

5 Star Experience



***Hardwire Extraordinary
Patient Engagement***

HC+SEC
HealthCare Service
Excellence Conference

January 29 - 31, 2018
San Antonio, Texas
Hyatt Regency Riverwalk



Brian Lee, CSP | CEO Custom Learning Systems

5 Star Experience | Hardwire Extraordinary Patient Engagement

This year the HealthCare Service Excellence Conference has assembled a world-class faculty of experts in the field of patient experience, staff engagement and retention, and physician engagement. Their mission is to share leading edge, proven skills and best practices to equip you and your team to hardwire a "Five Star Experience" and through extraordinary patient engagement deliver an empathetic, kind, and compassionate experience.

Who Should Attend

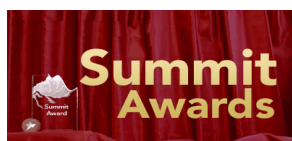
You and
Your Team

Anyone who Believes in Exceptional Employee and Patient Satisfaction

Administrators, CEO, COO, CFO ■ CNE, CNO, and Nursing Leaders n Customer Service/Quality professionals ■ Education & Training Professionals ■ Human Resource Professionals ■ Patient Representatives ■ Physicians/Providers ■ Process Improvement Team Leaders ■ Service Excellence Trainers, "Advisors," "Mentors," and Frontline Leaders ■ Retention and Recruitment Committee Members ■ Service Excellence Council Members ■ Healthcare Suppliers and Vendors ■ Recruiters ■ Volunteers and Volunteer Leadership

Service Superstars | Celebration & Recognition

Celebrating the "Best of the Best" in individuals, teams, leadership, and facilities



The Schedule | Conference At A Glance



Monday, January 29, 2018

7:00 am - 7:30 pm	Registration & Information Desk
8:00 am - 2:00 pm	National Symposium on HCAHPS Sustainability
8:00 am - 12:00 pm	Leadership Academy – Tim Durkin
8:00 am - 3:00 pm	Program Directors – Annual Forum for the CLS Service Excellence Program Directors
4:00 pm - 6:15 pm	Opening Ceremonies/Keynote Never Fly Solo® – Lt. Col. Rob “Waldo” Waldman
6:15 pm - 10:00 pm	Dinner & Movie Night [Team Bragging Videos, Networking & Party]

Tuesday, January 30, 2018

6:30 am - 4:30 pm	Registration & Information Desk
7:00 am - 8:15 am	Breakfast Breakfast By Invitation Only: A CEO’s Journey to Excellence
8:30 am - 10:00 am	Keynote Caring is Everything – David Irvine
10:30 am - 11:30 am	Breakouts 1
11:45 am - 12:30 pm	Lunch
12:30 pm - 1:45 pm	Keynote What’s Your Song – Matt Jernigan
2:00 pm - 3:00 pm	Breakouts 2
3:30 pm - 4:45 pm	Keynote Reach for the Stars – James Robbins
4:45 pm - ...	Free Time



Wednesday, January 31, 2018

6:30 am - 4:30 pm	Registration & Information Desk
7:00 am - 8:00 am	Breakfast Innovate Breakfast – Brian Lee
8:30 am - 10:00 am	Keynote Harnessing Your Passion & Power – Derreck Kayongo
10:30 am - 11:30 am	Breakouts 3
11:45 am - 12:30 pm	Lunch
12:15 pm - 12:30 pm	Team Bragging Videos
12:30 pm - 1:00 pm	Breakthrough Awards
1:00 pm - 1:15 pm	Group Photo
1:30 pm - 2:30 pm	Breakouts 4
3:00 pm - 4:30 pm	Closing Ceremonies/Keynote Recalculate to a 5 Star Experience – Karen Jacobsen
6:00 pm - 7:00 pm	Founder’s Reception
7:00 pm - 11:30 pm	Dinner, Summit Awards, Dance

Symposium | National Symposium on HCAHPS Sustainability

Hardwiring a CAHPS Five Star Patient Experience

Educate. Empower. Transform.

- 2 Inspiring Keynotes ■ 5 Powerful Academies



Opening Keynote | 8:00 am – 9:00 am



Donna Manning

Hardwiring a Five Star Overall Experience™

- A strategic blueprint to engage everyone in delivering a compassionate patient experience every day, everywhere.
- How to implement core leadership competencies that drive frontline engagement and empowerment.

