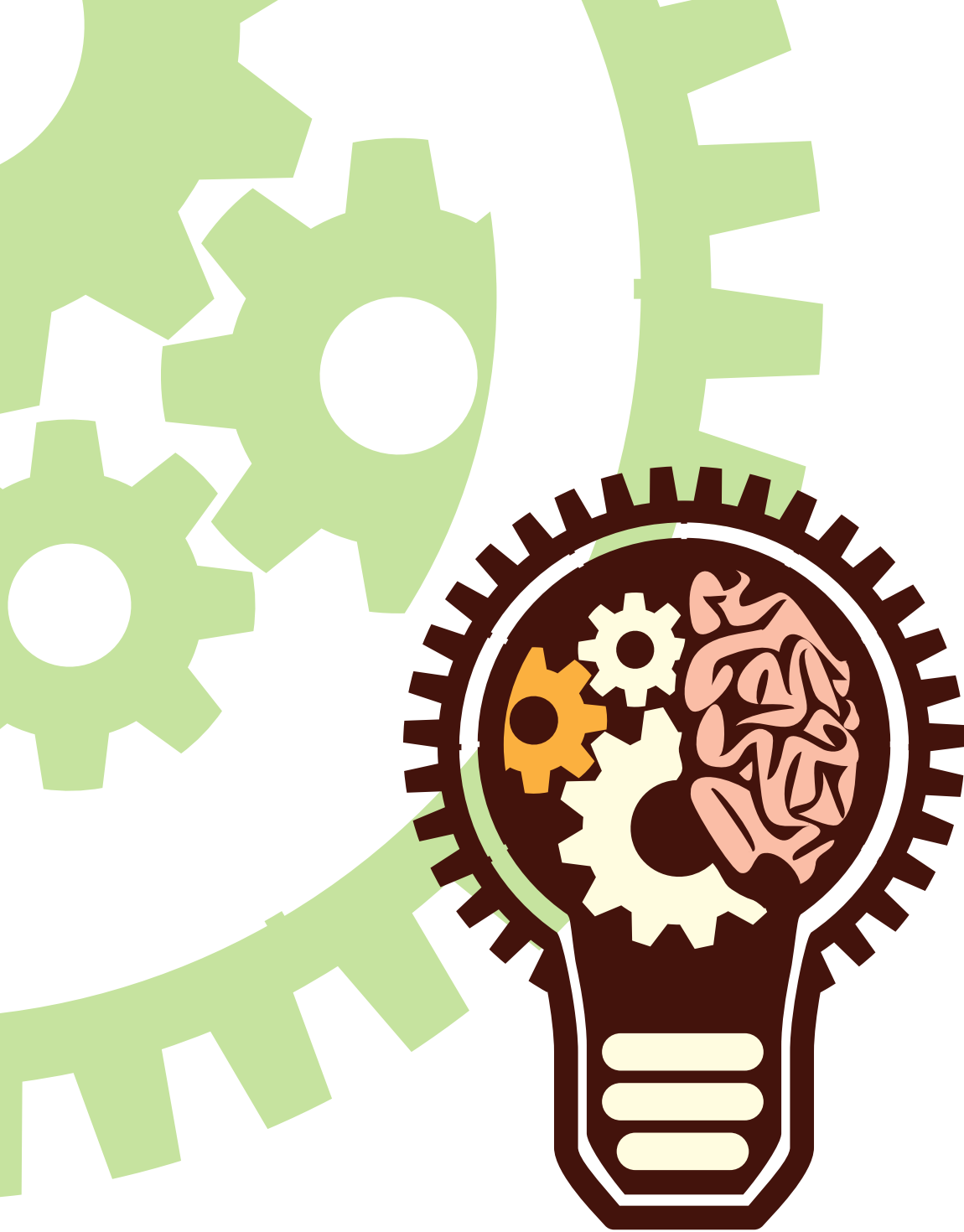
OFFICE HERO ADVENTURES COMIC STRIP





BOX WRAPS





Digital



E - B L A S T S



Prescribing Hope at the Speed of Life™

HOME

ABOUT

SUBMIT



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WEBSITE



WWW.EMERUS.COM/BRIGHTEIDAS



BRIGHT IDEAS VIDEO

BRIGHT IDEAS
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EMERUS

BRIGHT IDEAS

14:55

FREE

SUBMIT YOUR IDEA
IN THE NEXT
15 MINUTES & GET
YOUR NEXT IDEA

www.emerus.com/BrightIdeas

30-DAY S.M.H GUARANTEE FOR FUNDED BRIGHT IDEAS

713.637.1159

BRIGHT IDEAS, LLC
10077 GROGAN'S MILL ROAD
SUITE 100
THE WOODLANDS, TX 77380

SHIPPING & HANDLING NOT INCLUDED



BRIGHT IDEAS FORM



BRIGHT IDEAS

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WELCOME

We're so excited to begin our partnership with you! To ensure we have the information we need to best serve you, please take a few moments to fill out the form below. If you have any questions, please feel free to contact us at any time. Thank you!

CONTACT INFORMATION

FIRST NAME

LAST NAME

E-MAIL

DEPARTMENT

YOUR IDEA

DOES YOUR IDEA

- Save money
- New business
- Help me improve the patient experience
- Help me do my job better
- Improve facility processes
- Save time
- Other

WHAT YOUR IDEA WILL DO (< 200 Characters)

HISTORY BEHIND YOUR IDEA

For more information or questions please feel free to contact James Hutchinson at brightideas@emerus.com or Office [972.347.2525](tel:972.347.2525).

Upon submission of your Bright Idea, you agree to the use of your submission & image for internal Emerus promotional use.

Submit



BRIGHT IDEAS METRICS

views of the
Bright Ideas video

1,019

Bright Ideas campaign collateral has become a featured staple at all leadership and orientation events

viewership (1000+ employees) of
Bright Ideas video

100%

average email open rate

42%

24%

facility-wide participation
(195 submissions), exceeding
original 10% submission
goal by 14%

81%

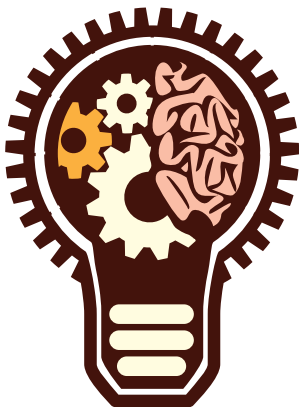
facility engagement representation
(13 of 16 facilities submitted Bright Ideas)

23%

of submissions as internal
initiatives launched

90%

performance nationwide
patient satisfaction



BRIGHT IDEAS