

Join the growing roster of CEO's whose hospitals have earned the coveted CMS 5 Star Designation thanks to their leader's educational foundation from

The **HCAHPS**
Breakthrough Series™
webinars

**Memorial Hospital, Carthage, IL
achieves CMS 5 Star Distinction**

"The HCAHPS webinar series was foundational to our successful journey to a 5 Star CMS designation"

– Ada Bair, CEO Memorial Hospital Carthage



Center for Rural Health

University of North Dakota
School of Medicine & Health Sciences



Custom Learning Systems

1.800.667.7325 customlearning.com

Discover why leaders at 2,100+ hospitals have made this webinar series the #1 HCAHPS education program in America!

The HCAHPS Breakthrough Leadership Series™ (HBS) includes:

Engaging How-to Roadmap

Designed to provide an engaging, educational, how-to roadmap that will captivate the imagination of attendees to successfully drive positive frontline behavioral change at every level.

One Hour a Month, Time Sensitive Education Blueprint

Each webinar includes a downloadable Learning Guide that features priority best practice tools, LEAN friendly standard operating procedure checklists, and vital implementation skills.

Learn How to Overcome...

The two biggest barriers to improving hospital HCAHPS scores:

- Managers & staff don't know what to do
- Staff don't want to do it

Q What would it mean to your hospital, patients, and community if every leader were HCAHPS competent?

A *Invaluable!*

Who Should Attend?

The CEO, CNO, CMO, Senior Leadership, Physicians, Providers, Directors, Managers, Supervisors, Charge Nurses, and Key Influencers.

The 10% Tipping Point

With 10% of your team participating (5% management and 5% frontline key influencers), you will create a critical mass of expertise to generate sustainable results. You can register 100% of your team members (at no additional charge).

Everyone's a Caregiver

“Everybody depends on somebody for something.”

– Brian Lee, CSP

This series is equally valuable and relevant to your:

- Emergency Department
- Ambulatory/Surgery/Outpatient Dept
- Medical Practice
- Skilled Nursing/LTC Unit

It All Starts with Webinar #1: The C-Suite Role in HCAHPS Transformation™

Capitalize on the entire HCAHPS Breakthrough Leadership Series™ by ensuring your entire leadership team participates in this eye-opening HCAHPS role defining “wake up call.”

A High Impact Agenda that Educates

- Why this HCAHPS domain matters
- Key leadership engagement best practices
- 6-8 competency based proven skills and best practices
- Critical tools and resources
- Key Frontline engagement best practices
- Team “DO IT” Implementation Plan (Daily Ongoing Improvement Tactics)

Create Your Own Timetable

To fully leverage your leaders' busy calendar, the HBS™ Series can be viewed:

- At the pre-scheduled time, or
- At a time that works for you and your team by accessing the library 24/7 anytime after the webinar has aired

It's a Total Package!

Thanks to the financial sponsorship of your webinar series partners, you have **access to the entire HCAHPS Breakthrough Leadership Series™ free of charge**

Each Webinar Comes Complete With:

- n Downloadable **Learning Guide** featuring priority best practice tools, LEAN friendly standard operating procedures checklists, and critical implementation skills.
- n One page **Team DO IT Plan** of all the best practices needed to move scores and sustain improvement.
- n The **Webinar Master™** team DO IT implementation system – a step-by-step guide to achieving sustainable improvement.
- n **Library Access**
Participants who miss any of the scheduled webinar series and wish to revisit or share the content with other employees, can access the HBS™ library for **three months** following the 13th webinar.
- n **CHPP Certification**: Participants have the option of completing a post series online test and earning the designation – **Certified HCAHPS Practicing Professional “CHPP”**

3 HBS™ Value Added Features

Take full advantage of 3 benefits of the complete high-impact education tool kit, including:

