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**WORKFLOW DYNAMICS RECOGNIZED FOR BETTER *IDEAS*<sup>®</sup>**

(Cincinnati) . . . Workflow Dynamics, Inc has been admitted as a member of a prestigious Baldrige Quality Council Consultant Referral Network, *and* will apply its distinctive **IDEAS<sup>®</sup>** method of workflow improvement to benefit its newest client, St. Leonard Center, a retirement community serving more than 600 residents.

Workflow Dynamics helps architect exceptional workplaces by simultaneously enhancing the efficiency of work, and the effectiveness of workers. At St. Leonard, Workflow Dynamics will enhance the Continuum of Care for residents specifically addressing the transition from the health care center to the nursing home. Among other benefits, the revised workflow at St. Leonard will reduce operating costs, improve the interaction between disciplines, and create a more consistent customer experience.

The innovative tool behind the success of Workflow Dynamics is known as **IDEAS<sup>®</sup>**:

- **I**nspect: define the ways in which work is currently performed
- **D**esign: detail the requirements for meeting desired work standards
- **E**volve: determine the project plan for upgrading work
- **A**ct: deploy the plan with careful management
- **S**ustain: document results in pursuit of remaining improvements

The **IDEAS<sup>®</sup>** methodology is a perfect fit with the Baldrige performance criteria: leadership, strategy, customer and market focus, measurement/analysis/knowledge management, human resources focus, process management and business results.

Workflow Dynamics emphasizes that its goals for customers are “efficient work, effective workers, and exceptional workplaces.” The Baldrige Quality Council CRN membership and a rapidly expanding client base, demonstrates that Workflow Dynamics clearly has some better **IDEAS<sup>®</sup>** for the working world.

For more information about Workflow Dynamics and its **IDEAS<sup>®</sup>**, contact Jackie Messersmith at 513-233-3569, or [Jackie@workflowdynamics.com](mailto:Jackie@workflowdynamics.com).