



Brian Lee CSP, HoF
HEALTHCARE'S ENGAGEMENT EXPERT

KEYNOTES

to Engage, Empower & Transform

KEYNOTE PRESENTATIONS

that Refresh, Restore & Reignite



Brian Lee CSP, HoF — Healthcare's Engagement Expert
Founder and CEO of Custom Learning Systems

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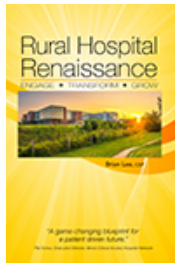
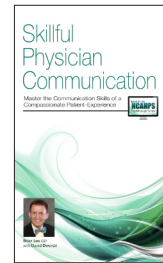
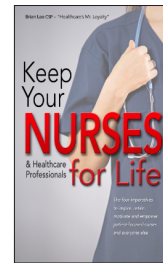
*Put Brian Lee to work for you and your audience to create a
5 Star culture of healing kindness*

Brian Lee CSP, HoF

Healthcare's Engagement Expert



- Brian Lee CSP, HoF, is one of North America's leading experts in the field of improving the patient experience and staff engagement. He is the author of 8 books including *Satisfaction Guaranteed*, *Keep Your Nurses and Healthcare Professionals for Life*, and *Skillful Physician Communication*.
- The International Customer Service Association Conference has recognized Brian as the number one rated Customer Service Expert Speaker in the World for two consecutive years.
- He founded Custom Learning Systems in 1984 and the acclaimed HealthCare Service Excellence Conference in 2000.
- Brian has been awarded the designation of CSP, Certified Speaking Professional, by the National Speakers Association.
- In the past 36 years, he has travelled 5,000,000+ miles to speak 3,840+ times. He has spoken in every state and province in North America and in 16 countries worldwide.



Company OVERVIEW



OUR VISION

Kindness care everywhere



OUR MISSION

Creating a 5 Star culture of healing kindness



We make a difference in the lives of people who make a difference in the lives of people

OUR CREED



www.CustomLearning.com



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[/Custom Learning Systems](https://www.facebook.com/CustomLearningSystems)



[/Custom-Learning-Systems](https://www.linkedin.com/company/Custom-Learning-Systems)



[/CustomLearningSue](https://www.youtube.com/CustomLearningSue)

Reignite the Patient Experience™



RE-ENERGIZE YOUR ENTIRE TEAM'S COMMITMENT TO BECOMING A 5 STAR HOSPITAL OF CHOICE

YOU WILL LEARN HOW TO:

- Gain a buy-in from everyone who is not at the bedside as caregivers and then actively engage them in improving their patient experience
- Achieve a dynamic, positive shift in frontline morale and attitude
- Re-engineer your internal communication process to fully engage and empower everyone at every level
- Enhance, engage, and empower everyone to embrace the *7 License to Please* empowerment tools as a consistent part of their daily practice
- Take advantage of the concept of *Atomic Habits* to focus on the little things that are big things for patients
- Implement the imperatives of 5 Star patient experience
- Enhance personal job satisfaction

"I'm looking forward to my kindness shift in the morning."
– Colleen Smith, CNA, Memorial Hospital

"Just when I think of giving up, I have been inspired to try a little harder."

– Jason Hollis, Lift Team Coordinator, Tri-City Medical Center

"Brian Lee has an engaging way of getting across a critical message to employees who think they are providing good care but are not."

– Jean Jensen, RN, FACHE, VP Redesign/Operational Excellence, Hospital Sisters Health System

"We have lightning in a bottle right here!"

– Julius Pearson, VP of HR, Dickinson County Healthcare System

Secrets of the Staffing Fix™



STOP THE BLEEDING, FIND AND RETAIN QUALITY STAFF

WHO SHOULD ATTEND:

- C-Suite, Executives, Senior Leadership, Managers, Supervisors, or Team Leaders at any level who are serious about fixing their staffing turnover problem and getting and keeping quality talent
- HR Professionals, Recruiters, and Educators who are actively engaged in staff recruitment and retention

YOU WILL LEARN HOW TO:

- Reduce perpetual costly turnover
- Stop pressuring staff for overtime
- Eliminate excessive agency costs
- Reduce vacancies
- Avoid excessive sign-on bonuses

BONUS ENGAGEMENT SKILLS:

- Enhance engagement and retention by focusing on the *License to Please* empowerment tools

"This was one of the most impactful and timely presentations as a leader in healthcare."

– Alexa Lewis, Director of Women's and Children's Care, Bryan Health

"Recruit for every position like you were recruiting for a physician."

