



Reignite a 5 Star Patient Experience, Fully Staffed™

Create A Culture of Healing
Kindness & Find and
Retain Quality Staff

Agenda

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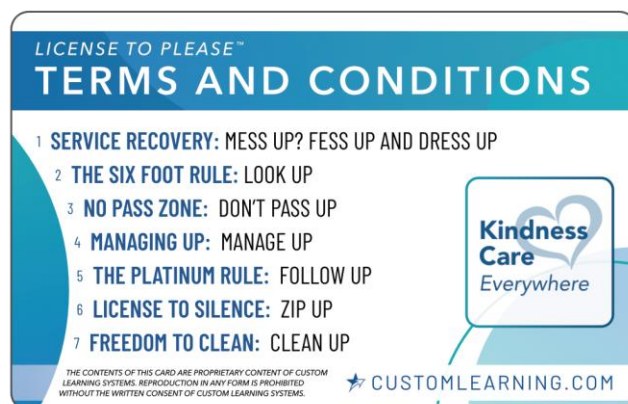
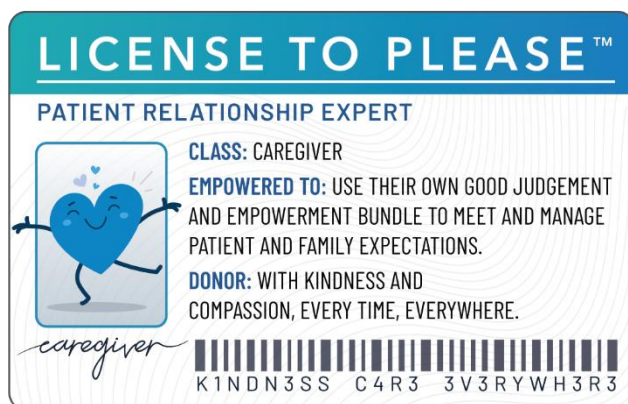
Brian Lee, CSP, Hof
Chief Executive Officer
Custom Learning Systems
& Healthcare's Engagement Expert

- Brian Lee founded Custom Learning Systems Group in 1984 and the HealthCare Service Excellence Conference in 2000.
- He has personally trained and served as an advisor to hundreds of hospitals, clinics, and Federally Qualified Health Centers in North America in the past 40 years alone.
- For two consecutive years, the International Customer Service Association rated Brian, the number 1 Customer Service Speaker in the world.
- Brian is the author of 8 books, including “Keep Your Nurses for Life” and “Skillful Physician Communication”.
- He is also the author of the acclaimed HCAHPS Breakthrough Leadership™ webinar series.
- In the past 40 years, he has travelled 5,000,000 miles to speak 3,840+ time. He has spoken in every state and province in North America and 16 countries worldwide.

PART I – Reignite a Five Star Patient Experience

The 3 Must-Haves of Patient Driven Culture of Engagement

1. Become patient experience **survey literate**.
*"Your people won't care about what they **don't know about**."* - Brian Lee, CSP, HoF
2. Master the **License to Please Empowerment Bundle**.



3. Engage your brightest and best to **teach a patient experience workshop to everyone**, then new hires.

The 5 Paradigm Shifts You Need To Know

1. Stop acting like a **victim**.
2. **Hug your new hires** for a year.
3. Recruit your **own recruits**.
4. It's not an **HR issue**. It is an **operational issue**.
5. **Frontline Engagement** is no longer an option, it is the **answer!**

PART II – Secrets of the Staffing Fix, Fully Staffed

The 6 Recruitment and Retention Best Practices You Need to Own

1. Recruit for every position like you were **recruiting for a physician**.
2. **Replace sign on bonuses** that incentivize job hopping with:
 - **Retention** bonuses
 - Student **loan repayment**
 - **Tuition** reimbursement
 - **Referral** bonuses
3. Implement **team-based interviewing** now (using behavioral interviewing)
4. **Minimize ghosting** of interviews with:
 - Team members **phone applications**
 - Give applicant option of a **different interview location**, or virtually
 - Including **after hours** or **weekends**
5. Appoint **new hire mentors** (buddy/preceptor).
6. **Check-in** with **new hires** before they check out:
 - First day
 - First week
 - Second week
 - First month
 - Sixth month
 - First year
 - Idea: host a 90-day CEO breakfast

Free Tools Request

Reignite a 5 Star Patient Experience, Fully Staffed™

Client: Optima Healthcare Insurance Solutions

Date: May 15, 2025

[Click here](#) or scan the QR code to access this form online:



First Name: _____ Last Name: _____

Organization: _____ City/State: _____

Department: _____ Position: _____

Business Phone: _____ Ext. _____

Cell: _____ Email: _____

1. There are approximately _____ number of employees in our organization.

I am interested in the following educational resources (please ☒ where applicable):

2. ☐ Brian Lee delivering this [Reignite a 5 Star Patient Experience, Fully Staffed™](#) presentation virtually to my leadership team.
3. ☐ Enter a draw for **two (2) scholarships** to attend the 25th annual [HealthCare Service Excellence Conference](#) (November 10 – 12, 2025, in Galveston, TX)
4. ☐ A copy of Brian Lee's e-book: **Keep Your Nurses & Healthcare Professionals for Life**