



Everyone's a Caregiver®

Micro-Webinar System



Creating a 5 Star Culture of Healing
Kindness through Digital Innovation



Everyone's a Caregiver[®]

The Everyone's a Caregiver[®] platform is a time-sensitive app and web-based learning tool to educate and empower caregivers to master the skills, competencies, and best practices to improve the patient experience.

Six Distinct Education Service Offerings

- **HOSPITALS**
The HCAHPS Hospital of Choice™
- **MEDICAL PRACTICES**
The Patient Centered Clinic™
- **LONG TERM CARE**
Transform the Resident Experience™
- **NURSING**
The 5 Star Nurse™
- **SURVEY COMPREHENSION**
5 Star Survey Mastery™
- **HEALTHCARE, EVERYWHERE**
Caregiver Heroes™

Why use the Everyone's a Caregiver[®] Micro-Webinar System?



Time Sensitive

Bite Size Learning 2-10 minutes at a time



Accessible Everywhere

Smartphone, tablet, or computer



Accountability

Managers monitor individual progress



New Hires

Your Onboarding process made simpler



Ease of Application

Ideas integrate easily into daily workflow



Staff Empowerment

Engaged caregivers uplift the patient experience

Make Training Stick™

Hardwiring a Culture Focused on 5 Star Patient Experience



Improve Patient Satisfaction Scores and low Google ratings



Inspire new hires



Reduce mentor training hours



Energize your staff



Boost employee engagement while learning together and sharing ideas

This one-hour, high-impact Executive Briefing is designed for healthcare managers and leaders. Let Brian Lee CSP, HoF be your guide to hardwiring a culture focused on 5 Star Patient Experience with *Everyone's a Caregiver*®. Make training stick by empowering your providers and caregivers to deliver a thoughtful, timely patient experience... every time!

TOOLS & TAKEAWAYS:



Best Practices & Skills

to improve and own your patient experience scores



Onboarding & Retention Skills

to educate new hires with 17 must-have patient experience communication skills



Meet your Patients Expectations

every time! Happy patients = Happy employees!



Become a Patient Relationship Expert

learn how to train your staff as Patient Relationship Experts too!



Take the *Everyone's a Caregiver*® Test Drive

today!

"Insanely productive, valuable, engaging and informative!"

– Lorraine Edwards, Admin Manager,
St. AB & Sturgeon PCN

"Makes you want to get your team onboard to make every patient experience a good one."

– Alana Petersen, Reception Manager,
Insight Medical Imaging



The HCAHPS Hospital of Choice™

Creating a 5 Star Culture
of Healing Kindness



WHO SHOULD LISTEN, WATCH AND LEARN?

ENGAGE

Nurses, CNAs, Dietary, Lab, Imaging, Physicians and Advanced Care Practitioners, Housekeeping, Billing, Maintenance, PT/OT, Pharmacy, Volunteers, Transporters and Everyone!

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

HCAHPS Skills for Everyone™

- 39 modules designed for all hospital personnel, whether directly at the bedside or ancillary, and support personnel
- organized into 6 HCAHPS domains

HCAHPS Nursing Skills™

- 57 modules developed expressly for all nurses
- Organized into 7 HCAHPS domains

INSPIRE

LEARN HOW TO

- Turn every frontline employee into an empowered caregiver
- Deliver consistent, kindness care to patients and their families everywhere
- Fine-tune interpersonal communication skills to create a relationship centered experience
- Bring calm to patients with anxiety, fear, and related emotional concerns
- Provide a consistent experience that patients will enthusiastically recommend

The HCAHPS Hospital of Choice™



HCAHPS SKILLS FOR EVERYONE™

EVERYONE'S ROLE AS A CAREGIVER

- 1 We're All Caregiver's
- 2 Why Patient Satisfaction Is Important
- 3 What Gets Measured, Gets Treasured
- 4 HCAHPS and Value Based Purchasing
- 5 Managing Expectations
- 6 DO IT™ Meetings
- 7 Service Huddles
- 8 Sentence Starters
- 9 Attitude!

QUIET

- 10 Quiet Questions and Why They Matter
- 11 Managing Noise Expectations
- 12 Quiet – Healing Time
- 13 Quiet Sentence Starters
- 14 License to Silence

CLEANLINESS

- 15 Cleanliness Questions and Why They Matter
- 16 Freedom to Clean
- 17 Cleanliness Sentence Starters

STAFF RESPONSIVENESS

- 18 SERVE and AIDET – Non-Clinical
- 19 The Six Foot Rule
- 15 Service Recovery
- 21 No Pass Zone
- 22 The "Live It" – Platinum Rule
- 23 Managing Up

STAFF RESPONSIVENESS

- 18 SERVE and AIDET – Non-Clinical
- 19 The Six Foot Rule
- 15 Service Recovery
- 21 No Pass Zone
- 22 The "Live It" – Platinum Rule
- 23 Managing Up

OVERALL

- 24 The Overall Survey Question and Why It Matters
- 25 Courteous Communication
- 26 Respectful Communication
- 27 Mindful Communication
- 28 Empathizing with Difficult Behavior
- 29 Non-Verbal Communication
- 30 Phone Skills
- 31 Awards and Recognition
- 32 Line Management
- 33 Lean Tools
- 34 Personal Excellence

