

February 11–13, 2019 ✨ St. Pete Beach, Florida

# Sustainable Patient Driven Culture



**Hardwiring a 5 Star Patient Experience**

**HC+SEC** HealthCare Service  
Excellence Conference



# Sustainable Patient Driven Culture

## Welcome MESSAGE

### Hardwiring a 5 Star Patient Experience

This year we have recruited a world-class faculty of experts in the fields of patient experience, staff morale and retention, and physician engagement. Their mission is to share leading edge, proven skills and best practices to equip you and your team to overcome the biggest barriers you face to consistently hardwire a 5 star patient experience.

Brian Lee, CSP | CEO Custom Learning Systems

*Don't miss out! Lock in February 11 – 13,  
2019 on your calendar today.*



Anyone who Believes in Exceptional  
Employee and Patient Satisfaction

Administrators, CEO, COO, CFO ■ CNE, CNO,  
and Nursing Leaders ■ 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



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



# The SCHEDULE

## CONFERENCE

... at-a-glance ...

### Monday, February 11, 2019

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	SEI Coordinator Academy – Annual Forum for the CLS Service Excellence Program Directors
4:00 pm - 6:15 pm	<b>Opening Ceremonies/Keynote</b> Hacking the Learning Curve... Sustaining a Lifestyle of Compassion – Bronkar Lee
6:15 pm - 10:00 pm	Networking & Party

### Tuesday, February 12, 2019

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	<b>Keynote</b> The Other End of the Stethoscope – Marcus Engel
10:30 am - 11:30 am	Breakouts 1
11:45 am - 12:30 pm	Lunch
12:30 pm - 1:45 pm	<b>Keynote</b> Motivate This! – Jon Schwartz aka Vinny Verelli
2:00 pm - 3:00 pm	Breakouts 2
3:30 pm - 4:45 pm	<b>Keynote</b> No More Team Drama: Ending the Gossip, Cliques, & Other Crap That Damage Workplace Teams – Joe Mull
4:45 pm	Free Time

### Wednesday, February 13, 2019

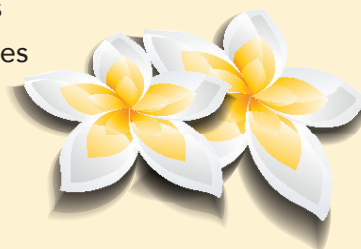
6:30 am - 4:30 pm	Registration & Information Desk
7:00 am - 8:15 am	Breakfast
8:30 am - 10:00 am	<b>Keynote</b> Coloring Outside the Lines... Creating a Sustainable Patient Experience – Jeff Tobe
10:30 am - 11:30 am	Breakouts 3
11:45 am - 12:30 pm	Lunch
12:15 pm - 12:30 pm	Team Bragging Videos Awards
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	<b>Closing Ceremonies/Keynote</b> The Power of Transformation: Changing the Way We See, Think About, and Deliver Excellence – Donna Cardillo
6:00 pm - 7:00 pm	Founder's Reception
7:00 pm - 11:30 pm	Dinner, Summit Awards & Dance



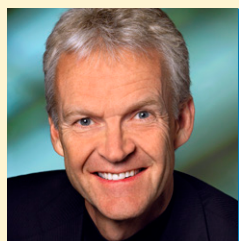
# SYMPOSIUM

Hardwiring a CAHPS 5 Star Patient Experience

- 2 Inspiring Keynotes
- 5 Powerful Academies



## Opening Keynote | 8:00 am – 9:00 am

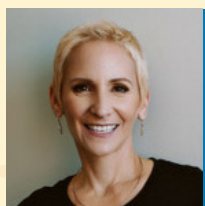


### Authentic Leadership: It's About Presence, Not Position

**David Irvine**

Take this opportunity to step back and gain a fresh perspective on leadership and organizational culture from one of the most respected voices on authentic leadership. Leave this thought-provoking and inspiring session with practical insights and strategies for developing your leadership capacity and taking your culture to a new level – through the power of a stronger leadership presence.

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



### #1 HCAHPS Nursing Skills™

**Stephanie Staples, RN, CSP**

#### 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.

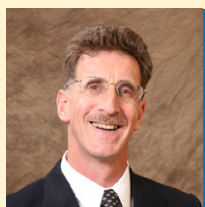


### #2 HCAHPS Skills for Everyone™

**Michele Matt, CSP**

#### 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.



### #3 Skillful Physician Communication™

**Dr. Michael Klein**

#### Evidence based people skills for physicians and medical providers

Gain 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.



