

FROM DISCONNECTION TO DESTINATION: HOW DOCTORS' MEMORIAL BUILT A CULTURE OF EXCELLENCE

Doctors' Memorial Hospital (DMH), a rural hospital in Perry, Florida, faced cultural fragmentation, staff disengagement, and operational pressure.

Within two years, the organization shifted course, achieving a **29-point increase** in Net Promoter Score (NPS), double-digit engagement gains, and measurable improvements in patient experience. Here's how bold leadership and Beterra's platform helped fuel a bottom-up cultural transformation.

Laying the Groundwork: "Pardon our Dust"

When Lauren Faison-Clark took the helm as CEO of DMH, she didn't start with process maps. She started with a vision.

Printed across hallway signs and social media banners were the words:

'Pardon Our Dust – We're Building a Culture of Excellence.'

It wasn't branding. It was a declaration.

The hospital was under reconstruction, not just structurally, but culturally.

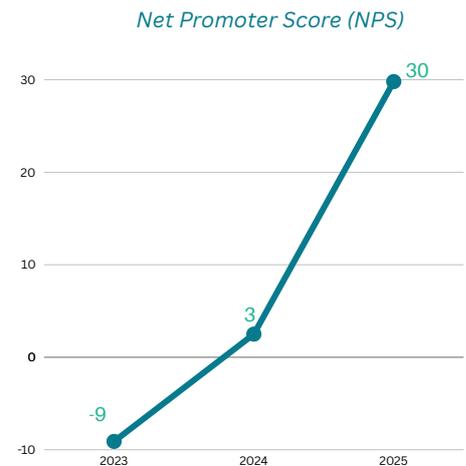
"There was no strategic path staff could articulate," Lauren recalls. "We needed a unifying principle, something to believe in." From the moment those signs went up, change became visible – and Beterra's engagement data made it measurable.

Real Results, Rooted in Culture

The transformation wasn't hypothetical. The Beterra Staff Survey data told a clear story.

Staff who said DMH was an 'excellent place to work' rose from 50.3% to 78.9% in less than twenty-four months. Engagement surged across the board.

During the same period, Trust in the Supervisor jumped by over 12 points. And more importantly, overall Organizational Engagement surged across the board. And more importantly, overall Organizational Engagement surged across the board.



Net Promoter Score ↑ from 30 to 59



Great Place to Work ↑ by 28.6%



Trust in Supervisor ↑ by 12%

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2025

Walking the Hall, Not Watching from Office

Leadership at DMH became tangible. Lauren and her team implemented walking rounds, daily huddles, and real-time communication loops with frontline staff. That visibility translated into trust — and trust became the currency of change.

“We stood beside our teams during every crisis — from hurricanes to economic shocks,” Lauren said. *“Being present matters. It’s how people know you mean it.”*

Elevating Quality, Grounded in Staff Reality

When DMH renovated its Emergency Department, the team didn’t just upgrade walls — they redesigned care delivery. By replacing a third-party provider group with in-house clinicians and investing in aesthetics, technology, and workflow improvements, the hospital saw instant returns in patient satisfaction and clinical quality.

A Playbook for Rural Resilience

For rural hospitals navigating complexity, DMH’s story offers more than hope — it offers a model. Transformational change isn’t about sweeping reforms; it’s about consistency, visibility, and feedback loops. Beterra provided the platform to surface real-time engagement signals. DMH’s leaders brought the conviction to act on them.

If your organization is ready to turn cultural friction into positive traction, let’s explore how Beterra can help.

About Doctors’ Memorial

Doctors’ Memorial Hospital is a vital community hospital serving Perry, Florida, and surrounding Taylor County. As a rural provider, DMH is committed to delivering compassionate, high-quality care close to home. The hospital offers a range of services and continues to expand its capabilities under visionary leadership.



Beterra is a global healthcare safety, quality, and staff feedback measurement company. We streamline complex staff feedback, safety, quality, and compliance operations for leaders across all healthcare settings. Our solutions elevate organizational risks and simplify leadership actions through feedback, improvement programming, and compliance monitoring.

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