

SCALING REAL-TIME PERSONALIZED COACHING TO IMPROVE ORGANIZATIONAL PERFORMANCE

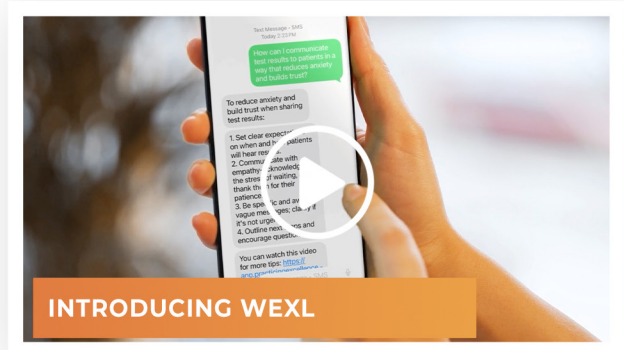
LEADERSHIP DEVELOPMENT

ABOUT

Wexl Proof of Concept

A cohort of health systems partnered with Practicing Excellence to participate in a proof of concept for Wexl, a technology-powered “coach in your pocket” used in daily work that delivers support before, during, and after critical moments without taking people away from patients or teams.

A diverse range of academic, community, ambulatory, and integrated delivery systems participated, including:



HOW WEXL WORKS



Providing services in
TN and VA



Providing services in AZ,
CA, CO, NE, NV, and WY



Providing services in
Champaign, IL



Provider Services in
Southeastern VA



Providing services in
Southern New Jersey

A total of **253 leaders** tested Wexl for a 6-week duration, wherein they were provided weekly SMS-based prompts to engage with Wexl and had on-demand access between recurring prompts.

GOAL

The proof of concept was designed to evaluate if Wexl could:

1. Provide on-demand coaching on learner-defined focus areas.
2. Reinforce organizational priorities, closing the learning vs. doing gap through ongoing 1:1 communication loops.
3. Deliver on-demand behavioral guidance to leaders based on a challenge or need.

Across physicians/physician leaders, nurse leaders, APP leaders, and operational leaders, the proof of concept tested whether real-time, personalized coaching could accelerate leadership growth and translate development into measurable action.

SITUATION

Healthcare leaders across all five systems reported similar challenges among teams, including:

- Navigating difficult conversations around performance and accountability
- Leading change while maintaining engagement and psychological safety
- Balancing operational execution with people development
- Managing multi-site or complex clinical environments

Through this proof of concept, this objective was to answer this question:

Could real-time coaching drive observable behavior change across multiple health systems and among stratified teams?

SOLUTION

Participant systems integrated Wexl within their existing day-to-day work and used it as a tool for continual, contextual support, enabling them to get exactly what they needed at critical moments inside the flow of care, whether before a visit, in a huddle, or during a meeting, offering behavioral guidance based on circumstances and needs that arose throughout a work shift.

Among the categories of personal development, participants used Wexl to primarily help with these most common focus areas:

PHYSICIAN/ APP LEADERS

Coaching & Feedback

Strategic Thinking

Execution & Prioritization

“Right now I am working on strengthening relationships with our residency programs to help them improve quality metrics.”

- Physician leader prompt

NURSE LEADERS

Coaching & Feedback

Strategic Thinking

Execution & Prioritization

“How do I let a physician know a patient is upset with his services?”

