



KEYNOTES

*to Engage, Empower & Transform
Community Health Centers*



Custom Learning Systems

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KEYNOTE PRESENTATIONS

that Refresh, Restore & Reignite



The right keynote does more than energize a room—it sparks conversations, shifts perspectives, and inspires meaningful action long after the event ends.

Our keynote presenters bring together a rare blend of healthcare expertise, leadership insight, operational experience, and human-centered storytelling. Whether speaking to executives, physicians, providers, leaders, caregivers, or multidisciplinary teams, our presenters understand the realities of today's healthcare environment and deliver messages that resonate at every level of your community health center.

Each presentation is designed to inform, inspire, and equip audiences with practical ideas that can be translated into everyday actions, helping community health centers strengthen culture, elevate the care experience, and build more engaged teams.

More Than a Keynote. A Transformational Experience.

Reignite the Patient Experience Fully Staffed™

Re-energize your entire team's commitment to The Patient Experience and Employee Recruitment and Retention

How to Become a 5 Star Community Health Center™

Get the 5 star recognition you deserve

Elevate Your Culture: Ignite the Best, Empower the Rest™

Transform your health center through people, partnership and purpose

The 5 Star Provider™

Make Trust Your Pathway to a Personally Rewarding Medical Practice

Resilience, Retention and Self-Care for Leaders™

Refreshing the workplace through agility, empathy, and creativity

What sets the CLS SPEAKER TEAM APART

Healthcare Expertise That Resonates

Our presenters understand the realities of healthcare firsthand, delivering insights that reflect the challenges, opportunities, and complexities facing today's community health centers.

Diverse Perspectives, Tailored Solutions

From clinical and operational leadership to culture, engagement, and patient experience, our speakers bring a breadth of expertise that can be aligned to your audience and objectives.

Inspiration With Practical Impact

Attendees leave with more than motivation—they gain actionable strategies, fresh perspectives, and tools they can immediately apply in their daily work.

Customized for Meaningful Results

Every keynote is thoughtfully tailored to support your event theme, organizational priorities, and desired outcomes, creating a relevant and memorable experience for every audience.

Our Three Step PROCESS

Design Together

Before your event, we meet with your leadership team to understand your community health center, customize the presentation, and ensure it supports your goals. 1

Inspire Your Team

An engaging, high-energy presentation that combines practical strategies, real healthcare examples, and actionable tools your team can immediately apply. 2

Debrief & Plan Next Steps

After the presentation, we reconnect with your leadership team to discuss feedback, answer questions, and recommend practical next steps that fit your goals. 3

Reignite the Patient Experience Fully Staffed™

COMMUNITY HEALTH CENTER



RE-ENERGIZE YOUR ENTIRE TEAM'S COMMITMENT TO THE PATIENT EXPERIENCE AND EMPLOYEE RECRUITMENT AND RETENTION

REIGNITE THE PATIENT EXPERIENCE:

- Unleash the influence and enthusiasm of frontline caregivers
- Change your culture or be doomed to repeat the past
- Master the skills of patient experience survey literacy
- Enhance, engage and empower everyone to embrace the License to Please empowerment skills

SECRETS OF BEING FULLY STAFFED:

- Five paradigm shift you need to know
- How to recruit your own recruits and create a waiting list
- Hug your new hires for a year so they never want to leave

"There's plenty of help. They just don't work for you."

– Clint Maun, CSP, Maun-Lemke

"Brian was fabulous. Gave a ton of helpful gems for building, recruiting and retaining a great workforce!"

– Brandon Jones, MHA,
Director, Health Center
Operations Training,
National Association of
Community Centers

"Brian was insightful and provided some practical solutions that can be impactful to the long-term sustainability of the organization!"

– Alecia Cyprian, PhD, CEO,
Southeast Community
Health Center

"Brian delivers a humorous convivial presentation as to how we work in a relationship business and sustaining our relationships builds a better brand because our people are our brand."

– James Sinkoff, MBA, CPA,
Deputy CEO and CFO
Sun River Health

How to Become a 5 Star Community Health Center™



GET THE 5 STAR RECOGNITION YOU DESERVE

WHO SHOULD ATTEND:

- Equip your members with the strategies and best practices to deliver a 5 star experience

YOU WILL LEARN HOW TO:

- Master the 7 essential clinic survey domains
- Utilize immediately 3 Implementation tools
- Unlock the benefits of achieving 5 Star status with the National Rural Rating System

"Excellent. This content is what I have been searching for. Our caregivers deserve recognition for their work for our community."

– Tracy Studer,
Director of Clinics
Eastern Plumas Healthcare

Elevate Your Culture

Ignite the Best, Empower the Rest™



TRANSFORM YOUR HEALTH CENTER THROUGH PEOPLE, PARTNERSHIP AND PURPOSE

WHO SHOULD ATTEND:

- Ideal for leaders at all levels, including executives, managers, supervisors, team leads, HR professionals, and anyone responsible for coaching, mentoring, or developing others

YOU WILL LEARN HOW TO:

- Unite leaders, providers, and frontline teams around one shared vision for excellence.
- Build a culture where every employee understands their impact on the patient experience.
- Increase engagement, accountability, and ownership without adding unnecessary work.
- Create practical leadership habits that strengthen communication, teamwork, and trust.
- Transform culture into a competitive advantage for attracting patients, providers, and employees.

KEY TAKEAWAYS:

- A practical framework for creating a high-performing, people-centered culture.
- Actionable strategies to improve employee engagement, retention, and collaboration.
- Simple tools to strengthen communication and elevate the patient experience.
- Clear next steps to help your organization become the Employer of Choice, Provider of Choice, and Health Center of Choice.

"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,

5 Star Provider™

MAKE TRUST YOUR PATHWAY TO A
PERSONALLY REWARDING MEDICAL PRACTICE

WHO SHOULD ATTEND:

- Providers & Advanced Care Practitioners, Practice Leaders, CEOs, CNOS, Quality Professionals & Patient Experience Champions. Anyone engaged with Provider services and support

YOU WILL LEARN HOW TO:

- Educate providers to become actively engaged improving the patient experience
- Gain a buy-in and adopt the 5 Star HABITS model of creating TRUST through kindness and communication
- Embrace new patient driven best practices and processes that lead to a consistent 5 star patient and family experience
- Phase in the 5 Star Provider HABIT Checklist as the model for current and future providers to deliver a 5 Star patient experience every time
- Gain a Buy-In for Ten Patient Focused Policies

BONUS TAKE-AWAY TOOL:

- Provider HABIT checklists



"Effective speaker who provides actionable recommendations that can be implemented the moment you walk back into your office."

– Dr. John Foster, Medical Director, Wellpath

"Excellent presentation. Held my attention. Speaker understands the pressures in healthcare and has helpful suggestions."

– Dr. Samantha Wood, Physician, Bon Secour Mercy Health

"Excellent presentation. It would benefit every healthcare organization to have Brian present the 5 Star Physician"

– Dr. David Koronkiewicz, President, Indiana Osteopathic Association

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