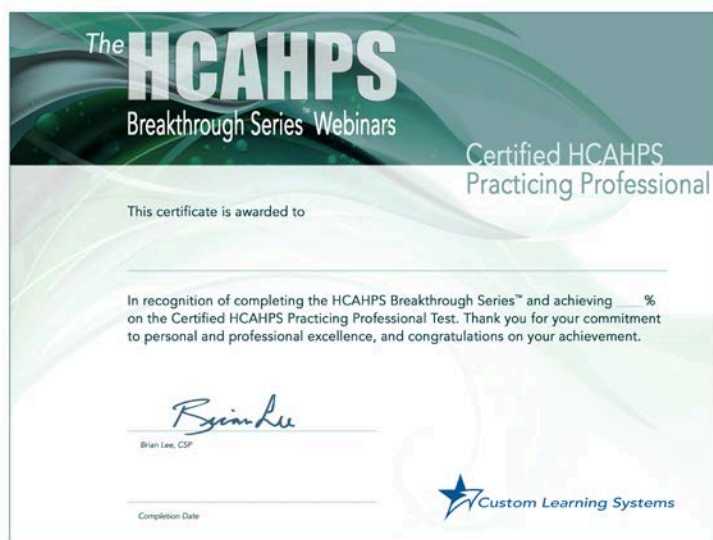
- #1 All **13 Webinars** with unlimited access for 3 months after the last scheduled webinar
- #2 A personalized **coaching call** with author Brian Lee, CSP, HoF
- #3 A customized Leadership Video Keynote **The Magic of Engagement™**, *The 12 Biggest Barriers to Frontline Engagement and How to Overcome Them.*

“ I am happy to report that since taking the course with our managers, our inpatient satisfaction has hit 94%. This is up from dipping down to 89%. There is still work to be done, but we have a great multidisciplinary patient satisfaction focus group that is engaged, and coming up with new ideas weekly. Taking the course was most beneficial for us.”

Jacquelyn Maki, CNO
Oakleaf Surgical Hospital
Altoona, WI

Contact 1-800-667-7325 x2200
or webinars@customlearning.com

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The HCAHPS Breakthrough Leadership Series™ Schedule

All webinars scheduled on Thursdays at: 10PT/ 11MT / 12CT/ 1ET

Webinar	Date
1. Leadership Engagement: The C-Suite Leader Role in HCAHPS Transformation™ <i>Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success</i>	July 20, 2023 37 minutes
2. Quiet at Night: The Quiet Revolution™ <i>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</i>	August 17, 2023 30 minutes
3. Cleanliness of Patient Rooms: Cleanliness Matters™ <i>Cleanliness Is Next to Godliness</i>	September 21, 2023 30 minutes
4. Communication about Medicine: Medication Education Imperative™ <i>Master the Skills of Successful Patient Medication Education</i>	October 19, 2023 32 minutes
<div data-bbox="139 732 532 867" data-label="Image"> </div> <div data-bbox="561 751 1170 852" data-label="Text"> <p>HealthCare Service Excellence Conference November 13-15, 2023 • Rosen Center, Orlando, FL Attend in person or watch our live-stream event</p> </div> <div data-bbox="1276 737 1523 852" data-label="Image"> </div>	
5. Communication with Doctors: Skillful Physician Communication™ <i>Master the Communication Skills for a Compassionate Patient Experience</i>	December 21, 2023 49 minutes
6. Communication with Nurses: Relationship-Based Nurse Communication™ <i>Master Relationship-Based Communication Skills that Heal</i>	January 18, 2024 41 minutes
7. Discharge Information: Discharge Satisfaction Guaranteed™ <i>How to Prepare Every Patient for Safe, Continued Recovery at Home... Every Time!</i>	February 15, 2024 58 minutes
8. Pain Care: Compassionate Pain Care™ <i>Create a Culture of Compassionate Pain Care Through Proven Skills and Best Practices</i>	March 21, 2024 49 Minutes
9. Responsiveness of Staff: Revolutionize Staff Responsiveness™ <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	April 18, 2024 49 Minutes
10. Transition of Care: Care Transitions Done Right™ <i>Engage Staff and Patients in Creating a Seamless Care Transition Experience</i>	May 16, 2024 55 Minutes
11. Overall Rating: High-Performing Overall Hospitals™ <i>A Strategic Blueprint to Engage All Staff in Creating a Compassionate Experience for Patients and Family Throughout their Hospital Stay</i>	June 20, 2024 45 Minutes
12. Willingness to Recommend: The Power of Word-of-Mouth Marketing™ <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	July 18, 2024 58 Minutes
13. BONUS WEBINAR! Marcus Engel: Applied Inspiration™ <i>Discover How Small Acts of Compassion Make a Big Difference in the Patient Experience</i>	August 15, 2024 42 Minutes

Webinar Master™

Team "DO IT" Implementation System

A Step-By-Step Guide to Achieving Sustainable Improvements in HCAHPS Scores



You will know how to:

- Appoint an HCAHPS Domain Owner/Champion
- Create a domain-specific HCAHPS Tactical Plan
- Scheduledynamic "Lunch and Learn" team events
- Fast-trackimproving scoresbyutilizing the **"WWW" (Who will doWhat byWhenandHow) Action Tool**
- Choosean HBS™ SeriesCoordinator to fully capitalize on the Four HBS™ Value Added Features
- Savetime and energyby utilizing the forms and time planners included

