

CELEBRATING 25 YEARS OF EXCELLENCE



THE 25<sup>TH</sup> ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE

# IMAGINE

POSSIBILITIES, PERFORMANCE, PATIENT EXPERIENCE

NOV 10-12 2025

GALVESTON ISLAND CONVENTION CENTER  
GALVESTON, TEXAS



[www.HealthCareServiceExcellence.com](http://www.HealthCareServiceExcellence.com)



# IMAGINE THE FUTURE

## UNLOCKING POSSIBILITIES, PERFORMANCE & PATIENT EXPERIENCE

Step into a world where imagination fuels transformation! Celebrate the 25th Anniversary of the HealthCare Service Excellence Conference with us from November 10th to 12th in Galveston, Texas. This milestone event invites you to reimagine what's possible in healthcare – expanding your vision, elevating performance, and redefining the patient experience. Join a vibrant community of passionate caregivers, visionary leaders, and renowned Thought Leaders as we explore innovative strategies, inspiring keynotes, and dynamic breakout sessions. Together, let's ignite new possibilities and shape the next era of Service Excellence. The future is yours to imagine – let's create it, together! – Brian Lee CSP, HoF

## OUR EXTRAORDINARY MAINSTAGE SPEAKERS

AT THE 25<sup>TH</sup> ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE



### Energized for Excellence

**Michelle Cederberg** MKin, CEP, CSP, HoF

In today's demanding healthcare environment, energy is the fuel for excellence. In this engaging and inspiring keynote, Health and Productivity Expert Michelle Cederberg shares stories and practical strategies to help you boost focus, manage stress, and lead with mind, body, and spirit in all you do. You'll laugh as you learn, reconnect with your strengths, reignite your purpose, and commit to 'Everyday Excellence' in work, life, and patient care.



### Performance, Possibilities and a Yes I Can Mindset

**Jamie Crosbie**

This keynote is more than motivation – it's a mindset recalibration, taking you deep into the mechanics of elite performance with TEDx Speaker and Performance Expert Jamie Crosbie. Rooted in neuroscience and real-world leadership, you'll discover tools and strategies to shift from pressure to purpose and from burnout to sustainable excellence. You won't just leave thinking differently – you'll leave leading differently, equipped to self-regulate under stress, reframe challenges, and unlock next-level performance.



### Trust Matters More Than Ever

**Dr. David Horsager**

Trust is the cornerstone of successful leadership, fueling high-performing teams and lasting customer loyalty. Without it, leaders lose influence and organizations lose their reputation – but with trust, you unlock measurable gains in culture, productivity, and profitability. In this acclaimed keynote, David Horsager, the world's preeminent authority on trust, reveals the 8 Pillar Framework™ that has made top leaders and organizations the most trusted by consumers, employers, and investors.





## **The Invisible Backbone: Redefining the Standard of Excellence**

**Andrew Lewis MTS, CMed, WFA**

This keynote isn't about models or management – it's about the quiet, relentless work that holds organizations together behind the scenes. Your name might not be on the org chart, but your impact is everywhere. Blending honesty, humor, and practical tools, this session recognizes and empowers those who carry the weight of responsibility without the spotlight, helping you lead, restore, and rise from wherever you stand.



## **Healthcare Leadership Lessons From Hollywood!**

**Andy Masters MA, CSP**

Award-winning author and leadership expert Andy Masters uses the magic of Hollywood to help healthcare leaders recruit, retain, and develop their teams in a positive work culture – while improving patient care. Be entertained and inspired by actual movie scenes, woven into a interactive program. Backed by the latest research, Andy shares powerful leadership principles from his book "Things LEADERS Say," along with action items to embrace the new workforce revolution in healthcare.



## **Staffing Essentials to Mobilize Organizational Success**

**Clint Maun CSP**

Discover how strategic staffing can drive your organization's success across financial, service, and marketing outcomes. This vigorous, action-packed presentation will showcase proven methods for creating a team-based staffing initiative that ensures long-term organizational viability. Learn how to build and sustain a workforce that fuels results and aligns with your mission for growth and excellence.



## **Breaking the Cycle: Empowering Leaders to Address Bullying & Incivility**

**Dr. Renee Thompson DNP, RN, FAAN, CSP**

Research shows that workplace violence, bullying, and incivility remain top challenges for leaders, yet these behaviors persist. The good news is that targeted interventions can lead to lower turnover, higher employee engagement, and stronger team relationships. This session will equip attendees with practical strategies and tools to create safer, more respectful, and healthier workplace cultures.



