



MASTERING HCAHPS LEADERSHIP SERIES

Join the growing number of CEO'S whose hospitals have earned the coveted CMS 5 Star designation thanks to their leader's educational foundation from the Mastering HCAHPS Leadership Series Webinars

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

The Mastering HCAHPS Leadership Series™ (MHLS) 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 MHLS™ 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 **Mastering HCAHPS Leadership Series™** free of charge

Each Webinar Comes Complete With:

- Downloadable **Learning Guide** featuring priority best practice tools, LEAN friendly standard operating procedures checklists, and critical implementation skills.
- One page **Team DO IT Plan** of all the best practices needed to move scores and sustain improvement.
- The **Webinar Master™** team DO IT implementation system – a step-by-step guide to achieving sustainable improvement.
- **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 MHLS™ library for **three months** following the final webinar.
- **CHPP Certification:** Participants have the option of completing a post series online test and earning the designation – **Certified HCAHPS Practicing Professional “CHPP”**

3 MHLS™ Value Added Features

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

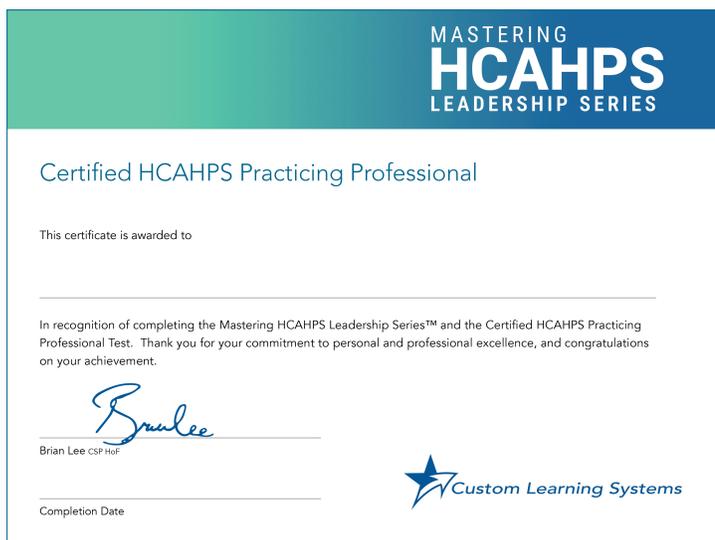
- #1 All **17 Webinars** with unlimited access for 3 months after the last scheduled webinar
- #2 A personalized **coaching call** with author Brian Lee CSP, HoF
- #3 A customized Leadership Video Keynote **The Magic of Engagement™**, *The 12 Biggest Barriers to Frontline Engagement and How to Overcome 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 Mastering HCAHPS Leadership Series™ Schedule

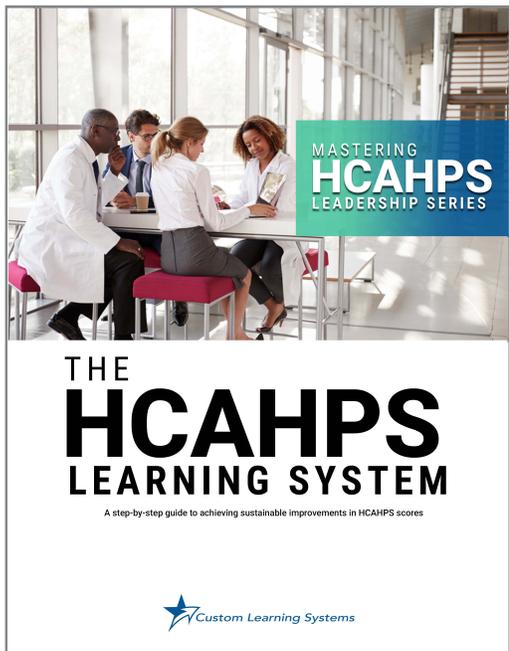
All webinars scheduled on Thursdays at: 10PT / 11MT / 12CT / 1ET

