

KyCPE June 8-9, 2017 Conference - Speaker Information Request

**MARYRUTH BUTLER, MBA, NHA, RCA,
EXECUTIVE DIRECTOR**

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BIOGRAPHY:

Maryruth's healthcare passion has led her to be the Executive Director at Kindred Nursing and Rehabilitation – Mountain Valley in her hometown of Kellogg, Idaho since 2001. Mountain Valley, a 68-bed Skilled Nursing Facility, is the 2016 recipient of the Malcolm Baldrige National Quality Award.

She attributes using the Baldrige Excellence Framework for shifting her professional approach and creating a culture of performance excellence. Mountain Valley's quality journey began when applying for the American Health Care Association's three-tiered Quality Awards. The facility was awarded the Bronze Award in 2005, the Silver Award in 2007, and the Gold Award in 2011. Maryruth learned to sustain these outcomes and guides her workforce to continuously improve, encourages innovation, and is dedicated to providing the highest quality care for patients and residents.

Inspired by the AHCA Quality Award process, she became a Senior Examiner in 2012 and served as a Master Examiner in 2013, 2014, and 2015, participating in one site visit. Her continuous improvement is evidenced by being awarded Kindred's 2015 Northwest District Executive Director of the Year and in 2016 the facility received a zero deficiency state survey.

Maryruth holds her Master of Business Administration in Health Care Administration from Jones International University and her Bachelor of Science in Business Administration from Lewis-Clark State College.

PRESENTATION INFORMATION:

The Systematic Approach to determining Customer Satisfaction

This presentation will examine the Baldrige Criteria questions for Category 3: Customer Focus. Maryruth will provide insight into best practices in responding to the Criteria and the corresponding Results. The key elements of how leaders can listen to customers, determining customer engagement, and complaint management will be discussed.

Using Innovation to Drive Operations and Create a Culture of Improvement

This presentation will examine the Baldrige Criteria questions for Category 6: Operations Focus. Maryruth will provide insight into best practices in responding to the Criteria and the corresponding Results. The fundamentals of how leaders design key work process requirements, support those processes, and sustain operational effectiveness will be discussed.