

## CASE STUDY

# Teamwork in Action: How HIT Zone Cleaning Transformed Patient Satisfaction

When patient satisfaction scores at a client hospital in Tulsa, Oklahoma, began to dip – particularly around room cleanliness – TouchPoint Support Services responded with a bold, team-based solution. By implementing HIT Zone Cleaning, the hospital not only improved cleanliness perception but also fostered a culture of accountability, efficiency, and patient-centered care.



### The Visibility Gap

Patient surveys revealed a troubling trend: dissatisfaction with room cleanliness was on the rise. A deeper analysis uncovered that 33% of patients were either asleep or away for tests during cleanings, missing the opportunity to witness the process or interact with housekeeping staff. This lack of visibility led to a perception that rooms weren't being cleaned at all. TouchPoint, a company rooted in compassion and committed to patient safety, recognized the need for a more visible, impactful cleaning strategy.



**+3.6PPTS**

EVS score  
increase

**+1.7PPTS**

Overall hospital  
score increase

**+12.4PPTS**

HIT Zone Cleaning  
unit adoption

**-2.2PPTS**

Standard cleaning  
unit usage drop



**6-person**

cleaning  
teams

**12:45 p.m.**

daily cleaning  
completion

**10-step**

core cleaning  
process maintained

**100% QA**

follow-up by  
managers

## Cleaning Smarter

### Redesigning the Cleaning Workflow

TouchPoint replaced the traditional solo-cleaning model with HIT Zone Cleaning, deploying six-person teams across hospital sectors. This shift enabled faster, more thorough cleanings and introduced peer-to-peer accountability. The result? A consistent, high-quality experience for every patient.

### Enhancing Visibility and Interaction

With managers actively performing Zone Quality Assurance and patient follow-ups, the program ensured that patients not only experienced cleaner rooms but also felt seen and cared for. This visibility directly addressed the root cause of dissatisfaction and improved the perception of cleanliness.

### Driving Culture Change and Efficiency

The HIT Zone model didn't just improve outcomes – it transformed the team dynamic. Associates reported higher job satisfaction, stronger collaboration, and a renewed sense of purpose. With cleanings completed by early afternoon, staff could assist with patient dismissals, reducing discharge times and boosting throughput.

**Ready to elevate your hospital's patient experience?**

Discover how HIT Zone Cleaning can transform your EVS strategy.

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