HCAHPS NURSING SKILLS™

COMMUNICATION ABOUT MEDICATION

- 1 Medication Education Questions and Why They Matter
- 2 New Medication Education Checklist
- 3 Preceptor Role: Medication Education
- 5 Patient Medication Coaching – a Very "Big Deal"

HCAHPS NURSING SKILLS™ *Continued*

- 6 Medication Education Teach Back
- 7 Medication Education Sentence Starters

COMMUNICATION WITH NURSES

- 8 Communication with Nurses Questions and Why They Matter
- 9 Nurse Team Mission Statement
- 10 Chat Time
- 11 AIDET and SERVE – Clinical
- 12 Bedside Reporting
- 13 Nurse Communication Tools
- 14 Nurse Communication Sentence Starters
- 15 Nurse Communication Key Questions

DISCHARGE INFORMATION

- 16 Discharge Questions and Why They Matter
- 17 Avoidable Readmissions
- 18 The Power of the Checklist
- 19 Discharge Starts at Admitting
- 20 Discharge Coaching – Daily
- 21 Discharge Coaching – Day Prior
- 22 Medication Reconciliation
- 23 Discharge Coaching – Going Home Day
- 24 Post Discharge Phone Calls
- 25 Discharge Packet
- 26 Discharge Teach Back
- 27 Discharge Sentence Starters

PAIN CARE

- 28 Pain Care Questions and Why They Matter
- 29 Pain Is the 5th Vital Sign
- 30 Pain Myths
- 31 Ethics of Pain Management
- 32 Pain Care Mission Statement
- 33 Effective Pain Assessment
- 34 Manage Pain Expectations
- 35 Medicate for Pain Relief
- 36 Alternate Pain-Reduction Strategies
- 37 Post Discharge Pain Management
- 38 Pain Care Tools
- 39 Skillful Pain Care Communication
- 40 Pain Care Sentence Starters
- 41 Pain Care Collaboration
- 42 Pain Care Imperatives

STAFF RESPONSIVENESS

- 43 Staff Responsiveness Questions and Why They Matter
- 44 Call Light Response
- 45 Hourly Rounding
- 46 Staff Responsiveness Sentence Starters

TRANSITION OF CARE

- 47 Care Transitions Questions and Why They Matter
- 48 Personalized Care Plan
- 49 Patient Accountability for Self Management
- 50 Medication Self Mastery
- 51 Care Transition Tools
- 52 Communicate, Collaborate, Coordinate
- 53 Care Transitions Sentence Starters
- 54 Care Transitions Collaboration
- 55 Care Transition Vital Questions

THE HOSPITAL ENVIRONMENT

- 56 Quiet Tools, and the Never-ending Job Jar
- 57 Hospital Infections & Commonly Occurring Micro-organisms



The Patient Centered Clinic™

Empowering Providers and Caregivers to Deliver a Caring, Timely Patient Experience

ENGAGE

WHO SHOULD LISTEN, WATCH AND LEARN?

Medical Office Assistants, Nurses, Physicians, NPs, PAs, Dentist, Lab Techs, Imaging Techs, Practice Managers, Receptionists, Social Workers and everyone who support patients in an outpatient clinic setting directly or indirectly

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Everyone's a Caregiver Patient Centered Clinic is designed to educate clinic personnel as Patient Relationship Experts in the 5 CG CAHPS domains:

- Getting Timely Access (10)
- Responsive, Helpful Office Staff (22)
- Physician/Provider Communication (9)
- Care Coordination/Follow Up (5)
- Overall Rating Physician/Provider (4)

INSPIRE

LEARN HOW TO

- Systematically implement the 5 imperatives of exceptional patient experience
- Improve scores to the 90th percentile
- Educate leaders to lead motivational and positive huddles and meetings
- Engage physicians by managing their expectations
- Create a culture of engagement driven by frontline "super-influencers"
- Transform caregivers from renters to owners

The Patient Centered Clinic™



GETTING TIMELY ACCESS

[PART A]

- 1 The CG CAHPS Survey and How It's Organized
- 2 Timely Access Questions and Why They Matter
- 3 Getting Appointments
- 4 Same Day Appointments
- 5 Managing Clinic Time Expectations

[PART B]

- 6 Managing Patient Time Expectations
- 7 Third Next Appointment
- 8 Reception Room Line Management
- 9 Reception Room Patient Communication
- 10 Reception Room Comfort

PHYSICIAN/PROVIDER COMMUNICATION & OVERALL RATING

[PART A]

- 1 Provider Communication with Patient Questions & Why They Matter
- 2 Physician Risks and Rewards of Patient Experience
- 3 What Patients REALLY Want
- 4 Patients Want Skillful Manners
- 5 Patients Want Skillful Listening
- 6 Patients Want Skillful Teaching
- 7 Empathy H.E.A.L.S
- 8 Your Voice is an Instrument

[PART B]

- 9 Three Thoughtful Questions that Guarantee Improved CG CAHPS Scores
- 10 Rating of the Provider Questions and Why They Matter
- 11 The Patient Reality Check
- 12 Inspiring Stories
- 13 Ideas Worth Quoting and Reading



RESPONSIVE, HELPFUL OFFICE STAFF

[PART A]