Webinar	Date
1. Leadership Engagement: The C-Suite Leader Role in HCAHPS Transformation™ <i>Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success</i>	September 19, 2024 37 minutes
2. Quiet at Night: The Quiet Revolution™ <i>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</i>	October 17, 2024 30 minutes
3. Cleanliness of Patient Rooms: Cleanliness Matters™ <i>Cleanliness Is Next to Godliness</i>	November 21, 2024 30 minutes
4. Communication about Medicine: Medication Education Imperative™ <i>Master the Skills of Successful Patient Medication Education</i>	December 19, 2024 32 minutes
5. Communication with Doctors: Skillful Physician Communication™ <i>Master the Communication Skills for a Compassionate Patient Experience</i>	January 16, 2025 49 minutes
6. Communication with Nurses: Relationship-Based Nurse Communication™ <i>Master Relationship-Based Communication Skills that Heal</i>	February 20, 2025 41 minutes
7. Discharge Information: Discharge Satisfaction Guaranteed™ <i>How to Prepare Every Patient for Safe, Continued Recovery at Home... Every Time!</i>	March 20, 2025 58 minutes
8. Pain Care: Compassionate Pain Care™ <i>Create a Culture of Compassionate Pain Care Through Proven Skills and Best Practices</i>	April 17, 2025 49 Minutes
9. Responsiveness of Staff: Revolutionize Staff Responsiveness™ <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	May 15, 2025 49 Minutes
10. Transition of Care: Care Transitions Done Right™ <i>Engage Staff and Patients in Creating a Seamless Care Transition Experience</i>	June 19, 2025 55 Minutes
New Information About Symptoms: Healing Signals™ <i>From Symptoms to Solutions</i>	July 10, 2025 TBD
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>	July 17, 2025 45 Minutess
New Care Coordination: Seamless Care™ <i>Crafting Care, One Connection at a Time</i>	August 14, 2025 TBD
12. Willingness to Recommend: The Power of Word-of-Mouth Marketing™ <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	August 21, 2025 58 Minutes
New Restfulness of Hospital Environment: Rest Assured™ <i>Creating a Restful Environment that Drives Healing</i>	September 11, 2025 TBD
13. BONUS WEBINAR! Marcus Engel: Applied Inspiration™ <i>Discover How Small Acts of Compassion Make a Big Difference in the Patient Experience</i>	September 18 2025 42 Minutes

The HCAHPS Learning System

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
- Schedule dynamic “Lunch and Learn” team events
- Fast-track improving scores by utilizing the **“WWWH”** (*Who will do What by When and How*) Action Tool
- Choose an HBS™ Series Coordinator to fully capitalize on the Four HBS™ Value Added Features
- Save time and energy by utilizing the forms and time planners included

Three Phase Implementation System:

PHASE
I Planning

PHASE
II Webinar
Agenda

PHASE
III Implementation

Seventeen 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 Mastering HCAHPS 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

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

10 Transition of Care

Care Transitions Done Right™

You will learn how to:

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

11 Overall Rating

High-Performing Overall Hospitals™

You will learn how to:

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

- Lead the understanding of what "recommend" really means
- Exceed patient expectations by consistently meeting them
- 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:

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



Learn How to Master the Three New HCAHPS Domains Your Patients Want You to Know

Put to work the knowledge and experience of our Engagement experts with over 40 years of improving the patient experience.

Healing Signals

This is from Information About Symptoms. From symptoms to solutions

You will learn how to:

- educate patients on symptoms to boost safety
- standardize discharge processes for better outcomes
- master effective communication and teach-back strategies
- build a coordinated care team to optimize care

Webinar Release Date: July 10, 2025

The Art of Seamless Care

This is from Care Coordination. Crafting Care, one connection at a time.

You will learn how to:

- leverage communication to boost care outcomes
- apply practical strategies for effective care coordination
- empower patients and caregivers in the care process.
- maximize the benefits of coordination tools

Webinar Release Date: August 14, 2025

Rest Assured

This is from Restfulness of the Hospital Environment. Creating a Restful Environment that drives Healing.

You will learn how to:

- harness rest for essential healing
- build a multidisciplinary team that champions rest
- design a hospital environment that results in rest
- effectively educate patients on the benefits of rest

Webinar Release Date: September 11, 2025

Leadership Skills & Competencies

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

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

Register now...

email: webinars@customlearning.com