

Communication Is Critical

Cabell Huntington Hospital's on-site training helped health-care staff manage conflict and confrontation issues with patients and families while strengthening customer service.



Cabell Huntington Hospital

Industry – Health care

Established – 1956

Corporate Headquarters –
Huntington, WV

Products – Provides health care and hospitalization services to patients

Footprint – One location serving individuals in more than 29 counties throughout West Virginia, eastern Kentucky, and southern Ohio

Business Challenges

- Train medical staff to handle conflict and confrontational issues with patients and family members
- Teach staff how to be assertive yet provide excellent customer service
- Communicate positively with a specific demographic

Solution Results

- On-site training allowed all staff members the opportunity to participate in training
- Training was tailored to health care professionals with regard to patients of their specific region
- Further confrontational issues not seen in other departments of the hospital

Executive Summary

Cabell Huntington Hospital is a not-for-profit, regional referral center in Huntington, West Virginia that provides health care services to more than 29 counties throughout West Virginia, eastern Kentucky, and southern Ohio.

A teaching hospital affiliated with Marshall University Schools of Medicine and Nursing, Cabell Huntington Hospital's goal is to provide excellent care that promotes lifelong good health. Its highly skilled, caring, and compassionate physicians, therapists, nurses, technicians, and counselors focus on the physical health of patients along with their social, spiritual, emotional, and educational needs.

Keeping the Focus on Quality Care

Cabell Huntington Hospital handles a variety of medical cases on a daily basis, many involving delicate situations in relation to patient health, family opinions, and cultural beliefs.

Balancing that with compassionate care and excellent customer service can be tricky. To help employees deal with these issues and conflicts in a productive manner, Deidre R. Bradley, senior HR coordinator for Cabell Huntington Hospital, reached out to NST for on-site training.

"I manage our Occupational Health Staff, administer FMLA/STD, and have oversight of learning and performance, so the responsibility fell to me to provide employees with the information and skills to handle these situations and potentially others in a positive manner," said Bradley. "We wanted to share with our staff that they could be assertive, yet still provide excellent customer service."

Working with NST, Cabell Huntington Hospital developed a two-day on-site training session about managing conflict and confrontation for its nursing and frontline staff in order to meet their immediate needs and help resolve the situation.

The Key Is Communication

The on-site training from NST offered hospital staff a constructive way to open the lines of communication with patients and their families and helped them resolve conflict in a positive manner.

“I don’t believe we can ever discuss communication enough! The training was a very good, gentle reminder on how to communicate more effectively with others,” said Bradley. “Since we held the training, we have not seen scenarios play out in other departments as we had with the particular issue in our mother-baby department.”

The quality of communication is also important, especially having a trainer who can relate to the demographic of patients the staff encounters on a regular basis.

“Our account representative paired us up with a wonderful speaker who not only was an excellent presenter, but was from our area,” said Bradley. “I don’t think the training would have been as successful if an outsider would have discussed our Appalachian heritage and communication style.”

“Our account representative has been great to work with, and the results we have witnessed from the on-site training have been nothing but positive.”

Why Choose On-Site Training and NST

Cabell Huntington Hospital chose NST for on-site training because it helped the hospital identify the right program to fit its needs, tailored it specifically for health-care professionals, and provided a quality trainer who understood the situation and how to communicate with patients in that geographic area.

“Our account representative has been great to work with, and the results we have witnessed from the on-site training have been nothing but positive,” said Bradley. “Most of our training is done in-house; however, I am very confident that we will definitely use NST again in the near future.”

About NST and STAR12

NST offers hundreds of training topics for organizations, from interpersonal communication and team-building workshops to critical human resources and accounting regulatory programs, plus every management subject in between. Training programs and formats are tailored to meet a company’s specific needs through specialized evaluation of current skills and practices, with professional recommendations for improvement. On-site training is perfect for training a group of employees, from 10 to 500 or more, and can be held at any location that is convenient for the employees – headquarters, branch office, nearby conference center or hotel, or company retreat or conference.

NST is one of the nation’s leading providers of continuing education, delivering more than 7,000 seminars and conferences annually in the United States and Canada to more than 10 million professionals.