- 1 Helpful, Courteous, and Respectful Office Staff Questions and Why They Matter
- 2 Why the Patient Experience is Important
- 3 Non-Verbal Communication
- 4 "Yes, We Can" Phone Skills
- 5 Phone Transferring Expertise
- 6 Phone Mastery
- 7 Patient Delay Apology/Service Recovery

[PART B]

- 8 We're All Caregivers
- 9 What Gets Measured, Gets Treasured
- 10 Managing Patient Expectations
- 11 Avoiding Expectation Failure
- 12 Expectations and the Mother Test
- 13 Consistently Manage Expectations
- 14 Respectful Communication

[PART C]

- 15 Mindful Listening
- 16 Daily Service Huddle
- 17 If Attitude was Contagious
- 18 Attitude is Everything
- 19 AIDET
- 20 The Six-Foot-Rule
- 21 The "Live-it" - Platinum Rule
- 22 Managing Up

CARE COORDINATION/ FOLLOW UP

- 1 Follow Up on Test Results Questions and Why They Matter
- 2 Timely Test Results
- 3 Medication Education Questions and Why They Matter
- 4 New Medication Education Checklist
- 5 Medication Education Teach Back

OVERALL RATING PHYSICIAN/PROVIDER

- 1 Rating of the Provider Questions and Why They Matter
- 2 The Patient Reality Check
- 3 Inspiring Stories
- 4 Ideas Worth Quoting and Reading

Transform the Resident Experience™



Creating a Culture of Healing Kindness through Empowered Resident Relationship Experts

WHO SHOULD LISTEN, WATCH AND LEARN?

ENGAGE

Administrators, Managers, and Staff, Skilled Nursing, Assisted Living, Independent Living, CCRCs, Memory Care, Hospice, Short Term Stay Rehab, Housing and Adult Foster Care

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Transform the Resident Experience™ is strategically designed to mirror the American Healthcare Association's and National Center for Assisted Living's "Core Q" Customer Satisfaction Survey. This tool includes 3 questions for long-stay residents/family members and 4 for short-stay. These questions have been independently tested as a valuable and reliable measure for customer satisfaction.

The "Core Q" 4 Curriculum

- Recommend to Others (11)
- Staff Rating (34)
- Care Rating (42)
- Discharge Needs Rating (22)

Leadership Skills Curriculum

- Leadership – The Magic of Engagement (48)
- Onboarding (23)
- Hardwiring Priority Best Practices (17)
- Blueprint for Sustainable Revenue Growth (9)

INSPIRE

LEARN HOW TO

- Meet and manage resident and family expectations
- Create an exceptional resident experience, every time, no exceptions
- Engage and empower all caregivers to deliver loving compassionate service
- Read and respond to your residents' hidden needs through the power of non-verbal communication
- Empower co-workers to provide exceptional customer service by using the "Greatest Management Principle in the World"

"This made me remember why I decided to do what I do and why I love it."

– April Leverty, RN Manager,
St. Clare Living Community, Mora, MN

Transform the Resident Experience™



CORE Q SKILLS FOR NURSES

Q2 STAFF RATING – NURSES

CARE RESPONSIVENESS

- 1 Staff Responsiveness and Why it Matters
- 2 Call Light Response
- 3 Resident Rounding
- 4 Staff Responsiveness Sentence Starters

COMMUNICATION WITH NURSES

- 1 Quiet Questions and Why They Matter
- 2 Managing Noise Expectations
- 3 Quiet – Healing Time
- 4 Quiet Sentence Starters
- 5 License to Silence

Q3 CARE RATING

CARE QUALITY – PAIN

- 1 Pain Is the 5th Vital Sign
- 2 Pain Myths
- 3 Ethics of Pain Management
- 4 Pain Control Mission Statement
- 5 Effective Pain Assessment
- 6 Manage Pain Expectations
- 7 Medicate for Pain Relief
- 8 Alternate Pain-Reduction Strategies
- 9 Post Discharge Pain Management
- 10 Pain Care Tools
- 11 Skillful Pain Care Communication
- 12 Pain Care Sentence Starters
- 13 Pain Care Collaboration
- 14 Pain Care Imperatives

COMMUNICATION ABOUT MEDICATION

- 1 Medication Education and Why It Matters
- 2 New Medication Education Checklist
- 3 Preceptor Role: Medication Education
- 4 Medication Education Tools
- 5 Resident Medication Coaching – a Very “Big Deal”
- 6 Medication Education Teach Back
- 7 Medication Education Sentence Starters

Q4 DISCHARGE NEEDS RATING – NURSES

CARE QUALITY – DISCHARGE

- 1 Involved in discharge planning
- 2 Prepared for discharge
- 3 Understands Responsibility
- 4 The Power of the Checklist
- 5 Rehab Starts at Admitting
- 6 Rehab Coaching – Daily
- 7 Rehab Coaching – Day Prior
- 8 Medication Reconciliation
- 9 Rehab Coaching – Going Home Day
- 10 Post Discharge Phone Calls
- 11 Rehab Packet
- 12 Rehab Teach Back
- 13 Rehab Sentence Starters