# CONFERENCE AT A GLANCE



## CHECK IN & INFORMATION DESK:

SUN 5pm - 7pm  
MON 6:30am - 6pm  
TUES 6:45am - 4:45pm  
WED 7:30am - 4pm

## INTRODUCING CLSAI

Be among the first to experience CLSAI - our groundbreaking AI-powered solution designed to elevate Service Excellence. Discover how CLSAI can unlock new possibilities for patient experience, staff engagement, and organizational performance.



## PARTY LIKE ITS 1999!

Get ready for a high-energy night of food, fun, and '90s nostalgia! Dress up as your favorite '90s sitcom/movie characters, boy/girl band members, or iconic performers and relive the Y2K era in style!



## MONDAY, NOV 10<sup>TH</sup>

7:00am - 8:00am	Breakfast
8:00am - 8:45am	OPENING   Brian Lee   Whatever You Imagine
8:45am - 10:00am	KEYNOTE 1   Jamie Crosbie   Performance, Possibilities and a Yes I Can Mindset
10:00am - 10:30am	Break
10:30am - 12:00pm	1A Brian Lee   CEO Roundtable
BREAKOUT 1	1B Daviess Community Hospital   Implementation Coordinators Unite
	1C Ampla Health   Let's Make a Deal: Don't Get Zonked
	1D Pat Goodberry   Compassion in Action: Supporting Each Other Through Loss
	1E Tim Durkin   Adaptive Leadership: The Essential Skill for Today's Healthcare Leaders
	1F Larry Chatterton   Imagine the Possibilities: From Small Talk to Powerful Connections
12:15pm - 1:00pm	Lunch
1:00pm - 2:15pm	KEYNOTE 2   Clint Maun   Staffing Essentials to Mobilize Organizational Success
2:15pm - 2:30pm	Break
2:30pm - 3:30pm	2A Mira Rollins   Intentional Leadership: Leading with Purpose in Healthcare's High-Stakes Environment
BREAKOUT 2	2B Michele Matt   Don't Let the Bad Apples Drive You Bananas
	2C Grand River Health   From Crisis to Commitment: How We SOARed to Employee Retention
	2D Valley Professionals   RISE Up: Driving Access & Quality Through a Team-Based Incentive Program
	2E Rachel Spalding   From Passion to Policy: Empowering Healthcare Professionals to Become Legislative Advocates
	2F Soundmind Leadership   Upgrade Your Leadership iOS: From Problem-Focused to Outcome-Driven
3:30pm - 4:00pm	Break
4:00pm - 5:15pm	KEYNOTE 3   Michelle Cederberg   Energized for Excellence
6:00pm - 10:00pm	Party Like It's 1999 Networking Party & Dinner

## TUESDAY, NOV 11<sup>TH</sup>

6:45am - 7:30am	Breakfast
7:30am - 8:30am	GAMECHANGER   A Case Study in Exceptional Caregiver & Patient Engagement
8:45am - 10:00am	KEYNOTE 4   Andy Masters   Healthcare Leadership Lessons From Hollywood
10:00am - 10:30am	Break
10:15am - 2:15pm	TRUST EDGE CERTIFICATION   Building High-Trust Leaders & Cultures <i>This special certification requires a separate registration and additional fee. Attendance at a mandatory pre-event webinar on October 31 at 11am CT is also required.</i>
10:30am - 11:30am	3A Richard Hadden   The Stay Interview: A Great Tool for Employee Retention & Engagement
BREAKOUT 3	3B Lynn Sullivan   A People-First Culture is a Winning Business Strategy
	3C Clint Maun   Firsthand Details on Team Staffing Success