– Richard Hadden, MBA, CSP
Author, Contented Cows
Give Better Milk

"Very applicable information with very doable action items that any leader could easily impact to make a difference."

– Stephanie Boldt,
President/CEO,
Crete Area Medical Center

The 5 Star Emergency Department Keynote™

CREATE A TIMELY 5 STAR CULTURE OF HEALING KINDNESS

Transform your Emergency Department into a 5 Star Patient Experience Hub with this results-driven seminar. Equip your team with the mindset and strategies to improve patient satisfaction, streamline workflows, and elevate care standards.

KEY TAKEAWAYS FOR YOUR ED TEAM:

- Master Patient Survey Literacy: Understand and leverage patient feedback to drive excellence
- Craft Your Unique ER Care Promises: Develop a clear, compelling patient experience commitment that sets your ED apart
- Achieve Best-in-Class Throughput: Learn the 10 vital people metrics that optimize patient flow
- Empower Caregivers with the *License to Please*: Give your team the tools to create exceptional patient experiences
- Foster Frontline Ownership: Instill engagement and ownership that creates accountability at every level
- Break the Cycle: Culture Transformation – Avoid repeating past dysfunctional culture practices, by reshaping your ED culture of the future
- Implement 5 Paradigm Shifts: Discover key game-changing strategies to radically improve staffing retention and recruitment

Take your ED from ordinary to extraordinary

Invest in a 5 Star Culture education shift today!



"The best 90 minute investment in patient experience HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone's expectations."

– Robert Boyd, CEO,
Linten Hospital, ND

"Brian opened our eyes about our lack of understanding about our patient experience scores and the vital importance of staff engagement. Brian challenged our leaders to step up and I really appreciated that."

– Jason Cleckler, CEO,
Delta County Memorial
Hospital, CO,

"There was so much power an energy in the room during Brian's presentation. It was the most engaged and energized I have ever seen my management team."

– John Peterman, CEO
Riverside Health System, CO

The 5 Star Nurse™



CREATING A HEALING RELATIONSHIP THROUGH KINDNESS & TRUST

YOU WILL LEARN HOW TO:

- Achieve a breakthrough in 7 of 10 HCAHPS domains by educating and inspiring nurses to earn their 5 Star Nurse™ designation
- Gain a buy-in from 90%+ of your nurses to adopt the 5 Star Nurse™ Habit TRUST Checklist for their individual personal practice
- Reignite nurse energy and commitment to patient and family kindness and compassion
- Focus on the educational curriculum necessary to create a unit-based culture shift to relationship-based mindful presence
- Discover the six steps to nurse and CNA empowerment, including how to hardwire this breakthrough best practice in 8 weeks
- Start motivating your nursing team today by leveraging the 5 Star Nurse Award
- Start using the 5 Star Nurse™ TRUST Habit Checklist right away

“The 5 Star Nurse Initiative is the most engaging and exciting educational process for nursing in the past 20 years and needs to be a must have for every Chief Nurse Officer.”

– Kristin Cole, CNO, Springhill Medical Center

“The most practical and usable tools I have ever received in a seminar.”

– Ellen Gutenber, Director, Clinical Support Services

“Dynamic, thought provoking and practical suggestions that will work.”

– Mariann Doeling, President, Carrington Health Centers

The 5 Star Nurse
☆☆☆☆☆
The 5 Star Nurse Award of Honor

Date: _____

Nominee Info
Name: _____
Position: _____
Unit: _____

Yes, We observed the nominee consistently practices all 5 attributes of a 5 Star Nursing / Patient TRUST

Nominator Info
Name: _____
Position: _____
Signature: _____

Name: _____
Position: _____
Signature: _____

Note: Two nominators required

1.800.667.7325
www.customlearning.com

Resilience, Retention & Self-Care for Leaders™

REFRESHING THE WORKPLACE THROUGH AGILITY, EMPATHY, AND CREATIVITY

YOU WILL LEARN HOW TO:

- Provide nurturing, empathetic support to leaders and employees suffering from the multiple negative side effects of COVID-19 fatigue
- Provide practical mental and emotional first aid as a powerful tool for kindness and retention
- Enhance your understanding of the suffering of others through empathetic, active listening
- Clarify the priority issue that “keeps you awake at night” and know how to deal with it
- Gain enhanced self mastery through the eight facets of resilience
- Bring joy to your work environment by enhancing the quality of positive communication



“Brian Lee is the BEST! Engaging and personable. He also provides great printable tools so you can put the information into action. I appreciate his humor!”

