



IGNITE THE PATIENT EXPERIENCE™

Create a 5 Star Culture
of Healing Kindness

HOSPITAL

SHIFT THE FOCUS BACK TO PEOPLE

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



Craig Desmond CEO
Lubbock Heart &
Surgical Hospital in
Lubbock, TX

Having Custom Learning Systems work with our team live was a great breath of fresh air and incredibly enlightening. They did an amazing job, and our entire team found the experience productive and informative. Our hospital was hungry for this focus on elevating the patient experience and empowering our people, and they gave us a clear roadmap.

CLS helps you make positive changes. They gave us the tools to transform our culture and enabled us to create a 5 Star patient experience culture.

When we started our Press Ganey employee engagement survey was at the 16th percentile. Last year we were at the 96th percentile.



Patricia Banks CEO
Ely-Bloomenson
Community Hospital in
Ely, MN

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 25+ Tools

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 live 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 & Providers

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 HCAHPS and 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 clinical and bedside caregivers
- Educate your physicians/providers to ensure HCAHPS 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 significant improvement at the bedside utilizing the nursing patient experience best practices bundle
- Fully leverage and benefit from the HCAHPS Breakthrough Series™ webinars
- Effectively utilize your patient satisfaction measurement process
- Ensure your work environment, including the phone system, effectively supports your people and processes for frontline engagement and empowerment
- Align your emergency department throughput with your comprehensive patient experience improvement process
- Fully engage your outpatient experience team to improve the patient experience
- Integrate your medical practice(s) into the overall patient experience improvement process
- Activate a high visibility senior leadership communication process that will earn the trust and confidence of frontline staff to achieve strategic objectives
- Reengineer your internal communication process to fully engage and empower everyone at every level
- Hardwire active director/manager participation in the improvement process with a leadership accountability bundle
- Utilize dynamic leadership empowerment education to turn 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
- Make use of an onboarding/retention bundle that keeps and attracts world class talent
- Initiate an annual Strategic HCAHPS/ Patient Experience Improvement Plan™ to ensure continuous momentum
- Provide necessary information to your board to ensure their active understanding, participation and support
- Totally integrate your long term care unit(s) into the comprehensive patient experience improvement initiative

MEET OUR FACULTY



Brian Lee CSP, HoF
CEO & Founder



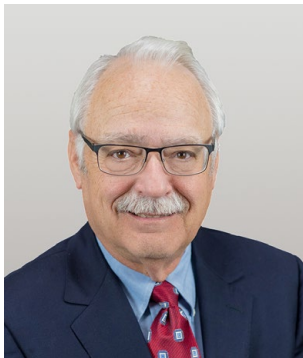
Mark Brodeur MHA, CXP
VP for Partner Success



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

25+ 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. Blueprint to start a Pet Visitation/Therapy Program
7. My LIST recognition and appreciation tool

Clinical Leaders Focus Group

8. Facilitate How to Gain a Buy-in for Change nurse leader workshop
9. Learn how to implement The 5 Star Nurse in You tool
10. Very Good Care Means to Me patient engagement template
11. Setting a Daily Healing Goal patient engagement template
12. Facilitate the creation of your own Nursing Kindness Culture Plan

Research ITPE Design

13. Hospital of Choice Gap Analysis

Board/Physician/Provider Focus Group

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

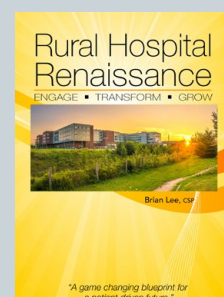
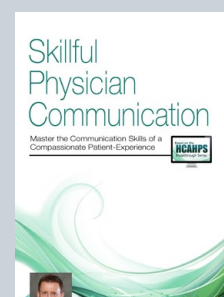
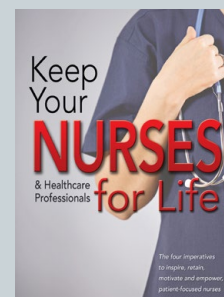
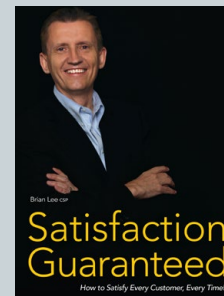
Executive Committee Debrief

17. License to Please™ wallet card
18. How to Conduct New Patient Welcome Visits education guide
19. How to Organize and Lead a CEO Town Forum agenda and planning guide
20. CEO Town Hall Forum Q & A and evaluation cards

Ignite the Patient Experience™ Seminar

21. Ignite the Patient Experience™ learning guide
22. 52 Ideas Worth Quoting inspirational posters
23. How to Conduct Inspiring Meetings agenda
24. Blueprint to Hardwiring a Five Star Patient Experience learning guide
25. Training Grant program guide
26. 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 physician engagement, and community trust.



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

Rhonda Stel

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