## TUESDAY, NOV 11<sup>TH</sup> CONTINUED

<b>10:30am - 11:30am</b> <b>BREAKOUT 3</b> <b>CONTINUED</b>	<p>3D Tug River Health Association   How We Got Our Ducks in a Row and Built a Culture of Recognition</p> <p>3E Hot Springs Health   The Power of the Pivot: Reimagining Service Excellence at HSH</p> <p>3F Compliance Team   Compliance: The Roadmap to Operational Excellence</p>
<b>11:45am - 12:45pm</b> <b>12:45pm - 1:00pm</b> <b>1:00pm - 2:00pm</b> <b>BREAKOUT 4</b>	<p>Lunch with Team Bragging Video Showcase &amp; Awards</p> <p>Break</p> <p>4A Kevin Robbins   The Weight of Your Words: How Leaders Shape Culture Through Language</p> <p>4B Gerrard Jolly   Adaptive Leaders: Essential to Employers of Choice</p> <p>4C Memorial Hospital   Back to the Future of Healthcare: A 75-Year Legacy, a 7-Year Culture Shift, an Ongoing 5-Star Rating</p> <p>4D Kiowa County Memorial Hospital   Where Healthcare and Community Meet: Expanding Access Through Mobile Clinics</p> <p>4E Angie Schierer   Let's Go to College: CARE College for Clinics</p> <p>4F Blue &amp; Co   340B: The Good, The Bad, The Reality</p>
<b>2:00pm - 2:20pm</b> <b>2:20pm - 3:30pm</b>	<p>Break</p> <p>KEYNOTE 5   Andrew Lewis   The Invisible Backbone: Redefining the Standard of Excellence</p>
<b>3:45pm - 4:45pm</b> <b>4:45pm</b>	<p>National Rural Rating System Awards</p> <p>Free Time</p>

## WEDNESDAY, NOV 12<sup>TH</sup>

<b>7:30am - 8:30am</b> <b>8:45am - 10:00am</b>	<p>Breakfast</p> <p>KEYNOTE 6   Renee Thompson   Breaking the Cycle: Empowering Leaders to Address Bullying &amp; Incivility</p>
<b>10:00am - 10:30am</b> <b>10:30am - 11:30am</b> <b>BREAKOUT 5</b>	<p>Break</p> <p>5A Bruce Lee   Be Unreasonable &amp; Extraordinary: The Power of Enthusiasm</p> <p>5B Tara Miller   From Burnout to Beast Mode: Train Your Brain, Tame the Chaos, Take Back Control</p> <p>5C Salina Family Healthcare Center   DO IT to Grow It: Sparking a Positive Culture of Innovation</p> <p>5D TBA   TBA</p> <p>5E Fall River Health Services   Trust Us to Get You Home: Transforming Swing Bed Programs</p> <p>5F Concord Medical   Imagine Better (Best): Redefining Emergency Care Through Performance &amp; Compassion</p>
<b>11:45am - 12:15pm</b> <b>12:15pm - 1:00pm</b> <b>1:00pm - 1:15pm</b> <b>1:15pm - 1:30pm</b> <b>1:30pm - 2:30pm</b> <b>BREAKOUT 6</b>	<p>Lunch</p> <p>Breakthrough &amp; Star Rating Awards</p> <p>Group Photo</p> <p>Break</p> <p>6A Fran Kick   Developing Smarter Followership: How Leaders Can Nurture Smarter Followers</p> <p>6B Michael Bayer   The Guy on the Gurney: The ED Experience of the Guy Who Was There</p> <p>6C Ortonville Area Health Services   Service Excellence Advisors: Developing Our Frontline to Soar as One</p> <p>6D Valley Professionals Community Health Center   Answering the Call: From Chaos to Coordination</p> <p>6E Ely-Bloomenson Community Hospital   Keeping the Fire Lit: Hardwiring CLS Tools</p> <p>6F Caret Health   Discover How One Rural Hospital Boosted Patient Engagement – and Saved \$410,000</p>
<b>2:30pm - 2:45pm</b> <b>2:45pm - 4:00pm</b>	<p>Break</p> <p>KEYNOTE 7   David Horsager   Trust Matters More Than Ever</p>



## TUESDAY NIGHT

Tuesday night is yours to explore! Whether it's poolside vibes, pier adventures, or foodie finds, take the evening to soak up the best of Galveston and recharge for an epic final day.



## LIVESTREAM THE AWARDS

All awards presentations will be live streamed in real time, ensuring everyone has the opportunity to celebrate!

## WEDNESDAY NIGHT OF EXCELLENCE



Join us for an unforgettable night of celebration at the Summit Awards, where we honor over 25 distinguished recipients and toast to the best of the best!

### FREE TIME

4pm - 5:30pm

### FOUNDER'S RECEPTION

5:30pm - 6pm

### DINNER, SUMMIT AWARDS & DANCE

6pm - 11pm



RECOGNIZING EXCELLENCE THROUGH

# AWARDS

AT THE 25<sup>TH</sup> ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE

## THE SUMMIT AWARDS

WEDNESDAY, NOVEMBER 12<sup>TH</sup>, 7:15PM CST

The Summit Awards are a prestigious, North America-wide recognition program established and managed by the HealthCare Service Excellence Conference. These awards honor outstanding achievements in customer service and celebrate impactful initiatives aimed at elevating:

- ♦ The quality of service provided to patients and customers
- ♦ The quality of work life for healthcare professionals
- ♦ The overall performance and effectiveness of healthcare organizations

Participation in the Summit Awards is exclusively available to healthcare facilities involved in the Service Excellence Initiative™. Eligible organizations are invited to submit nominations that showcase their commitment to service excellence.