### #4 The Patient Centered Clinic™

**Bruce Lee**

#### 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 the 7 imperatives of timely and responsive patient access.



## CAHPS Academies *(continued)* | 9:15 am – 10:15 am & 10:45 am – 12:15 pm



### #5 The High Performance ED™

**Michael Bayer, MBA, CSP & Mark Brodeur, FACHE**

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



### Perfect Chemistry: The Winning Formula for Building Effective Teams

**Andrew Lewis**

It doesn't matter how talented the members are on your team, but rather, how well you work together. In this session you will learn the art and science of creating a world-class team that energizes and produces results.

Pre-Conference  
EVENTS

## Leadership Academy 2.0 | 8:00 am – 12:00 pm



**MORE Exceptional Leadership Skills That Drive a Five Star Experience  
AND Create a Sustainable Patient Driven Culture**

**Tim Durkin, CSP**

Repeating one of last year's highest rated session, Tim returns with Exceptional Leadership Skills Part 2. Healthcare remains a volatile, uncertain, complex and ambiguous (VUCA) environment here in 2019. This session will review key points last year's attendees thought most valuable plus new ideas that will help healthcare leaders of any size hospital or clinic confront today's challenges successfully.

## SEI Coordinator Academy | 8:00 am – 3:00 pm



**Annual Forum for the Service Excellence Program Directors**

**Facilitated by Donna Manring and Chelan MacMillan**

"Very engaging! Great networking and sharing. So glad I attended this meeting!"

"Thanks for being entertaining, allowing the teams to share ideas and have good laughs. I feel that you allowed everyone to feel comfortable and able to ask questions of others, even if they are crazy questions."



# 6 EXTRAORDINARY INSPIRATIONAL COMMUNICATORS...

## Hacking the Learning Curve



Bronkar Lee

**Hacking the Learning Curve... Sustaining a Lifestyle of Compassion.**

The world is changing faster than ever, and we need a solid foundation from which to operate and flow with ease. We must set the tone that allows us to lead with confidence, clarity, and purpose so that the people around us can stay engaged, dynamic, and effective. Regardless of position, we all have the ability to lead others, and what's important is modeling the behaviors that cause people to call us leaders — because what makes us the biggest assets to a company isn't just skills. It's a combination of the skills we possess, the attitude we show up with, and the tone we set for those around us. In order to lead with balance and harmony, we must learn to create a sustainable lifestyle and keep ourselves "in tune" on a daily basis.

## The Other End of the Stethoscope



Marcus Engel

**The Other End of the Stethoscope**

Participants of Marcus Engel's session will be reminded of the vital role they play in the healing process of patients. This keynote details the experience of a young patient during hospitalization, the care and compassion shown by health care professionals and the importance of healthcare professionals to be safe, secure, and appreciated in their role within this sacred field. Participants will come away with an understanding of each patient and co-workers individuality, unique differences, and appreciation for the role every healthcare employee plays in the healing of patients and families. The patient and family experience is absolutely vital in quality, compassionate care.

## Motivate This!



Jon Schwartz  
aka Vinny Verelli

**Motivate This!**

If laughter is the best medicine, then you'll be feeling great after Vinny's keynote. This customized presentation revolves around the BadaBing Philosophy. But don't look for content as the message is simple; "If you're not having fun, you're doing it wrong."





## No More Team Drama



Joe Mull, M Ed

### No More Team Drama: Ending the Gossip, Cliques, and Other Crap That Damage Workplace Teams

This program, based on Joe Mull's new book *No More Team Drama*, describes exactly how to reduce team drama and transform a group of employees into a band of collaborators committed to working hard, getting along, and wowing customers.

Are you tired of your time, attention, and energy getting devoured by team drama?

Gossip. Infighting. Complaints. Cliques. Team drama takes many forms, but they all wreak havoc on organizational health. Drama damages morale, productivity, engagement, and retention. Drama leads to customer complaints, lost revenue, and a talent exodus. It also sucks the life out of every manager it touches, monopolizing their time and obliterating their spirit.

## Coloring Outside the Lines



Jeff Tobe, CSP

### Coloring Outside the Lines . . . Creating a Sustainable Patient Experience

Learn that a sustainable patient experience is attained when we think more creatively about the patient experience by getting our people more engaged at what they do every day!

Tobe is not just entertaining – he believes in the power of creativity to look at healthcare from a new perspective and accept that we now have to consider our internal and external customers' end-to-end EXPERIENCES from the minute they make contact with us to the minute they are done! Jeff encourages you to "start considering every one of your TOUCHPOINTS – those opportunities you or your people have to INFLUENCE the patient experience.