DISCHARGE PROCESS

- 1 Care Transitions and Why it Matters
- 2 Personalized Care Plan
- 3 Patient Accountability for Self-Management
- 4 Medication Self Mastery
- 5 Care Transition Tools
- 6 Communicate, Collaborate, Coordinate
- 7 Care Transitions Sentence Starters
- 8 Care Transitions Collaboration
- 9 Care Transition Vital Questions

CORE Q SKILLS FOR EVERYONE

Q1 RECOMMENDATIONS TO OTHERS

KINDNESS CARE COMMUNICATION

- 1 Keys to Compassionate Communication
- 2 Courtesy
- 3 Respect
- 4 Mindful Listening
- 5 Empathizing with Difficult Behavior
- 6 Non-Verbal Communication

GLOBAL/OVERALL

- 1 Overall Quality of Service

WILLINGNESS TO RECOMMEND

- 1 The Power of Referrals
- 2 The Resident Reality Check
- 3 Inspiring Stories
- 4 Ideas Worth Quoting and Reading

Q2 STAFF RATING

LICENSE TO PLEASE

- 1 The Six-Foot Rule
- 2 Service Recovery Policy
- 3 No Pass Zone
- 4 The Live It Platinum Rule
- 5 Managing Up
- 6 License to Silence
- 7 Freedom to Clean

CARE RESPONSIVENESS

- 1 The Secret of Patient Satisfaction
- 2 3 Attributes of Lifetime Customer Loyalty
- 3 What do we Expect as Customers?
- 4 The Risk of Indifferent Service
- 5 The Mother Test
- 6 Differentiate Yourself
- 7 Tangibles vs. Intangibles
- 8 Consistently Meet Resident Expectations
- 9 Help with Admissions Process
- 10 Admissions Orientation
- 11 Responsiveness of Social Worker

CONTINUOUS IMPROVEMENT

- 1 The Power of Excellence
- 2 Daily Huddles

PERSONAL POWER

- 1 If Attitude was Contagious
- 2 The World of Superstars and Slugs
- 3 People Need People

Q3 CARE RATING

CARE QUALITY

- 1 Attention to Resident Grooming
- 2 Commitment to Family Updates
- 3 Care/Concern of Staff
- 4 Competency of Staff

QUALITY OF LIFE

- 1 Respect Shown
- 2 Involvement in Daily Decisions
- 3 Offers Meaningful Things to Do
- 4 Privacy Needs Respected
- 5 Spiritual Opportunities
- 6 Security of Personal Belongings
- 7 Resident-to-Resident Friendships
- 8 Resident-to-Staff Friendships

DINING EXPERIENCE

- 1 Meals Appealing/Tasty
- 2 Meal Needs/Preferences Met
- 3 Pleasant Atmosphere for Meals

ENVIRONMENT

- 1 Maintained Rooms/Surroundings
- 2 The Quiet Revolution
- 3 Quiet at Night
- 4 Clean/Comfortable Furnishings
- 5 Cleanliness of Premises
- 6 Safe in Surroundings

Transform the Resident Experience™ *Cont'd*



SKILLS FOR LEADERSHIP

L1 THE MAGIC OF ENGAGEMENT™

LEADER'S ROLE

- 1 The Big Picture in Resident Experience
- 2 What's your Brand Promise?
- 3 4 Reasons to Care about Resident Satisfaction
- 4 Value Based Purchasing and Why it is Relevant
- 5 Long Term Care Stars
- 6 What are Your Residents Telling You?
- 7 What is Your continuous Improvement Model?
- 8 Do You Know Your Scores?

TRANSFORM THE RESIDENT EXPERIENCE

- 1 Educate your Team to Serve and Act
- 2 Everything is Possible
- 3 What's In It for Me?
- 4 The Importance of Domain Owners
- 5 Ensuring Results through Accountability
- 6 The Difference Between Try and DO

INSPIRE, RETAIN, MOTIVATE AND EMPOWER

- 1 Three Things Managers Need to Focus On
- 2 Keep the Good Ones You've Got
- 3 Avoiding the Resignation Letter
- 4 Turnover and Satisfaction
- 5 What does Turnover Cost?
- 6 Empowerment
- 7 Dealing with Disengagement
- 8 BMG's
- 9 The Key is Culture
- 10 Unwritten Rules
- 11 The Need for Culture Shift
- 12 Appointing a Service Excellence Council

TRANSFORMATIONAL LEADERSHIP SKILLS & BEST PRACTICES

- 1 Empowerment is the Way
- 2 Service Recovery
- 3 The Complaint Golden Rule
- 4 Best Solution Closest to the Problem
- 5 Adopt-a-Resident
- 6 Leadership Empowerment Survey
- 7 Human Performance Improvement Model
- 8 Intentional Rounding
- 9 Mindful Active Listening

MAKE THE MAGIC OF ENGAGEMENT A REALITY

- 1 Recognize, Acknowledge, and Celebrate
- 2 Three Things to Remember about Recognition
- 3 Service Communication Training
- 4 Peer-Based Train-the-Trainer
- 5 Empowered Frontline Leaders
- 6 Service Workshop Skills
- 7 Celebrate Peer-to-Peer
- 8 DO IT
- 9 Turning Feedback into Agendas
- 10 Service PULSE
- 11 Value of Engagement and Ownership
- 12 Create Sustainability of Engagement
- 13 Building a Brand

