



225 S Bluff Street
Winnebago, NE
68071

Wyatt Hoefler
Marketing Specialist
wyatt.hoefler@wchs.health
402-745-3950 x 6702

WCHS Introduces Patient Experience Specialist

Winnebago, NE – The Winnebago Comprehensive Healthcare System is proud to introduce an important member of their team, and a recently reimagined community focused role at WCHS, Rob Manuel, Patient Experience Specialist. Manuel’s passion for serving Winnebago has not only stood the test of time – it shows in his work every day.

The Patient Experience Specialist at WCHS is an incredibly important role. Reporting to the Director of Quality Management, the Patient Experience Specialist works together with the WCHS patient care team to guide positive experiences during all preventive, primary, and acute care visits. On a typical day, this role collaborates internally to identify strategy opportunities to ensure patients and relatives are at the center of all WCHS does. They use 'purposeful rounding', which is a healthcare term for saying that a portion of their role involves them regularly touring through the facility interacting directly with our patients as they are experiencing our care, to ensure proactive interventions. The role serves as a patient ambassador throughout all parts of WCHS, it is responsible for all patient inquiries or complaints and seeing them through to satisfactory results.

“We couldn’t be happier to have Rob here,” says Molly Johnson, Director of Quality Management. “His passion for this community shines through his ability to lead and guide our relatives through the process of receiving quality healthcare.”

A distinguished graduate of Wayne State College with a bachelor’s degree in communications, Manuel brings a wealth of experience and a passion for community wellness to his new role. Manuel’s commitment to diversity and unity is evident through his involvement in various councils and organizations, such as the Wayne State Diversity Council and the Minorities in Accordance Coming Together Council. His leadership as a member of the Wayne State Football Unity Council highlights his ability to foster collaboration and teamwork. His WCHS journey began during his time at Whirling Thunder Wellness Center, serving as the Lead Fitness Specialist under the Special Diabetes Program for Indians (SDPI) grant. His dedication to improving health outcomes helped Whirling Thunder earn the John Pipe Voices for Change Award from the American Diabetes Association in 2015. As a Patient Experience Specialist, Manuel’s primary focus is on ensuring that patients receive the education and support they need to navigate the healthcare system seamlessly.

“Culturally-centered care and improved communication is what we are aiming for here,” says Chief Transformation Officer Austin Schanzenbach. “Part of this role is meant to build trust and relationships with the community. We believe with Rob’s skill set and ties to the community that he is a great fit to make that happen.”



**225 S Bluff Street
Winnebago, NE
68071**

###

The Winnebago Comprehensive Healthcare System (WCHS) is dedicated to creating and sustaining a healthy community in Winnebago and all the populations we serve. Our organization provides an integrated approach to medicine by offering care services that are compassionate, innovative, and culturally-centered. Our goal is to lead the nation in health for indigenous people by challenging the culture of healthcare for the 10,000 Native Americans who live on the Winnebago Reservation and in the surrounding region. The rural healthcare services we provide include renowned acute care hospital services, a robust primary care clinic, and impressive prevention programs designed to educate, encourage, and support the mental, environmental, social, and physical wellness needs of the Winnebago community. Visit www.wchs.health to learn more.

###