– Sherry Radford, RN,
Care Transitions Manager,
Bryan Medical Center

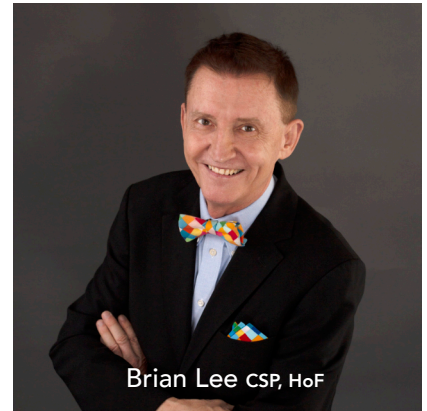
“Very applicable information with very doable action items that any leader could easily implement to make a difference.”

– Stephanie Boldt,
President/CEO,
Crete Area Medical Center

“I knew from the impactful, high energy beginning that this was going to be valuable, intense, and one of the best LDI’s we have had! It was very timely and very needed!”

– Kim Dierks, RN,
Nurse Manager,
Bryan Medical Center

One Minute Name Memory™



HOW TO REMEMBER EVERY NAME... EVERY TIME... FOREVER

“Because in healthcare the point is not simply to remember names, it is to humanize the patient and develop a personal relationship that contributes to their healing.” Brian Lee CSP, HoF

YOU WILL LEARN HOW TO:

- Avoid public embarrassment and humiliation
- Improve patient/customer relationships
- Impress friends and neighbors
- Increase self-confidence and self-esteem
- Form better connections by showing your respect and interest
- Enhance your memory
- Grow sales productivity and results
- Boost audience engagement by knowing your audience member's names
- Reduce stress when meeting new people
- Influence, persuade and get your point across more effectively

“The true art of memory is the art of attention.”
– Samuel Johnson

“Brian Lee always provides interactive, valuable training, with lots of new tips and tricks and reminders on what we have been doing well.”

– Joanna Garneau,
Program Manager,
Eastern Plumas Health Care

“Brian is a true professional. His insights has and continues to improve my life and professionalism.”

– Bryan Weringa, Controller
Dallas County Hospital

“Always having been terrible at remembering names, I resisted. After overcoming the initial fear and utilizing the LISTEN name memory formula, I found I was able to retain all 85 names.”

– Ken Fiske, President,
Panorama Resort, BC

Game Changer™

AI, ROBOTICS & A ROADMAP TO THE FUTURE OF HEALTHCARE & THE PATIENT EXPERIENCE

YOU WILL LEARN HOW TO:

- Recognize the radical disruption taking place around you, in every facet of healthcare delivery, and capitalize on the 12 trends in technology and culture that you need to know
- Rejuvenate your role as a game changer. Honor and acknowledge your caregiver's heroic stories of kindness and compassion. "Every sunrise is an invitation to brighten someone's day." – Richelle Goodrich
- Reenergize your clinical practice by capitalizing on the medical breakthroughs generated by AI, Robotics, and channels of distribution while elevating in importance kindness, compassion and how to make a 5 Star experience the new normal.
- Reengage your caregivers in the Kindness Cure by always remembering that in the patient experience, "There is no such thing as a small act."

"The best way to predict the future is to create it."

– Peter Drucker, Author



"Very engaging and great use of conference topics to rejuvenate, reenergize and reengage!"

– Trina Casner, CEO,
Pana Community Hospital

"Brian is a great speaker and made me want to change some things in my care for my patients"

– Savannah Bouldin, Bothwell
Regional Health Center

"Highly entertaining and motivational!"

– Angie Steiner, Patient
Experience Coordinator,
Daviss Community Hospital

Swing Bed Census Breakthrough™



CREATING A NEW ERA IN RURAL HOSPITAL SUCCESS

Fast track this sustainable innovation in swing bed daily census

YOU WILL LEARN HOW TO:

- Achieve a doubling of swing bed census in 6 months
- Unlock the mystery of relationship-based healthcare sales and marketing
- Unleash your caregivers as enthusiastic advocates
- Focus on the six absolute must-haves for census growth
- Transform your status quo Swing Bed program into an engine of opportunity

"Brian's team doesn't just deliver theory; they deliver a transformative system that works."

– Dennis Burke, President,
Good Shepherd Health
Care System

"The genius is the system."

– Lauren Moulton-Beaudry,
Director of Education,
Front Porch

"Marketing is simply helping people make decisions that are good for them."

