



IGNITE THE PATIENT EXPERIENCE™

Create a 5 Star Culture
of Healing Kindness

COMMUNITY HEALTH CENTER

SHIFT THE FOCUS BACK TO PEOPLE

*A deep dive into fixing staffing
and becoming an employer and
provider of choice*



Pam Tripp CEO
CommWell Health
Four Oaks, NC

“You need to talk to CLS if you want to improve your patient satisfaction results and become the Community Health Center of Choice. This is not a flavor of the month program, it’s a culture change in patient and employee satisfaction.”

“Partnering with CLS was a great move on our part, to really coalesce and engage all of our staff to deliver a higher level of service to our patients and each other. We have seen the results, and it’s been great!”



Paulo Soares CEO
Camerana Health
Madera, CA

FOUR KEY DELIVERABLES

Ignite is a high-intensity onsite working session that gives your leadership team clarity, alignment, and a customized blueprint for measurable, lasting improvement

Gain buy-in, engagement and ownership

Your executives, providers, and frontline staff aligned around a single vision

Access to 20+ Tools and Best Practices

Practical framework your team can deploy immediately

Receive a Three Year Blueprint

With input from leaders and caregivers, providing you with a sequenced implementation plan

Executive Debrief

A 90-minute debrief with your leadership team so everyone knows where to start and what to prioritize

“There is nothing like having your frontline be owners and feel empowered to do what is right every single day for patients, families and the community.”

Ada Bair CEO
Memorial Hospital in Carthage, IL

DAY ONE

DISCOVERY

A facility tour and focused conversations with different groups to uncover what's actually happening, not just what looks good on paper.

We identify barriers, clarify priorities, and separate what's urgent from what's realistic.

Focus Groups with

Frontline Staff

Non-Clinical Department Heads

Board, Physician & Advanced Care Practitioners

Nursing & Clinical Leaders

Executive Team Debrief



DAY TWO

INSPIRATION

Explore the process of sustainable culture change, advanced leadership influencing skills, and how to hardwire engagement and accountability.

4-hour Presentation

AGENDA

- Advanced Leadership
- Influencing Skills
- Process of Culture Change
- 5 Imperatives to Become 5 Star
- Inspiration
- Leader & Caregiver Engagement

WHO TO INVITE

Leaders, Board, Frontline Caregivers, Patient & Family Advisory Council, Community Leaders

2-hour Presentation

AGENDA

- How We Partner to Create 5 Star Distinction
- Time Commitment
- 5 Implementation Options

WHO TO INVITE

C-Suite, Board

Everyone signs a Kindness Pledge



TEN DAYS LATER...

you will receive your very own *Blueprint to Hardwiring a 5 Star Experience™* Plan & 90-minute debrief

This custom-tailored and comprehensive plan contains a three-year actionable set of recommendations that provide your leadership team with a step-by-step blueprint to:

- Move patient experience scores to 5 Star
- Strategically improve:
 - ◆ Patient experience
 - ◆ Employee satisfaction
 - ◆ Physician/provider engagement
 - ◆ Market share growth
- Eliminate issues of concern to frontline staff that are a barrier to their active engagement
- Hardwire priority patient satisfaction best practices that are essential to overall improvement
- Create an effectively chartered Service Excellence Council to enable leadership and frontline to continuously improve the patient experience
- Engage your ancillary and support departments to proactively assist caregivers
- Educate your physicians/providers to ensure patient experience scores improve
- Launch a market growth initiative that will capitalize on the dynamic improvements to your patient experience scores

BENEFITS OF IMPLEMENTING THE 5 STAR JOURNEY BLUEPRINT

By implementing the recommendations contained in your *Blueprint to Hardwiring a 5 Star Experience™* Plan you will:

