

# THE Star Struck Factor in Survey Mastery™

## Mastering the Core Competencies of Patient Experience Survey Ratings and Improvement

### WHO SHOULD ATTEND:

- C-Suite, Executives, Leaders at every level, Board Members, Quality, Physicians & ACP's, and Everyone committed to Improving the Patient Experience

### YOU WILL LEARN HOW TO:

- Understand the purpose and goals of the CMS HCAHPS Inpatient Survey'
- Gain insights into the credibility of all CMS CAHPS Surveys
- Become knowledgeable about the evolution and purpose of public social media "reputation management" rating sites and how they work
- Interpret the impact of social media websites that empower consumers with rating transparency
- Learn the fundamentals of reading and interpreting the patient experience survey data
- Empower your leaders and caregivers to interpret and use patient experience survey reports for continuous improvement
- Master the five questions leaders need to know and answer about their ongoing patient experience scores
- Grow market share about star ratings and their market impact
- Gain important insights about the significant financial impact of survey ratings on market growth and decline

### 2 POWERFUL ACTION TAKE-AWAY-TOOLS:

- The Patient Experience Reporting Protocol Guide
- Seven Steps to Improve Patient Experience Response Rates

### ATTENDEES SAY IT BEST

"Very informational – on point, kept my interest with good takeaways I can implement and take back to the rest of my team."

– JoEllen Patterson, CNO, Pekin Hospital

"Fantastic and very to the point. Explains exactly why it's important to make every encounter count."

– Britney Fox, RN, Allen Parish Community Healthcare

**Friday,  
September 8<sup>th</sup>**

**7:30 AM PDT**

**8:30 AM MDT**

**9:30 AM CDT**

**10:30 AM EDT**

**Register Via:**

**[Zoom Link](#)**



Brian Lee, CSP, HoF

Changing Customer Perceptions Require New Thinking! Join us for this must-have masterclass tutorial in advanced patient experience survey ratings improvement