Three Phase Implementation System:

PHASE I Planning

PHASE II Webinar
Agenda

PHASE III Implementation

Thirteen Powerful Webinars Hospital Leaders Won't Want to Miss

Discover for yourself why hospital leaders from across the nation are raving about the value and impact of the HCAHPS Breakthrough Leadership Series™

1 Leadership/Executive Strategy

The C-Suite Leader's Role in HCAHPS Transformation™

You will learn how to:

- Effectively educate leaders on the core skills/competencies of how to improve and sustain HCAHPS Patient Satisfaction Survey Scores
- Successfully engage, motivate, and empower staff at every level to own the patient experience and deliver compassionate care to every patient, every time
- Avoid the two fatal mistakes most C-Suites make designing their HCAHPS strategy: create a plan to move scores to the 75th percentile

2 Quiet at Night

The Quiet Revolution™

You will learn how to:

- Ensure that patients get the rest they need in order to heal and recover
- Make them feel like they are honored guests, not objects being "processed" through a mill
- Engage all staff in making an effort to create a healing environment - even as they go about the job of caring for others during the night
- Let patients appreciate special "healing time" when they know they won't be disturbed

3 Cleanliness of Patients Rooms

Cleanliness Matters™

You will learn how to:

- Use a five step coaching model to engage all hospital associates in cleanliness awareness
- Use "behavior labeling" to tell patients what you're doing to keep them safe and comfortable
- Lead a hospital culture that sees Environmental Services and its housekeepers as "life savers"

4 Communication about Medication

The Medication Education Imperative™

You will learn how to:

- Involve family caregivers in new medicine education
- Be certain patients understand all aspects of a new medication
- Reduce medication errors

5 Communication with Doctors

Skillful Physician Communication™

You will learn how to:

- Understand why patients place more importance on doctor's interpersonal skills than on medical judgment or experience
- Help doctors communicate skillfully with patients
- Support physicians to make the most of their time with patients

6 Communication with Nurses

Relationship-Based Nurse Communication™

You will learn how to:

- Manage patient expectations around their hospital stay
- Overcome barriers to better patient communication
- Utilize "Chat Time" as a way to develop a positive relationship

7 Discharge Information

Discharge Satisfaction Guaranteed™

You will learn how to:

- Adapt to patient and family preferences in everyday decision-making
- Eliminate the root cause of most adverse events after discharge
- Provide timely care transition communication and follow-up

8 Pain Control

Compassionate Pain Control™

You will learn how to:

- Evaluate pain as the "5th Vital Sign"
- Overcome misconceptions about pain meds
- Effectively manage patient expectations

9 Responsiveness of Staff

Revolutionize Staff Responsiveness™

You will learn how to:

- Train all staff to overcome service delays - and perform service recovery

- n Establish trust by responding to the patient's emotional needs
- n Allow your empathy to create a privileged intimacy between you and your patient

The HCAHPS Breakthrough Leadership Series™ Tool Kit

This comprehensive HBS™ competency based education program includes 23 ready-to-use how-to tools:

10

Transition of Care

Care Transitions Done Right™

You will learn how to:

- n Apply the five essentials to get care transitions done right – and avoid adverse events
- n Perform a collaborative assessment of care transition needs
- n The key to a timely hand-off and follow-up

The C-Suite Role in HCAHPS Transformation™

1. Tool: Leadership Accountability Agreement Forms

Quiet at Night – The Quiet Revolution™

2. Tool: Satisfaction Guaranteed™ eBook

Cleanliness of Patient Rooms – Cleanliness Matters™

3. Tool: Service Excellence Council Charter

Communication about Medicine – Medication Education Imperative™

4. Tool: Patient Medication Education Team Charter

Communication with Doctors – Skillful Physician Communication™

5. Tool: Skilled Physician Communication At-A-Glance Poster, and Three Thoughtful Questions that Guarantee Improved HCAHPS Scores (Reference)

Communication with Nurses – Relationship Based Nurse Communication™

6. Tool: AIDET and SERVE Communication Tool Mini Poster
7. Tool: Keep your Nurses for Life™ eBook

Discharge Information – Discharge Satisfaction Guaranteed™

8. Tool: Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience.
9. Tool: Discharge Team Charter

Pain Control – Compassionate Pain Care™

10. Tool: Pain Care Resource Team Charter
11. Tool: Pain Care Management Flow Sheet

Responsiveness of Staff – Revolutionize Staff Responsiveness™

12. Tool: Service Recovery Sample Policy
13. Tool: Rapid Cycle Improvement Planner

Transition of Care – Care Transitions Done Right™

14. Tool: The Skilled Nursing Organization Checklist
15. Tool: Person Care Plan Checklist
16. Tool: Care Transition Team Charter