## The Power of Transformation



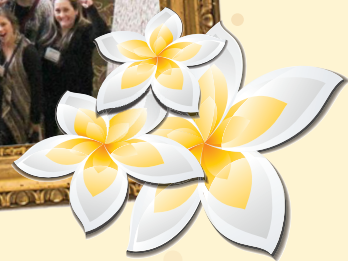
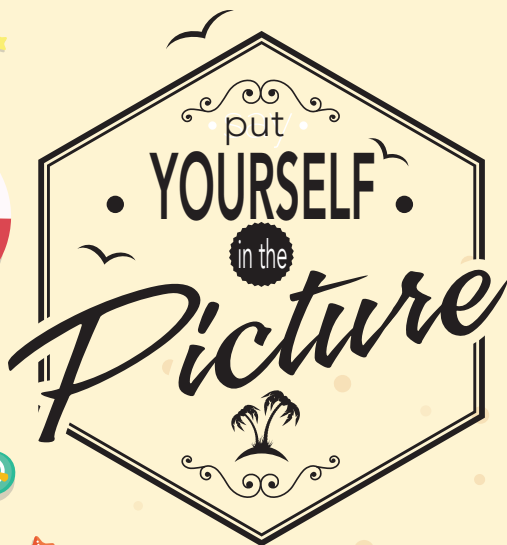
Donna Cardillo,  
RN, MA, CSP

### The Power of Transformation: Changing the Way We See, Think About, and Deliver Excellence

Leave feeling enthusiastic about change, armed with the tools and energy to make it happen in your personal and professional life.

This powerful program confronts the inevitability of change: in our lives and work, and provides strategies to embrace change and stay relevant. You'll discover why we resist change but in reality how change will help us to create a vibrant future for ourselves, our patients, and our staff. Without change there is no growth and if you're not growing you're stagnating! Learn why you need to continuously reinvent yourself; strategies for professional growth; techniques for navigating organizational change; and how to develop and model change stamina.





## Register

### Registration includes...

- ★ 6 Dynamic and Inspiring Keynote Speakers
- ★ 22 Practical and Relevant Workshops
- ★ Includes Meals & Refreshment Breaks (Excluding Tuesday Night)
- ★ Opening Night Networking Party
- ★ The 19th Annual "Night of Excellence" Featuring the Summit Awards Banquet & Dance
- 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 February 11, 2019. Price in \$US



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

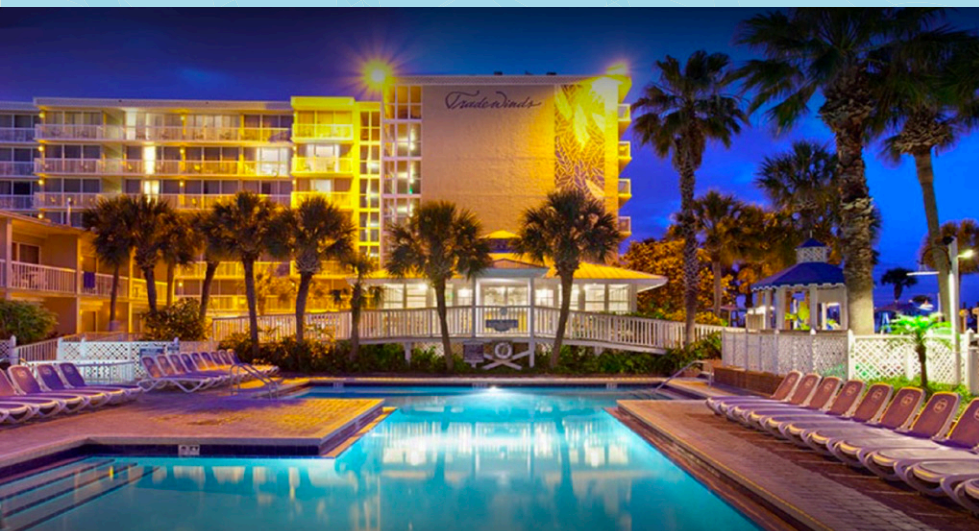
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## TradeWinds Island Resorts

St. Pete Beach, Florida



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TradeWinds Island Resorts — is located on the soft white sands of St. Pete Beach on Florida's Gulf of Mexico. Here, fun comes in sun-kissed doses at this 25-acre beachfront destination. At TradeWinds, you get the best of everything Florida has to offer from beach cabanas to free WiFi. TradeWinds also features 14 dining options for the most discriminating of palates. Get ready for a beach experience like no other.