

About Baird Group

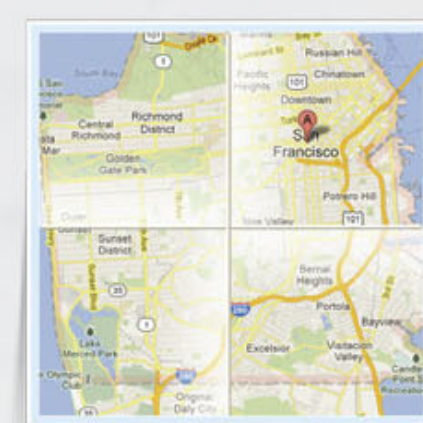
Founded by Registered Nurse, author and industry thought-leader Kristin Baird, Baird Group takes pride in helping healthcare organizations reach their full patient experience potential. The company and services are best described as providing a magnifying glass, a mirror and a map.



Through culture assessments and mystery shopping Baird Group looks closely at your patient experience to reveal the current reality.



The reports provide you with a realistic look at the patient and customer experience from a number of vantage points.



Consulting services take you from where you are to where you need to go. Using the Baird Model, consultants guide you through culture transformation that lays the foundation for a positive and sustainable patient experience.

COACHING

MYSTERY SHOPPING

CULTURE ASSESSMENT

SERVICE STRATEGIES

BAIRD
GROUP

EMPLOYEE ENGAGEMENT

LEADERSHIP DEVELOPMENT

TRAINING THAT STICKS

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Transforming the
healthcare experience.
Building loyalty.

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