SKILLS FOR LEADERSHIP *Continued*

L2 ONBOARDING

GENIUS OF ONBOARDING AND RETENTION

- 1 What is Your First Year Turnover?
- 2 The Brilliance of Behavioral Interviewing
- 3 Behavioral Interviewing Must Haves
- 4 The Power of Peer Interviewing
- 5 Choosing Peer Interviewing
- 6 The Hidden Gem: A Peer Tour
- 7 Lawsuit Alert: Interviewing
- 8 Welcome to the Family
- 9 Be Prepared for a New Hire
- 10 Prepare for Orientation Day
- 11 Organized Orientation
- 12 Orientation Excellence
- 13 Making Satisfaction Guaranteed Part of New Hire Experience
- 14 Engaging New Team Members
- 15 Getting to Know New Team Members
- 16 The Mentor/Buddy System
- 17 Turn-Key Tools to Master Mentorship
- 18 Recognize New Team Members
- 19 Retain New Team Members
- 20 Perfect Attendance – Myth or Magic?
- 21 Prescription for Perfect Attendance
- 22 Checking In So They Don't Check Out
- 23 Onboarding and Retention Team

L3 HARDWIRE PRIORITY BEST PRACTICES

HARDWIRE A RESIDENT EXPERIENCE COUNCIL

- 1 Three Keys to the Resident Patient Experience
- 2 Benefits of Establishing an Resident Council

CREATING A SERVICE EXCELLENCE AND RESIDENT EXPERIENCE COUNCIL

- 1 Plan
- 2 Organize
- 3 Implement

HARDWIRE SERVICE RECOVERY

- 1 Mastering the Complaint Golden Rule
- 2 How to Author a Service Recovery Policy
- 3 How to Build a Service Recovery Toolkit
- 4 Hardwiring Ongoing Implementation

HARDWIRE AWARDS & RECOGNITION

- 1 What Gets Recognized – Gets Rewarded
- 2 Evaluating Your Rewards and Recognition Process
- 3 Informal Recognition Works
- 4 Choosing Your Rewards
- 5 Who do you Want to Reward?
- 6 How will you Reward?
- 7 Hardwiring Rewards & Recognition
- 8 3-2-1- Liftoff! Time to Launch

L4 BLUEPRINT FOR SUSTAINABLE GROWTH™ BY CLINT MAUN

- 1 How do we hit these budgets? Grow Revenue!
- 2 Q.S.T.
- 3 The Strategy of ARMS
- 4 Breaking down ARMS into Systems: Admissions
- 5 The Rules of Three
- 6 Team Based Admission Assessments
- 7 Breaking Down ARMS into Systems: Rightness
- 8 Breaking Down ARMS into Systems: Marketing
- 9 Breaking Down ARMS into Systems: Sales



The 5 Star Nurse™

Creating a Healing Relationship through Kindness and TRUST

ENGAGE

WHO SHOULD LISTEN, WATCH AND LEARN?

CNOs, Nurse Leadership, Nurse Practitioners, Nurses, CNAs

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Skills for Nursing, 19 modules designed for nursing at all levels using the Nurse TRUST checklist

“The 5 Star Nurse Initiative is the most engaging and exciting educational process for nursing in the past 20 years & needs to be a must have for every Chief Nurse Officer.”

– Kristin Cole, CNO,
Springhill Medical Center

INSPIRE

LEARN HOW TO

- Empower every Nurse to make a habit of TRUST:
 - Time Expectations Management
 - Put Relationships First
 - Understand Your Patient
 - Spotlight the Patient
 - Transition with Kindness
- Deliver consistent, kindness care to patients and their families everywhere
- Fine-tune interpersonal communication skills to create a relationship centered experience
- Provide a consistent experience that patients will enthusiastically recommend

MAKING A HABIT OF TRUST (17:41)

- 1 Meet a Real Life Kindness Hero (2:35)
- 2 Introducing the 5 Star Nurse (3:21)
- 3 What Patients Really Want (6:37)
- 4 Habits, Behaviors, and Improving Outcomes (2:55)
- 5 The Power of the Checklist (2:41)

T = TIME EXPECTATIONS MANAGEMENT

- 6 Managing Call Light Expectations (7:29)

R = RELATIONSHIPS FIRST (17:10)

- 7 Relationships First, Clinical Second (5:07)
- 8 First Impressions Matter (2:59)
- 9 Engage Your Patients (3:44)
- 10 Communicate for Comfort (5:37)

U = UNDERSTANDING YOUR PATIENT (11:36)

- 11 Use AIDET (2:06)
- 12 Sit Down for Chat Time (2:50)
- 13 Honor Patient Privacy Concerns (3:09)
- 14 Repeat Back, Paraphrase (3:49)

S = SPOTLIGHT THE PATIENT (4:37)

- 15 Check Up on a Patient's Expectation of "Very Good Care" (2:59)
- 16 Check In on Patient's Daily Goal (1:38)

T = TRANSITION WITH KINDNESS

- 17 Transition with Kindness (2:18)

CELEBRATING & HARDWIRING KINDNESS (9:06)

- 18 Celebrating Kindness (5:32)
- 19 Hardwiring Kindness (3:34)



5 Star Survey Mastery™



Mastering the Core Competencies of Patient Experience Survey Ratings and Improvement



WHO SHOULD LISTEN, WATCH AND LEARN?