- Nurse leader prompt

OPERATIONS/ ADMINISTRATIVE LEADERS

Execution & Prioritization

Coaching & Feedback

Difficult Conversations

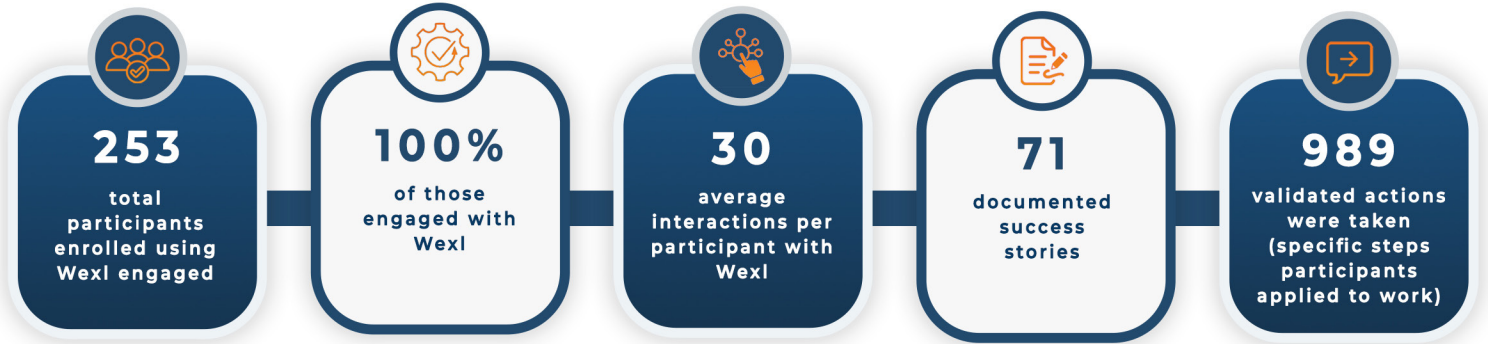
“Can you help me prep for introducing our org change to my team of leaders?”

- Admin leader prompt



RESULTS

Measurable Impact & Observable Behavior Change



Assessment Findings Across Participants

- **Nearly 75%** reported Wexl meaningfully supported their growth.
- **Over 70%** said it would be valuable alongside or in place of traditional coaching methods.
- **Top 5 benefits** described by participants were: real-time support, convenient access, a judgment-free thinking space, practical guidance, and personalized response.

Across all five health systems and 253 leaders, Wexl reinforced:

- Elevated collegial communication
- Stronger accountability and performance standards
- Increased psychological safety
- Improved strategic alignment
- Greater consistency in leadership behaviors

The most compelling outcome of this proof of concept is that **leaders improved their performance and ultimately acted differently in critical moments** because of Wexl.



*"Our work with Wexl reinforced where human development is headed. Our teams need development that **fits into their day**, not something that pulls them away from it. **The breadth, depth, and relevance of these resources aligned with our organizational priorities** while delivering timely, personalized support exactly when it was needed."*

- Chrisie Scott
SVP and Chief Marketing Officer
Virtua Health



*"Our **physicians, nurses, and leaders turned to Wexl** in the moments that matter, getting practical guidance for challenges like setting the right tone in difficult conversations, navigating team conflict, communicating change and expectations clearly, and strengthening everyday coaching and feedback."*

- Debbie Dover
SVP of Talent and Engagement & Chief Human Resources Officer
Ballad Health



*"As part of the proof-of-concept, I saw clinicians use Wexl to get **relevant guidance exactly when they needed it**, without stepping away from patient care. That ability to deliver practical, in-the-moment coaching is what makes this scalable and effective in a clinical environment."*

- Andrew Bartlett, D.O.
Chief Medical Officer | Christie Clinic

PARTICIPANT SPOTLIGHT:



RIVERSIDE

Riverside Health participated in the Wexl cohort and demonstrated particularly strong adoption. The organization focused on accountability and engaging in difficult conversations.

Leaders took action such as:

- Communicating structured growth plans with clearer expectations and timelines.
- Addressing underperformance directly with reinforced accountability standards.
- Coordinating MRI scheduling decisions to better align with dialysis treatment, improving patient-centered care planning.

Top identified benefits of Wexl included:

- Real-time, on-demand support
- Easy, convenient access
- Supportive and unbiased coaching experience
- Practical, actionable guidance usable immediately

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"I had two team members experiencing tension over a minor issue. Wexl helped me prepare for a productive sit-down conversation with all three of us by creating a clear agenda, talking points, and strategies to keep the discussion constructive. This preparation ensured the meeting was focused and resolved the conflict quickly."

- Riverside Health Cohort Participant

RESULTS



ABOUT PRACTICING EXCELLENCE

Practicing Excellence is a workforce enablement system that operationalizes the behaviors that drive performance at scale. We activate the skills and behaviors that shape the moments that matter with patients, teams, and each other.

We deliver technology-powered, personalized coaching that improves care and performance at scale to produce visible improvements in patient experience, team engagement, leadership effectiveness, and clinical excellence.

Learn more at practicingexcellence.com.