CAHPS Academies | 9:15 am – 10:15 am & 10:45 am – 12:15 pm



Stephanie Staples

#1 HCAHPS Nursing Skills™

Delivering an exceptional relationship based patient experience.

- Master relationship-based communication skills that heal.
- Inspire, and be inspired with an easy to apply model for engaging nurses to shift from being task-driven to mindful presence.



Michele Matt

#2 HCAHPS Skills for Everyone™

Inspire, educate and empower everyone to deliver an extraordinary patient experience, every time.

- Master the skills and best practices of engaging everyone as a caregiver.
- Implement a "license to please" empowerment bundle that transforms renters and squatters, to owners and patient advocates.



Dr. Michael Klein

#3 Skillful Physician Communication™

Evidence based people skills for physicians and medical providers

- Gain a buy-in from skeptical physicians and medical providers to improve the patient experience, and be accountable for their patient relationships.
- Engage physicians and medical providers to utilize feedback as a useful tool to improve the patient experience and their professional practice.



Bruce Lee

#4 The Patient Centered Clinic™

CG CAHPS, Empowering providers and staff to deliver an enhanced/timely patient experience

- Hardwire and sustain a 5 Star clinic of choice patient experience.
- Implement 7 imperatives of timely responsive patient access.

CAHPS Academies continued | 9:15 am – 10:15 am & 10:45 am – 12:15 pm



Michael Bayer &
Mark Brodeur

#5 The High Performance ED™

ED-CAHPS, Hardwiring a timely compassionate emergency patient experience

- Systematically implement the 6 attributes of a patient-driven ED.
- Master pillars of timely ED throughput management improvement.

Lunch | 12:15 pm – 1:00 pm

Closing Keynote | 1:00 pm – 2:00 pm



Marcus Engel

Applied Inspiration™

Transforming the patient experience through the power of narrative medicine.

- Take charge of the small acts of compassion that make a big difference in the patient experience.
- Gain insights into the unique opportunities surrounding trauma and loss.



Leadership Academy | 8:00 am – 12:00 pm



Tim Durkin

Exceptional Leadership Skills That Drive a Five Star Experience

The need for new and different leadership skills in healthcare is greater now than ever before. Previous techniques may no longer be effective. Why? Because healthcare executives now find themselves in a VUCA = (Volatile, Uncertain Complex and Ambiguous) environment. Learn new tools, tips and techniques for thriving in today's healthcare reality.

Patient Experience Academy | 8:00 am – 3:00 pm

Facilitated by
Marla Hassler
& Pam Greene

Annual Forum for the Patient Experience Service Excellence Program Directors

"Very inspirational. Reminded me we are all in the same or a similar place. Just keep moving."
– Mary, Palo Pinto General Hospital

"Ladies did an excellent job of facilitating. Took away many great ideas to take back and hopefully implement." – Mark, Aspen Valley Hospital



Never Fly Solo!®



Lt. Col. Rob
"Waldo" Waldman

Lead with Courage, Build Trusting Partnerships, and Reach New Heights in Healthcare

In today's highly competitive healthcare world of constant change, those who build trust, lead with courage, and work as a team will dodge the missiles of adversity and win. In this high energy, inspirational, and interactive keynote, decorated fighter pilot, New York Times bestselling author, and Hall of Fame Speaker Lt Col (ret.) Waldo Waldman will share tools and techniques to overcome obstacles, adapt to change, and break performance barriers during adverse times. You'll discover how to re-commit yourself to excellence, prepare diligently for every mission; and collaborate with your team of wingmen with trust, mutual support, and courage.

Caring is Everything



David Irvine

Getting to the Heart of Humanity, Leadership, and Life

In this inspiring and engaging keynote address, you will be reminded of why you do what you do, and how to stay in touch with the heart of your work in the midst of the tyranny of the urgent. Step back and gain a renewed perspective on caring from one of Canada's most respected voices on leadership and organizational culture. Based on David Irvine's new book, *Caring Is Everything: Getting To The Heart Of Humanity, Leadership, and Life*, you will be inspired by a new view of who you are and the difference you can make through a stronger authentic and caring presence.