ENGAGE

C-Suite, Executives, Leaders at every level, Board Members, Quality, Physicians & ACP's, and everyone committed to improving the patient experience.

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Skills for Everyone. 22 Modules designed for leaders and caregivers, whether directly at the bedside or ancillary and support services.

- Organized into 6 relevant subject categories
- Hospitals, ER, Surgery, Outpatient
- Clinics, Urgent care
- Home Health & Hospice
- Long Term Care
- ACOs
- Medicare Advantage & Prescription Drug Plans

"Fantastic and very to the point. Explains exactly why it's important to make every encounter count."

– Britney Fox, RN
Allen Parish Community Healthcare

INSPIRE

LEARN HOW TO

- Understand the purpose and goals of the CMS HCAHPS Inpatient Survey
- Gain insights into the credibility of all CMS CAHPS Surveys
- Become knowledgeable about the evolution and purpose of public social media "reputation management" rating sites and how they work
- Interpret the impact of social media websites that empower consumers with rating transparency
- Learn the fundamentals of reading and interpreting the patient experience survey data
- Empower your leaders and caregivers to interpret and use patient experience survey reports
- Master the five questions leaders need to know and answer about their ongoing patient experience scores
- Grow market share about star ratings and their market impact
- Gain important insights about the significant financial impact of survey ratings on market growth and decline

5 Star Survey Mastery™



PATIENT EXPERIENCE SURVEYS 101

- 1 My Personal HCAHPS Scores
- 2 Introducing Survey Mastery
- 3 Patient Experience Survey Literacy Quiz
- 4 HCAHPS 101
- 5 The HCAHPS Overall Rating "Yelp" Factor
- 6 The Integrity Factor in Patient Experience Surveys
- 7 Value Based Purchasing

MORE CAHPS SURVEYS YOU NEED TO KNOW

- 8 More Key CAHPS Surveys
- 9 The Clinicians & Groups CAHPS Survey
- 10 Long-Term Care Resident Surveys
- 11 Internal Support Services Scorecard

THE STAR STRUCK FACTOR & SOCIAL MEDIA

- 12 You're Being Watched - Social Media & The Voice of the Patient
- 13 You're Being Watched - Social Media & The Voice of the Employee
- 14 The Star Struck Factor and Patient Opinion

MASTERING REPORTING

- 15 How to Read Patient Experience Reports
- 16 Patient Experience Reporting Protocol Guide
- 17 How to Improve Patient Survey Response Rate

SURVEY COMPETENCY

- 18 A Cautionary Note About In-house Surveys or No Surveys
- 19 Advanced Class – The Star Struck Factor
- 20 The Google Rating Filter Effect

A BUSINESS CASE FOR SURVEY EXPERTISE

- 21 Making a Business Case for a Five Star Reputation
- 22 Board Policy Recommendations





5 Star Physician™ and Advanced Care Practitioner

Make Trust Your Pathway to a
Personally Rewarding Medical Practice

WHO SHOULD LISTEN, WATCH AND LEARN?

ENGAGE

For Physicians, Nurse Practitioners and Physician Assistants, CEO, CNO, and Clinic Practice Leaders

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Skills for Physicians and Advanced Care Practitioners, 18 modules designed for providers to make TRUST the cornerstone of a personally rewarding medical practice.

- Organized into 6 relevant subject categories
- Primary Care Physicians, Nurse Practitioners, Specialty Physicians, Advanced Care Practitioners, Physician Assistants
- Hospitals, Clinics, Urgent Care
- Home Health, Hospice, Long Term Care
- Physician & ACP Star Ratings

“Excellent concepts provided in a concise, direct, easy-to-use format. This seminar really hit home! I can’t imagine any physician’s office not benefiting from it.”

– Dr. Lawrence Wickham, NICU

INSPIRE

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 & communication
- Embrace new patient driven best practices and processes that lead to a consistent 5 star patient & family experience
- Create a more personally rewarding practice that patients will value and be attracted to
- Manage patient expectations and take control with our triage best practices
- Make empathy and the installation of hope their default communication style

5 Star Physician™ and Advanced Care Practitioner



MAKE TRUST YOUR PATHWAY

- 0 Introduction to 5 Star Physician
- 1 Making a Habit of Trust
- 2 Why Patient Experience Matters
- 3 The World is Watching
- 4 What Patients Really Want
- 5 Habits, Behaviors, and Outcomes
- 6 The Power of the Checklist

T = TAKE TIME BEFOREHAND

- 7 Review the Patient's Chart

R = RELATIONSHIPS FIRST

- 8 Relationships First, Clinical Second
- 9 First Impressions Matter
- 10 Engage Your Patients
- 11 Communicate for Comfort

U = UNDERSTAND YOUR PATIENT

- 12 Honor Your Patients
- 13 Communicate for Understanding
- 14 Meet & Manage Expectations

S = SUMMARIZE THE VISIT

- 15 Identify What "Very Good Care" Means to the Patient
- 16 Summarize with Empathy

TRANSITION WITH KINDNESS

- 17 Transition Checklist
- 18 Close with Hope





The Hospitality Cure™

Where Courtesy meets Kindness

ENGAGE

WHO SHOULD LISTEN, WATCH AND LEARN?