– Brian Lee, CSP, HoF

CUSTOMIZED KEYNOTE DIFFERENCE



Here are seven reasons to put Brian Lee CSP, HoF to work for you at your next meeting



Conference Theme

Your meeting theme will be integrated into his presentation in a way that brings it to life



Customization

Brian will go to extraordinary lengths to customize and personally tailor his presentation to meet your strategic meeting goals and make the message relevant to your audience



Speaker Continuity

His message will be linked to other keynote presenters by quoting and referencing them, enabling the audience to see the continuity of your theme



Valuable Learning Guide

Brian will provide a quality customized Learning Guide (not simply a PowerPoint print out) that provides your attendees with practical implementation tools to take away



Two For One

We are happy to deliver an additional breakout presentation (or two) on the same day at no additional fee



Results

Expect a practical and inspirational keynote presentation that your audience will rate a 4.8 + (on a scale of 1 to 5)



Value Added Implementation Tools

Brian has made it his signature trademark to provide attendees with a choice of valuable take-away tools to complement and support his message

5 VALUE ADDED WAYS A BRIAN LEE KEYNOTE ENHANCES THE EDUCATIONAL EXPERIENCE



Choose from these free educational resources

1

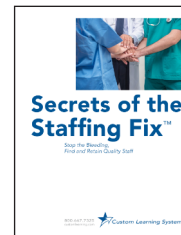
Presentation Education Resources

Four Page Learning Guide

- To be handed out just prior to presentation
- Copy ready original available 3 weeks prior
- Available in digital format via your website in advance

PowerPoint Available for Onsite Education

- We customize the powerpoint
- Available immediately following presentation



2

Brian Lee Digital Books

Satisfaction Guaranteed

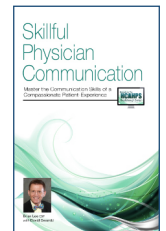
- How to satisfy every customer every time

Keep Your Nurses and Healthcare Professionals for Life

- Four imperatives to inspire, retain, motivate, and empower patient focused nurses and everyone else

Skillful Physician Communication

- Master the communication skills of a compassionate patient experience



3

Live Video Keynote of Same Presentation

Live One-Hour Brian Lee Virtual Keynote Presentation

- Available upon request
- To any member organizations with 80 employees or more



5 VALUE ADDED WAYS A BRIAN LEE KEYNOTE ENHANCES THE EDUCATIONAL EXPERIENCE

CONTINUED

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Brian Lee Educational Webinar Series

HCAHPS Breakthrough Leadership Series™ Webinars

- 13 webinars – one-hour a month, for 13 months
- Targeted for all leadership
- Each webinar includes a downloadable workbook
- Can be viewed at scheduled time or via our on-demand library
- Unlimited access for 16 months
- Opportunity to receive CHPP Designation (*Certified HCAHPS Practicing Professional*)
- Access to 24 implementation tools including a half-hour coaching call



Everyone's a Caregiver® – Caregiver Heroes

- Caregiver Inspiration Bundle
Videos designed to lift viewers spirits and brighten their day by sharing thoughtful and caring ways to:
 - Provide continued kindness care to patients and residents
 - Offer peer care support and solace to each other
 - Apply the same self-care principles to themselves
- Leadership Tools Bundle
These videos are pearls of wisdom on creative ways managers, supervisors and senior leadership can provide practical and inspirational leadership



Engage Series Webinars

Thrive in the new normal with extraordinary transformational education. Choose from these dynamic, complimentary, one-hour education experiences:

- Magic of Engagement – Brian Lee CSP, HoF
- The Six Month Staffing Fix™ – Clint Maun CSP
- Hidden Secrets of Our ACO Journey to Financial Growth and Quality Care – Jacqueline Rae Costley-Reviel RN, BSN, MSN, CEO, Allen Parish Community Healthcare
- Contented Nurses Never Leave – Richard Hadden MBA, CSP
- Marcus Engle Live – Marcus Engle MS, CSP, CPXP
- Driving a Culture of Amazement – Shep Hyken CSP, CPAE
- Burnout to Breakthrough – Eileen McDargh CSP, CPAE
- Love Em' or Lose Em' – Dr. Beverly Kaye

5

HealthCare Service Excellence Conference

IMAGINE: Possibilities, Performance, Patient Experience
November 10-12, 2025 at Galveston, Texas

- Two complimentary registrations per organization



MEETING PLANNERS SAY IT BEST



"Our attendees also greatly appreciate your complete engagement with them and the way you tailored your two talks with pictures and quotes from participants as well as the other speakers. This special touch made us feel like we were your only thought in the world and made a very positive impression that will last for quite some time. Not only were we educated, we were entertained."