Award recipients are formally recognized during the closing Night of Excellence banquet – an inspiring event that honors the dedication, passion, and impact of healthcare professionals and organizations leading the way in service transformation. Join us in celebrating those who are setting new standards in healthcare service excellence.



## TUESDAY



### TEAM BRAGGING VIDEO AWARDS

November 11<sup>th</sup>, 11:45AM CST

Organizations actively participating in the Service Excellence Initiative™ are invited to create a video that highlights their facility, team spirit, and journey toward service excellence. Videos submitted will be featured during this showcase, where the top entries will be recognized. Awards will be presented for 1st, 2nd, and 3rd place, celebrating creativity, collaboration, and commitment to excellence.



### NATIONAL RURAL RATING SYSTEM AWARDS

November 11<sup>th</sup>, 3:45PM CST

The National Rural Rating System (NRRS) honors outstanding rural hospitals, critical access facilities, emergency departments, and clinics that go above and beyond in delivering exceptional care. Facilities earning the prestigious 4 or 5 Star rating will be celebrated at this event, highlighting their dedication to quality, innovation, and community-focused health care. This recognition shines a spotlight on organizations that set the standard for excellence, helping them stand out as leaders in rural health.

## WEDNESDAY



### BREAKTHROUGH AWARDS

November 12<sup>th</sup>, 12:15PM CST

The Breakthrough Awards honor organizations that exemplify a deep commitment to delivering outstanding care experiences at every level. From frontline staff to executive leadership, success is driven by the full commitment of all team members. These prestigious awards celebrate the exceptional achievements by facilities that have demonstrated superior patient and family satisfaction, as measured by an independent source - highlighting not just performance, but a lasting culture of excellence.



### STAR RATING AWARDS

November 12<sup>th</sup>, 12:15PM CST

The Centers for Medicare & Medicaid Services (CMS) Star Rating system recognizes hospitals that excel in delivering a high-quality patient experience. Based on patient survey results submitted quarterly, hospitals earning 4 or 5 stars demonstrate exceptional performance in care and service. The annual Star Rating Awards honor hospitals in the Service Excellence Initiative that have achieved this prestigious status - celebrating their ongoing commitment to excellence in patient-centered care.

CELEBRATE  
WITH US

Not everyone from our award-submitting facilities can attend in person – that's why all awards presentations will be live streamed in real time. Streaming access and registration details will be shared closer to the conference date, ensuring everyone has the opportunity to celebrate!





# JOIN US

## FOR THE 25<sup>TH</sup> ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE!

Galveston, Texas | November 10-12, 2025

*Set along the beautiful Gulf Coast, Galveston is the perfect destination to celebrate this milestone event - offering sun, sand, and Southern charm. From beachside relaxation to vibrant attractions, it's the ideal setting for inspiration, learning, and connection. Complimentary shuttle service will run continuously between the San Luis Resort and the Convention Center during conference hours.*

### REGISTRATION INCLUDES

- ♦ 7 Dynamic & Inspiring Keynote Speakers
- ♦ 30+ Practical & Relevant Breakout Sessions
- ♦ 8 Meals & 6 Refreshment Breaks
- ♦ Opening Night Networking Party and Dinner - Party Like it's 1999
- ♦ The 25<sup>th</sup> Annual Night of Excellence Banquet & Dance featuring the Summit Awards

**\$1175USD Full Registration**

**\$950USD Early Bird Rate until Sept 1<sup>st</sup> 2025**

### TWO HOTEL OPTIONS JUST STEPS FROM THE CONFERENCE CENTER

#### Hilton Galveston Island Resort

A convenient, business-focused stay right next door to the venue. Rate: \$169 + tax/night (+ \$15 parking). Call 1-877-425-4753 and mention 2025 HealthCare Service Excellence Conference

#### San Luis Resort & Spa

A luxurious, resort-style retreat with ocean views and a full-service spa. Just a 10-minute walk or quick shuttle ride to the venue. Rate: \$189 + resort fee + tax/night (+ \$15 parking). Call 1-800-392-5937 and mention 2025 HealthCare Service Excellence Conference

**Book by October 13<sup>th</sup>, 2025, or while rooms last!**



**REGISTRATION CLOSES OCTOBER 31<sup>ST</sup>**

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