C-Suite, Executives, Leaders at every level, Board Members, Quality, Physicians & ACPs, and everyone committed to improving the patient experience.

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Skills for Everyone. 23 modules designed for caregivers who face the patient or support those who do.

- Organized into 8 relevant subject categories
- Inviting the community to come as a patient and leave as family

This was very helpful! It was nice to go over forming relationships, as it is such a simple, but overlooked part of patient care."

– Kristen McFarland, Physical Therapy, Ozarks Healthcare

INSPIRE

LEARN HOW TO

- Create positive first impressions with every patient, every time
- Connect with patients and family at a human level by creating relationships first and getting down to business second
- Master the five critical skills of telephone etiquette
- Abandon the obsolete concept of waiting rooms by replacing it with welcome rooms where patients feel valued, cared about, and are not forgotten
- Create positive hallway, patient room, and elevator impressions that are memorable
- Elevate the 5 Star experience by practicing the seven skills of a "License to Please"

FIRST IMPRESSIONS

- 1 Rarely Get a Second Chance
- 2 Defining 5 Star
- 3 Welcome Desk First Impressions

RELATIONSHIPS FIRST

- 4 Relationships 601

THE KINDNESS SHIFT

- 5 The Kindness Shift
- 6 Kindness & a Healing Environment

PHONE IMPRESSIONS

- 7 First Phone Impressions
- 8 The 5 Star Transfer
- 9 The Power of Hold
- 10 Winning with Challenging Calls

WELCOME ROOM HOSPITALITY

- 11 Welcome to the Welcome Room
- 12 Line Management 101
- 13 Multiple Patient Mastery
- 14 A.I.D.E.T.
- 15 Hallway, Patient Room & Elevator Impressions

ELEVATE THE PATIENT EXPERIENCE

- 16 Manage Expectations
- 17 License to Please

THE WELCOME ROOM & TIME EXPECTATIONS

- 18 Welcome Room Comfort
- 19 Managing Clinic Time Expectations
- 20 Managing Patient Time Expectations

ADVANCED PATIENT SCHEDULING

- 21 Getting Appointments Right
- 22 Same Day Appointments
- 23 Third Next Appointment





Caregiver Heroes™

Providing Caregivers with Practical, Positive, and Inspirational Support to create a culture of positive resilience

ENGAGE

WHO SHOULD LISTEN, WATCH AND LEARN?

Everyone in healthcare that has the privilege of serving patients, residents, and their families. This includes those who have direct patient contact, and those who serve those who serve the patient.

EDUCATE

TIMELY, RELEVANT EDUCATIONAL CONTENT

Our brilliant faculty of acclaimed volunteer speakers have recorded two series of Micro-Webinars with a positive, uplifting message of hope and support in a concise five-minute video. We honor the heroism of caregivers, nurses, physicians, RTs, housekeepers, and first responders at every level of healthcare. They care for our families and friends with exceptional skill, kindness, personal sacrifice, and generosity of spirit for the good of our community.

Caregiver Heroes – Inspiration

- Improve kindness care for patients and residents, peer care for each other, and self care for themselves

Caregiver Heroes – Leadership

- Nuggets of wisdom of better ways managers, supervisor and C-Suite professionals can provide practical, inspirational leadership on a daily basis

INSPIRE

LEARN HOW TO

- Develop a positive proactive attitude in both their professional and personal lives
- Overcome adversity and achieve a sense of resiliency
- Acquire dozens of practical tips and skills to serve their patients and collaborate with their peers
- Find greater joy in life through enhanced sense of humor in the workplace
- Implement best in class leadership skills to empower and engage

“Get your folks in front of Caregiver Heroes videos to hear invaluable messages of how much they are appreciated. These inspirational mini webinars strengthen the resolve of our frontline and gives them hope and are needed and timely.”

– Mike Patronis, CEO,
Springhill Medical Center

COMMUNICATION

Steven Armstrong	Let's Listen
Kathy Dempsey	Know Your Limits
Tim Durkin	Viva Leadership Model
Marcus Engel	Staying Present While Distancing
Marcus Engel	Kindness Care with Colleagues
Scott Friedman	Turn On Your GPS
Richard Hadden	Leadership in Times of Crisis
Brian Lee	Be a Storyteller
Marilyn Suttle	Subtle Shifts for Strong Leadership
Jody Urquhart	Leading in Uncertainty

MOTIVATION

Donna Cardillo	Creating Light in the Midst of Darkness
Donna Cutting	The Power of Checking In
Linda Edgcombe	Do You Want to Be Happy?
Barbara Glanz	Simple Truths about Appreciation
Carolyn Gross	Rise Above the Chaos
Michael Hoffman	Love Louder
Shep Hyken	How to be Amazing
Alvin Law	E +/- R = O
Peter Legge	Hopegivers
Sarah McVanel	Never Lose the Recognition Momentum
Vince Poscente	The Emotional Buzz
Naomi Rhode	You Are Our Heroes
Marilyn Suttle	Lift Up Your Spirits