What's Your Song?



Matt Jernigan

Create a 5 Star Experience Through the Extraordinary Gift of You

After having shadowed more than 200 physicians, Matt has experienced resistance, acceptance, anxiety, resentment, gratitude, you name it. What he's learned about physicians is very eye-opening. They face barriers most don't understand. He has developed the tools and the skills to deal with each of these. He has learned how to effectively and efficiently change the way physicians think, act, and react.

With 20 years of performing as a Stand-Up Comedian and Musician, he's learned how to connect with every background, type, and age of audience. Over time he has learned how to engage within 30 seconds. He now uses that training, experience, and expertise in communication to improve patient experience in hospitals across the country. And he has been fortunate enough to see positive measurable results in a very short time.

With the help of comedy and music, he will provide key takeaways to reconnect people with their "Why", their talents, and their desire to improve. He has experienced a huge sense of accomplishment and is excited to share the tips that worked for him. The concept is extremely simple. The application is a challenge. But the key is already within you.

Reach for the Stars



James Robbins

Peak performance that leads to a high performing and engaging staff culture that gets results

How does a healthcare organization reach it's full potential? By being made up of people who are committed to excellence. This session will move your people away from the employee mindset and turn them into vested partners who are committed to the growth of your organization.

In this inspiring session, James shares life lessons from expeditions around the world combined with the recent research from the fields of social psychology, the neurosciences, and human performance to help your people make a shift in how they see themselves within your organization. James also helps your staff ready themselves to face their fears, take risks, find strength to persevere in tough times, and how to contribute to the team. With stunning images and compelling tales, this session will challenge the audience to quit settling for average, whether in life or business, and rekindle the commitment to Reach for the Stars.

Improve the Patient Experience



Derreck Kayongo

Harnessing Your Passion and Power to Improve the Patient Experience

The mission of the presentation is to encourage the power of innovative thinking in the market place. Those who attend the presentation will have an opportunity to see the power of SELF employed to fulfill a dream. Self is an acronym that stands for Service, Education, Leadership and Faith.

Recalculate!



Karen Jacobsen

Recalculate Your Way To a 5 Star Experience

With the combination of Karen's voice and the message that it is never too late to Recalculate, this experience will leave everyone engaged with their potential, and with long term tools to implement immediately.

The GPS Girl® shows you how to create a path and plan to get you swiftly and safely to your destination while giving your best.

Karen takes you on a journey from her small town childhood near Australia's Great Barrier Reef to becoming "The GPS Girl®" whose voice is in more than 400 million GPS devices and smart phones, to building a career and business in the Big Apple. She shares the many starts, stops, detours (and a few disasters) she encountered along her own road to success, proving that it is never too late to recalculate.

Karen's stories are relatable, real-world examples, and her five turn-by-turn directions will show you how to use your internal GPS system to recalculate along the way and reach your destination. However you define it: whether in life, business or both.





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Register | Put Yourself in the Picture!

Your registration includes:

Six Dynamic, World-Class Keynote Speakers
16+ Practical, Relevant, How-to Breakout Sessions
Two Continental Breakfasts
Two Lunches including the Breakthrough Awards Luncheon
Opening Dinner and Movie Night
The 18th Annual Night of Excellence featuring the Summit Awards Banquet & Ball
BONUS: Full Access to the National Symposium on HCAHPS Sustainability with 2 Keynotes and 5 Academies

\$999

Full Registration and Symposium.
Price in \$US [Reflects a \$50.00 savings before January 5, 2018]

\$525

To only attend the National Symposium on HCAHPS Sustainability on January 29, 2018. Price in \$US



Hyatt Regency Riverwalk | San Antonio, Texas



Special conference pricing!

Click on "Book your Hotel" at www.healthcareserviceexcellence.com

The Hyatt Regency San Antonio Riverwalk places you in the heart of San Antonio. This 4-star hotel is on the famous riverwalk and just steps from the Guinness World Records Museum and the Alamo Mission. Enjoy recreational amenities, including a 24-hour health club and an outdoor pool. This hotel also features complimentary wireless Internet access, concierge services, and gift shops/newsstands!