Overall Rating – The High-Performing Overall Hospital™

17. Tool: The CEO's Engagement Checklist
18. Tool: Leadership Empowerment and Retention Survey
19. Tool: The Patient and Family Advisory Council Charter
20. Tool: Active Physician Engagement Checklist
21. Tool: The High Performing Emergency Department Tool Kit

Willingness to Recommend – The Power of Word of Mouth Marketing™

22. Tool: Community First Council Charter

Applied Inspiration™

23. Tool: Ideas Worth Quoting and Reading

11

Overall Rating

High-Performing Overall Hospitals™

You will learn how to:

- n Discover the key evidence-based drivers that directly influence a patient's overall judgment and perception
- n Utilize the **HCAHPS Breakthrough Series Scorecards** to pinpoint specific improvements needed for every domain
- n Crystallize the role of the CEO and senior leadership needed to achieve breakthrough results.
- n Implement core leadership competencies that drive frontline engagement and empowerment

12

Recommend the Hospital

The Power of Word-of-Mouth Marketing™

You will learn how to:

- n Lead the understanding of what "recommend" really means
- n Exceed patient expectations by consistently meeting them
- n Empower an enthusiastic frontline - their good will builds recommendations from your patient population

13

BONUS WEBINAR

Marcus Engel: Applied Inspiration™

You will learn how to:

- n Apply innovative techniques to treat patient challenges
- n Celebrate the healing power of humor
- n Understand the unique issues surrounding trauma and loss

Leadership Skills and Competencies

In addition to 90+ patient experience improvement skills, the HBS™ Series includes 50 practical, ready to apply leadership competencies and best practices, such as:

- 1 C-Suite Role**
 - n Patient Survey Literacy Pop Quiz
- 2 Quiet**
 - n Daily Leader Intentional Staff Rounding
- 3 Cleanliness**
 - n Five Step Coaching
 - n The Service Excellence/Patient Experience Council
 - n Empower RNs as Advocates
- 4 Medication Education**
 - n The Patient Medication Education Team
 - n Keeping Repetitive Communication Fresh
 - n Recognize, Collaborate & Celebrate
- 5 Communication with Doctors**
 - n The Three Thoughtful Questions that Guarantee Improved HCAHPS Scores
- 6 Communication with Nurses**
 - n Bedside Reporting
- 7 Discharge**
 - n The Discharge Satisfaction Team
- 8 Pain Care**
 - n Inspired Coaching
 - n The Pain Care Resource Team
- 9 Staff Responsiveness**
 - n Peer Based Train-the-Trainer
 - n Nine Tools in Support of Staff Responsiveness
- 10 Care Transitions**
 - n Mastering Moments of Truth
 - n Care Transitions Team
 - n Your Partnership with Skilled Nursing
- 11 Overall**
 - n Why Overall Matters BIG Time!
 - n Reality Check & the HCAHPS Balanced Scorecard
 - n The Accountability Protocol
 - n Change Your Culture or Be Doomed to Repeat the Past
 - n Create High-Performance Leadership Engagement
 - n The Highly Visible Leader
 - n Create High Performing Frontline Engagement
 - n Choose Well & Onboard Effectively
 - n Measure Staff Engagement & Continuously Improve
 - n Frontline Engagement Bundle
 - n Create High-Performing Patient Engagement
 - n The Patient & Family Advisory Council
 - n Culture of Continuous Quality Improvement
 - n Active Physician Engagement
 - n The High Performing Emergency Department
 - n Integration with Ancillary & Support Departments
 - n The HCAHPS Hospital Dashboard
- 12 Recommend**
 - n The Reality Check – Revisited
 - n The Power of Referrals
 - n How Patients Choose Hospitals
 - n Unleash the Priceless Value of Lifetime Patient Loyalty
 - n The Mystery Patient
 - n Patient Reality Checks – Done Weekly
 - n Over-Communicate
 - n Tell Stories!
 - n Transform Your Team into Real Life Ambassadors
 - n Lead the Paradigm Shift
- 13 Inspiration**
 - n Marcus Engle Story
 - n Narrative Medicine

Register now...

email: webinars@customlearning.com