PATIENT EXPERIENCE

Mark Black	Through Your Patients' Eyes
Barbara Glanz	Making a Difference in Every Interaction
Dr. Michael Klein	Walking the Talk
Brian Lee	Relationships First – Business Second
Brian Lee	The Kindness Cure
Pam Tripp	Culture Eats Strategy for Lunch

SELF CARE

Jennifer Buchanan	Purposeful Playlists
Christine Cashen	Sanity Savers
Pat Goodberry	When Grief is Part of our Journey
Pat Goodberry	Intentional Listening Through Grief
David Irvine	The Paradox of Self Care
Karen Jacobsen	Listen to Your Inner GPS
Frank King	Take the Pledge
Blair Kolkoski	Service, Self-Care and Contribution
Clint Maun	You Absolutely Matter
Karen McCullough	4 Ways to Renew Your Energy
Wayne Pickering	The Miracle of You
Stephanie Staples	Emotional Wellness in Turbulent Times
Jerry Teplitz	Reducing your Stress and Sleeping Better
Joe Tye Managing	Anxiety & Inspiring Hope

RESILIENCE

Bill Auxier	The Leadership Formula
Donna Cutting	CARE Matters
David Gouthro	Choose to Choose
Frank King	Social Distancing and Staying Sane
Michele Matt	Start Fresh Each Day
Eileen McDargh	Resilience Skills for Caregiver Heroes
Eileen McDargh	Resilient Leadership for Disruptive Times
Dune Nguyen	Leadership through Adversity
Meg Soper	Bolstering Resilience
Lynn Sullivan	The Choice Is Yours
LeAnn Thieman	How to Cope with Stress
Jeff Tobe	Leading in Turbulent Times
Lt. Cl. Waldo Waldman	Top Gun Resilience

CHANGE/CONFLICT

Daniel Burrus	Anticipatory vs. Reactionary
Daniel Burrus	What will You be Remembered For?
Valerie Cade	Turning Conflict to Connection
Valerie Cade	Commitment to Conflict... Resolution
Vicki Hess	Professional Paradise in a Pandemic?
Karen Jacobsen	Recalculating/Pre-Calculating
Andrew Lewis	Quick Conflict Intervention Technique
Andrew Lewis	Conflict: When there's no time for it!
Michele Matt	Seek Comfort with Change
Joe Mull	Reset Expectations
Naomi Rhode	Masquerading

ATTITUDE

Kelley Dillon	Leaning into Emotions
Tony Esteves	Bring Some Play to Your Day
Robert Grossman	Conquer Your Key Moments
Donna Hartley	Fire Up Your Life: Raise Your Vibrational Energy
David Irvine	The Art of Caring Leadership
Dr. Willie Jolley	Tools for Tough Times
Darci Lang	Staying Positive in a Difficult Time
Darci Lang	Kind Leadership
Bruce Lee One	Word Can Make the Day
Stephen Tweed	Meaning and Value: Home Health Edition

HUMOR

Sheila Brune	The Power of Laughter
Catherin DeVrye	Hope Happens
Scott Friedman	The One Minute Humor Break
Michael Kerr	Putting Humor to Work
Patricia Morgan	Lighten Up



WE ENGAGE YOU DESIGN



TEST DRIVE

Gain a buy-in from your people before buying. Too often healthcare organizations choose education systems that are rarely, if ever used. EAC offers a made-for-you frontline Test Drive:

- That provides a representative group of 10-12 caregivers
- A one-hour opportunity to learn about a potential education system
- Choose a small group of modules of interest to them
- Preview them over a brief period,
- Report their insights and perceptions of potential value to your organization



DESIGN

Design your annual education implementation plan beginning day one. The EAC engagement model includes an implementation Design Call for your leadership team and key influencers:

- Based on the frontline feedback your leadership team will be guided through a 60-minute Design Call about how to create ownership from all caregivers

DESIGN YOUR OWN EDUCATION MODEL

The Everyone's a Caregiver Micro-Webinar System provides a flexible platform for you to adapt to the unique needs of your patients and caregivers by way of:



MEET YOUR EVERYONE'S A CAREGIVER[®] FACULTY

EACH WEBINAR INCLUDES



A Downloadable Learning Guide



Action Steps for Daily Ongoing Implementation

High impact webinars presented by acclaimed professionals



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



Michael Klein
MD
CMO, Custom
Learning Systems



Janet Craig MD
Associate Clinical
Professor in the
Department of
Family Medicine,
University of Alberta



Bruce Lee
VP of Service
Development, Custom
Learning Systems



Clint Maun CSP
President & Senior
Partner, Maun-Lemke
Speaking & Consulting



Angie Schierer
DBA, MHA, RN
CNO, Custom Learning
Systems



Mark Brodeur
MHA, CPXP
VP of Process
Improvement, Custom
Learning Systems



Pat Goodberry
COO, Custom Learning
Systems



Richard Hadden CSP
Implementation
Specialist, Custom
Learning Systems



Lynn Sullivan
CHRE, CCP
Implementation
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Jean L. Eaton
Information Managers
Ltd.



Dorian Nottebrock
Director of Digital
Learning, Custom
Learning Systems



LeAnn Thieman
LPN, CSP, CPAE
Founder & President
SelfCare for Health Care



Rachel Spalding
DNP, RN, NEA-BC
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