- Systematically hardwire a caregiver empowerment education bundle that transforms staff 'renters' into 'owners'
- Ensure your patient satisfaction measurement process is appropriate, timely and effectively utilized
- Ensure your work environment, including the phone system, effectively supports your people and processes to provide the competency based foundation necessary for frontline engagement and empowerment
- Activate a high visibility senior leadership communication process that will earn the trust and confidence of frontline staff necessary to achieve strategic objectives
- Reengineer your internal communication process to fully engage and empower everyone at every level
- Implement a leadership accountability bundle that hardwires active director/manager participation in the improvement process
- Implement a dynamic leadership empowerment education program that turns managers into leaders
- Fine tune your staffing compensation policies to remove any unnecessary caregiver distractions
- Unleash your human resources/ performance appraisal policies in order to capitalize on fully engaged and motivated caregivers
- Implement an onboarding/retention bundle that keeps and attracts world class talent
- Initiate an annual *Strategic Patient Experience Improvement Plan™* to ensure continuous momentum for this comprehensive initiative
- Provide necessary information to your board to ensure their active understanding, participation and support for your patient experience improvement initiative

MEET OUR FACULTY



Brian Lee CSP, HoF
CEO & Founder



Mark Brodeur MHA, CXP
VP for Partner Success



Dennis Shelby LCSW
VP of Process Improvement



Michael Kolenda PhD
VP of Process Improvement



Ron Webb FACHE, MBA, MHA
Implementation Specialist



Michael Bayer CSP, AS
VP of Process Improvement



Rachel Spalding
DNP, RN, NEA-BC
CNO, VP of Process Improvement



Andrew Lewis
CMT, CMed, WFA
VP Implementation Services



Larry Chatterton
Implementation Specialist



Michelle Matt CSP
Implementation Specialist



Tim Durkin CSP
Implementation Specialist



Pat Goodberry
Chief Operating Officer

20+ IMPLEMENTATION TOOLS AND BEST PRACTICES

Books for Your Executive Leaders

1. *Satisfaction Guaranteed™*
2. *Keep Your Nurses and Healthcare Professionals for Life™*
3. *One Minute Name Memory™*

Frontline Focus Group

4. The 5 Attitudes of Engagement poster

Department Head Non-Clinical Focus Group

5. Brainstorm a comprehensive set of educational modules for a two hour caregiver workshop
6. My LIST recognition and appreciation tool

Clinical Leaders Focus Group

7. Facilitate How to Gain a Buy-in for Change workshop
8. Learn how to implement The 5 Star Nurse in You tool
9. Facilitate the creation of your own Nursing Kindness Culture Plan

Research ITPE Design

10. Community Health Center Best Practice Gap Analysis

Board/Physician/Provider Focus Group

11. *The Star Struck Factor™* seminar improving the patient experience
12. *Skillful Physician Communication™* book by Brian Lee, for Physicians and Advanced Care Practitioners
13. Five Steps to Improve Patient Survey Response Rates implementation guide

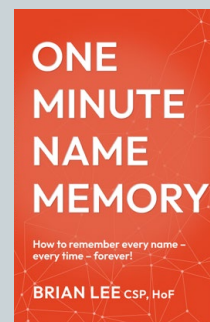
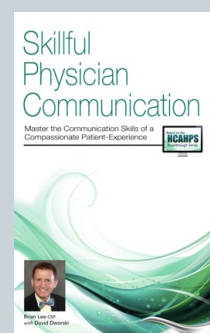
Executive Committee Debrief

14. License to Please™ wallet card
15. How to Organize and Lead a CEO Town Forum agenda and planning guide
16. CEO Town Hall Forum Q & A and evaluation cards

Ignite the Patient Experience™ Seminar

17. Ignite the Patient Experience™ learning guide
18. 52 Ideas Worth Quoting inspirational posters
19. How to Conduct Inspiring Meetings agenda
20. Blueprint to Hardwiring a Five Star Patient Experience learning guide
21. Implementation Coordinator role description

LIBRARY OF BOOKS INCLUDED





IGNITE
THE PATIENT
EXPERIENCE™



The return is real. And measurable.

Organizations that implement their Blueprint consistently see movement toward 5 Star performance, stronger retention, reduced operational friction, higher provider engagement, and community trust

**Let's talk about
what's possible.**

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