



# NHLN

National Healthcare  
Leadership Network

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Leadership Network

## VISION

Build a better healthcare leader,  
build a better world

## MISSION

To provide healthcare associations  
with live or live streaming leadership  
and professional development  
educational programming, at no cost  
to the partnering group

## MEMBERSHIP

We provide you unlimited access  
to NHLN's education library for an  
annual membership fee of \$1250.00

## NHLN FOUNDING SPONSOR

The proprietary educational content  
for NHLN is provided by  
Custom Learning Systems



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# 5 Ways NHLN Empowers Your Members to 5 Star Success

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Patient Experience™



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# SIGNATURE WEBINAR SERIES

A complimentary three-webinar series  
designed and delivered exclusively for you.



## PICK THREE TO EDUCATE, EMPOWER & TRANSFORM

1. Reignite the Patient Experience Fully Staffed™
2. Master the New HCAHPS™
3. How to Become a 5 Star Clinic™
4. The 5 Star Emergency Department™
5. Secrets of the Staffing Fix™
6. Swing Bed Census Breakthrough™
7. Five Strategies to Grow Revenue & Beat Inflation™

## PRESENTED BY



**Brian Lee** CSP, HoF  
CEO & Founder  
Custom Learning Systems



**Rachel Spalding**  
DNP, RN, NEA-BC  
CNO  
Custom Learning Systems



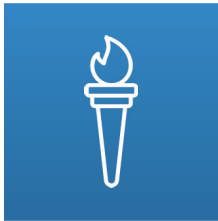
**Kevin Robbins** MDiv  
Implementation Specialist  
Custom Learning Systems



**Michele Matt**  
CSP, CVP  
Implementation Specialist  
Custom Learning Systems

# KEYNOTES

Schedule a live Brian Lee keynote to inspire your members.



## Reignite the Patient Experience™

Re-energize your entire team's commitment to becoming a 5 Star provider & employer of choice



## The Secrets of the Staffing Fix™

Stop the bleeding, find and retain quality staff



## The 5 Star Emergency Department™

Create a timely 5 Star culture of healing kindness



## One Minute Name Memory™

How to remember every name... every time...

\*Speaker fee waived for NHLN members. Hosting organizations are responsible for associated travel expenses

"Our attendees also greatly appreciate your complete engagement with them and the way you tailored your two talks with pictures and quotes from participants as well as the other speakers. This special touch made us feel like we were your only thought in the world and made a very positive impression that will last for quite some time. Not only were we educated, we were entertained."



Dena Jarog CNP, RN  
Program Chair,  
Wisconsin  
Organization of  
Nurse Executives

"Your presentation was engaging, informative, and entertaining, and our attendees were delighted. We especially appreciated the many insightful approaches you shared with our group, and your story-based methodology was most appreciated."



Robert Duehttig  
Interim Director,  
Oregon Office of  
Rural Health



## PRESENTED BY HEALTHCARE'S ENGAGEMENT EXPERT

Brian Lee CSP, HoF  
CEO & Founder, Custom Learning Systems

# IGNITE THE PATIENT EXPERIENCE™

**Empowering three organizations with a fully funded patient experience transformation.**

Ignite the Patient Experience™ is a two-day on-site event designed to build buy-in, engagement, and ownership, while equipping your team with practical tools and a roadmap to enhance the patient experience across your organization.



## LIMITED AVAILABILITY

Three ITPE grants are available and will be awarded to the first three qualified applicants – allowing them to participate in this event at no cost (for non-CLS clients only).

## SUCCESSFUL GRANT RECIPIENTS WILL RECEIVE



### **Customized 2-Day Onsite Program**

*led by two expert facilitators*



### **In-Depth Discovery and Engagement**

*5 targeted focus groups*



### **Actionable Best Practices**

*25+ implementation tools*



### **Inspiring Live Presentations**

*4-hour session to energize everyone*



### **Leadership and Team Buy-in**

*Unifying frontline staff and executives*



### **Strategic Roadmap for Success**

*Receive an actionable 3-year plan within 10 days*

# HEALTHCARE SERVICE EXCELLENCE CONFERENCE

Six scholarships to the 26th Annual HealthCare Service Excellence Conference November 9-11, 2026 at the Grand Sierra Resort in Reno, Nevada.

- Each NHLN State Association receives six scholarships to distribute via a state wide membership draw (for non-CLS clients only)
- Each ticket is good for in-person attendance (or virtual on-demand viewing of keynote sessions only in January 2027)
- Value \$1,195 each (does not include travel or hotel)



*"While the keynote speakers were wonderful, I truly learned a lot in the breakout sessions. I also got to meet a lot of great people from several hospitals all over the country. Great experience."*



Randall Dauby CEO  
Pinckneyville Community Hospital

*"I thought the conference as a whole was great. I gained a great deal of knowledge and I am eager to share all that I have learned with my team towards our efforts of becoming a 5 star hospital!"*



Payton Gambill  
QI/Risk Management Specialist,  
Powell Valley Healthcare



## #1 RATED PATIENT EXPERIENCE CONFERENCE

There is a reason the HealthCare Service Excellence Conference is one of the most highly rated conferences in the USA today... brilliant and revitalizing keynote speakers; engaging breakout sessions; and a joyful and positive culture where attendees become experts at improving the patient and employee experience.

Discover for yourself an implementable prescription for frontline and leadership engagement at this year's conference!

[www.healthcareserviceexcellence.com](http://www.healthcareserviceexcellence.com)

# ADDITIONAL DYNAMIC WEBINARS

Designed exclusively for hospitals, clinics, leaders and frontline caregivers to illuminate a clear path for career and personal advancement.

## MASTERING HCAHPS LEADERSHIP SERIES™



- 13 webinars – one-hour a month for 13 months
- Targeted for all leadership
- Each webinar includes a downloadable learning guide
- Can be viewed at a scheduled time or via on demand library
- Unlimited access for 16 months
- Access to 24 implementation tools including a half-hour coaching call

## ENGAGE WEBINAR SERIES



### Ignite the Best, Empower the Rest

Brian Lee CSP, HoF

*The ten imperatives of caregiver inspiration everyday*



### Empathy & Self Care for Caregiver Heroes

Andrew Lewis MTS, BCCC, QMed

*Tools to inspire frontline team resilience in the face of adversity*



### Mastering the New HCAHPS

Rachel Spalding DNP, RN, NEA-BC

*Understanding the 2025 changes to the CMS HCAHPS survey*



### Driving a Culture of Amazement

Shep Hyken CSP, CPAE

*A step-by-step blueprint to creating a patient driven culture*



### Resilience, Energy & Self Care

Bronker Lee, CEO & Coach

*Amplify health, joy, and personal power for you and your team*



### Burnout to Breakthrough

Eileen McDargh CSP, CPAE

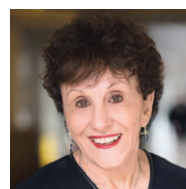
*Building resilience to refuel, recharge and reclaim what matters*



### Contented Nurses Never Leave

Richard Hadden MA, CSP

*How to find and keep the nurses your patients need*



### Love Em' or Lose Em'

Dr. Beverly Kaye

*How to retain and engage your amazing employees*

# NHLN MEMBERSHIP



## NATIONAL ASSOCIATIONS



# TRUSTED PARTNERS

We honor our Trusted Partners whose support for NHLN makes it all possible.





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## CONTACT US

Reach out to us today to learn more  
about NHLN Membership!

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Executive Director, NHLN

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