

INVITATION

# Join us to Educate your Clinic Members



## The Patient Centered Clinic™

Custom Learning Systems is committed to enhancing rural healthcare and delivering education to improve patient and employee engagement.

Put the Everyone's a Caregiver® Mastery Webinar Series - Patient Centered Clinic™ to work for you, your clinic and your patients to become a Clinic of Choice.



**Brian Lee** CSP, HoF  
CEO at Custom Learning Systems



Educate, engage, and empower all clinic staff to provide a world class, compassionate patient experience in just 1-hour a month for 8 months



Register for one of two (2) special briefing dates available to learn more about Everyone's a Caregiver® and The Patient Centered Clinic.



Each webinar includes a downloadable learning guide and a step-by-step "DO IT" implementation recommendations for hardwiring success!



All webinars are scheduled for the first Tuesday of the month beginning February 6, 2024

*"I am absolutely in love with Everyone's a Caregiver! I think this is one of the greatest tools I have seen to educate employees consistently and constantly."*

– Jeff Smith, PD, Director of Process Improvement, Harrisburg Medical Center

You're invited to hear guest speaker **Brian Lee** present a special briefing

## Reignite: Become a 5 Star Provider of Choice™

EDUCATION PLAN TO MASTER THE SKILLS AND BEST PRACTICES OF HCAHPS, INPATIENT, AND CLINIC IMPROVEMENT

YOU WILL LEARN HOW TO:

- Discover the 5 imperatives needed to earn a CMS 5 Star designation
- Achieve a breakthrough in patient experience scores by educating everyone as a Patient Relationship Expert
- Unlock the mystery of the HCAHPS Survey and how to leverage patient experience reports as an exciting vehicle for continuous facility-wide quality improvement
- Recognize, celebrate and inspire engagement using Webinar Master™
- Create energy and excitement with your caregivers and employees to improve the patient experience
- Educate, engage, and empower your hospital and clinic staff to provide a world class, compassionate patient experience

**Register now - two Zoom dates to choose from:**

Friday, January 19, 2024  
8P/9M/10C/11E

[REGISTER NOW](#)

Friday, January 26, 2024  
8P/9M/10C/11E

[REGISTER NOW](#)



**Brian Lee** CSP HoF  
HealthCare's  
Engagement  
Expert



*"Brian's presentation was invaluable! Our leaders heard a message about how to fully utilize the HCAHPS Education Tools and create leader accountability and staff engagement."*

Linda Wittmeyer,  
Alta Vista Regional  
Hospital,  
Las Vegas, NM





# EVERYONE'S A CAREGIVER® MASTERY SERIES *Patient Centered Clinic™*

**Provide a world class, compassionate patient experience  
in just one hour a month for 8 months!**

What would it mean to your patients, family, and community if every clinic employee was a patient relationship expert?

**Valuable!**

**The series is equally valuable and relevant for you:**

- Physicians
- Advanced Care Practitioners
- Medical Office Staff
- Nurses
- Clinic Management

**Each webinar includes:**

- A downloadable learning guide
- Step-by-step DO IT implementation recommendations
- If anyone misses a scheduled webinar, they can access the Everyone's a Caregiver® Mastery series most recent videos for a full week following the premiere of that webinar

**EIGHT HIGH IMPACT WEBINARS  
PRESENTED  
BY ACCLAIMED AUTHORS**



**Brian Lee** CSP, HoF  
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**  
Custom Learning Systems



**Jean L. Eaton**  
Information Managers Ltd.

All webinars are scheduled on Tuesdays each month at 10 PT / 11 MT / 12 CT / 1 ET



EVERYONE'S A CAREGIVER® MASTERY SERIES

**Patient Centered Clinic™**

February 6, 2024

**#1 Getting Timely Access [part A]** [33 min]

- The CG CAHPS Survey and How It's Organized
- Timely Access Questions and Why They Matter
- Scheduling Appointments
- Same Day Appointments
- Managing Clinic Time Expectations

March 5, 2024

**#2 Getting Timely Access [part B]** [27 min]

- Managing Patient Time Expectations
- Third Next Appointment
- Reception Room Line Management
- Reception Room Patient Communication
- Reception Room Comfort

April 2, 2024

**#3 Responsive, Helpful Office Staff [part A]** [30 min]

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

May 7, 2024

**#4 Responsive, Helpful Office Staff [part B]** [36 min]

- We're All Caregivers
- What Gets Measured, Gets Treasured
- Managing Expectations
- Avoiding Expectation Failure
- Expectations and the Mother Test
- Consistently Manage Expectations
- Respectful Communication

June 4, 2024

**#5 Responsive, Helpful Office Staff [part C]** [36 min]

- Mindful Listening
- Daily Service Huddle
- If Attitude was Contagious
- Attitude is Everything
- AIDET
- The Six-Foot-Rule

July 9, 2024

**#6 Physician/Provider Communication & Overall Rating [part A]** [29 min]

- Provider Communication With Patient Questions and Why They Matter
- What Patients REALLY Want
- Patients Want Skillful Manners
- Patients Want Skillful Listening
- Patients Want Skillful Teaching
- Empathy H.E.A.L.S
- Your Voice is an Instrument

August 6, 2024

**#7 Physician/Provider Communication & Overall Rating [part B]** [28 min]

- Physician Risks and Rewards of Patient Experience
- Three Thoughtful Questions that Guarantee Improved CG CAHPS Scores
- Overall Rating of the Provider Questions and Why They Matter
- The Patient Reality Check
- Inspiring Stories
- Ideas Worth Quoting and Reading

September 3, 2024

**#8 Care Coordination/Follow Up** [22 min]

- Care Coordination Questions and Why They Matter
- Timely Test Results
- Medication Education Questions and Why They Matter
- New Medication Education Checklist
- Medication Education Teach Back

Be sure to take advantage of a 90-minute, complimentary, leadership Zoom keynote of either *Magic of Engagement* or *Secrets of the Staffing Fix* with author Brian Lee CSP, HoF

Contact 1.800.667.7325 ext 2200