Dena Jarog, DNP, RN,
Wisconsin Organization of
Nurse Executives, Program
Chair

"Your presentation was engaging, informative, and entertaining, and our attendees were delighted. We especially appreciated the many insightful approaches you shared with our group, and your story-based methodology was most appreciated."



Robert Duehmig, Interim
Director, Oregon Office of
Rural Health

"Thank you for your outstanding presentation as a keynote speaker. Your presentation of Hardwiring a 5 Star Community Health Experience was as insightful as it was entertaining. Your targeted, focused delivery was on point and the attendees were able to implement many of your suggestions as soon as they were back in their health centers. You immediately connected with the group and lead them through a story based methodology that was truly enjoyable, and therefore valuable to all."



Philip L. Morphew, CEO,
Indiana Primary Health
Care Association

"Once again, your presentation was exactly what we asked for and more. You were engaging and entertaining, all while delivering information that was relevant to each person in the room. Your message was challenging and encouraging to the health care professionals who left that conference ready to bring new ideas and energy to their hospitals and patients. Your ability to interact with the audience by incorporating them into your presentation helps them be attentive and responsive. With that, we saw attendees who were clearly seeing new ways to improve their patient engagement for the first time."



Julia Kettlewell, MPH, BSN,
RNP, Director of Quality, AFMC

"Attendees found your presentation both fitting and insightful, dealing not only with issues confronting rural hospitals across the country, but spotlighting straightforward methods to improve the patient experience in those hospitals. Your recommendations of the Four Must-Haves are environmental game changers for those hospitals and clinics struggling financially today."



Margaret Vaughn, Executive
Director, Illinois Rural
Health Association

"Starting off the conference with Brian's presentation was one of the best things we did. His energy, his ability to engage his audience, and his material were exactly what we were looking for to kick off our conference. I recommend Brian and his organization for HCAHPS improvement, quality improvement, and speaking at your next big event. Feel free to contact me."



Ms. Kyle Cameron, MS,
Flex Program Manager,
Office of Rural Health,
Wyoming Department of Health

MEETING PLANNERS SAY IT BEST



*"Our administrators' comments on your **Magic of Engagement** presentation included 'power packed ideas that are actionable because of the concepts and tools provided', 'excellent information, enthusiastic and realistic application of principals', 'outstanding', and 'excellent presentation'. You demonstrated the usefulness of the message and information to our constituents in the way we had hoped for. So thank you, Brian, for a job well done. Your presentations were well informed, valuable, and motivating."*



Don Wood, MD,
Director, Utah Office of
Primary Care and
Rural Health

"Our audience found your talk on HCAHPS to be engaging, energetic, informative, and powerful. The practical tips you shared helped people break down each HCAHPS domain into more manageable content in order to provide excellent patient healthcare and customer service."



Michelle Mills, CEO,
Colorado Rural Health Center

*"Our unique combination of attendees represented a challenge in addressing our topic **Inspiring Service Excellence**. Bringing these bodies together was a first for us – very important that it be successful and a forerunner of future joint efforts. Your friendly, engaging style is commendable – actually amazing. Obviously, you are a master of your craft and the evaluations reflected that!"*



Joyce Woyted,
Administrative Director,
Emergency &
Psychiatric Services,
Advocate Health Care

"As our keynote speaker you were captivating and

*intentional during your presentation on **Hardwiring a 5 Star Community Health Experience**. Your KPCA tailored presentation with pictures and quotes from the attendees was greatly appreciated and admired."*



Lindsey Young, MBA, Kentucky
Primary Care Association,
Member Services Coordinator

*"Thank you for speaking to our senior leadership team last week in Tulsa, OK. Your messages in **The Magic of Engagement** about improving HCAHPS performance through employee engagement were exactly what we needed to hear – and you nailed it! I have worked in healthcare, and specifically in patient experience for many years, and I've seen and heard a lot of presentations and speeches on the topic. Yours stood out. It was targeted and focused on activities that we could implement immediately. You provided new information and did it in a way that was easy to grasp and act on. You made a real connection with our group and I appreciate this new relationship my organization and it's 10 hospitals has made with you and your team. We are a believer."*

Kevin R. Gwin,
VP, Communications,
Ardent Health Services



"In all the years I have been involved with this conference, your presentation has been the best and you are the only presenter who has been asked to come back. Thank you for the awesome experience you provided to the Nevada Health Care Association."



Daniel Mathis,
Nevada Health
Care Association