

DRIVING

— A **RENEWED** CULTURE OF —

ENGAGEMENT



November 8-10, 2021
Hilton Torrey Pines
La Jolla, California



WELCOME

Welcome to the conference we have waited almost 2 years to deliver! While the pandemic may have delayed our timing, it has energized our focus to deliver our best learning experience ever. Seven brilliant inspirational keynote speakers, 31 marvelous breakout sessions, and many opportunities to network, socialize and create wonderful, lasting memories. Get ready to revive, refocus, and rejuvenate yourselves and your teams with our Driving a Renewed Culture of Engagement world class learning experience. And oh, by the way, prepare yourselves for the unforgettable beauty of the Torrey Pines Golf Course, right outside our windows, rated one of the Top 11 Golf Courses in America. See you in La Jolla!



Revive, Refocus, Reignite

WHO SHOULD ATTEND?

Anyone Who Believes in Exceptional Employee and Patient Satisfaction

YOU AND YOUR TEAM!

- Administrators, CEOs, COOs, CFOs
- CNEs, CNOs & Nursing Leaders
- Customer Service & Quality Professionals
- Education & Training Professionals
- Human Resource Professionals
- Patient Representatives
- Physicians/Providers
- Service Excellence Advisors, Ambassadors and Frontline Leaders
- Retention & Recruitment Professionals
- Committee Members
- Service Excellence Council Members
- Healthcare Suppliers & Vendors
- Recruiters
- Volunteers & Volunteer Leadership
- OASIS Team Captains



CONFERENCE AT A GLANCE

6:00 pm – 9:00 pm Sunday, November 7th | Registration & Information Desk

MONDAY, NOVEMBER 8th

- 6:30 am – 6:00 pm Registration & Information Desk
- 7:00 am – 8:00 am Breakfast
- 8:00 am – 8:45 am **OPENING** | **Brian Lee** | Driving a Culture of Renewed Engagement
- 8:45 am – 9:55 am **KEYNOTE 1** | **David Horsager** | Trust Edge 2.0: Reigniting a Culture of Trust
- 10:30 am – 12:00 pm **BREAKOUT 1**
- 1A **Pam Greene** | Implementation Coordinators
 - 1B **Brian Lee** | CEO Roundtables
 - 1C **Angie Charlet** | CNO & Quality Roundtables
 - 1D **Robert Grossman** | Emotional Intelligence: How to Stay on Your 'A'
- 12:00 pm – 1:00 pm Lunch
- 1:00 pm – 2:00 pm **KEYNOTE 2** | **Marcus Engel** | The Pathos Project
- 2:30 pm – 4:00 pm **BREAKOUT 2**
- 2A **Pam Greene** | Implementation Coordinators (Cont'd)
 - 2B **Brian Lee and Michael Klein** | 5 Habits - Physicians
 - 2C **Memorial Hospital Carthage, IL** | Journey to 5-Star
 - 2D **Clint Maun** | The 6 Month Staffing Fix
- 4:30 pm – 5:30 pm **KEYNOTE 3** | **Shep Hyken** | Driving a Culture of Amazement
- 6:00 pm – 10:00 pm Opening Party

TUESDAY, NOVEMBER 9th

- 6:30 am – 5:00 pm Registration & Information Desk
- 7:00 am – 8:15 am Breakfast
- 7:00 am – 8:00 am Executive Briefing: Game Changer Case Study *(By Invitation, Breakfast Included)*
- 8:30 am – 10:00 am **KEYNOTE 4** | **Bev Kaye** | Stem the Turnover Tide: Tools to Recruit and Retain in Overwhelming Times
- 10:30 am – 11:30 am **BREAKOUT 3**
- 3A **Michael Kolenda** | Core Components of Inspirational Caregiving
 - 3B **Michael Bayer** | Visual Management: Bringing Your Goals into Focus
 - 3C **Greater Baden Medical Services** | Transforming Culture Through Love Leadership
 - 3D **Jackson County** | Employee Engagement
 - 3E **Dorian Nottebrock** | The CareSay Feedback Revolution
 - 3F **Pat Schou** | Leadership: Creating a Patient Centered Culture
- 11:45 am – 12:30 pm Lunch
- 12:30 pm – 1:45 pm **The Silver Linings Show** | **Jeff Tobe** *(Host)*
- 2:00 pm – 3:00 pm **BREAKOUT 4**
- 4A **Richard Hadden** | Contented Recruits Never Leave: How to Find and Keep the Workforce Your Patients Need
 - 4B **Michele Matt** | Five Behaviors to Refocus & Reignite Your Team
 - 4C **Angie Charlet** | Team Building: Bringing Out the Play in All of Us!
 - 4D **Grand River Health** | Physician Relations & Engagement
 - 4E **David Chavez** | Bring Your Core Values to Life
 - 4F **Julie Russel and Jake Hanson** | Online Reviews are ALWAYS Important, in EVERY Market
- 3:30 pm – 4:45 pm **KEYNOTE 5** | **Eileen McDargh** | Burnout to Breakthrough: Building Resilience to Refuel, Recharge and Reclaim What Matters
- 4:45 pm Free Time



CONFERENCE AT A GLANCE

WEDNESDAY, NOVEMBER 10th

- 6:30 am – 4:30 pm Registration & Information Desk
- 7:00 am – 8:15 am Breakfast
- 8:30 am – 10:00 am **KEYNOTE 6 | Colette Carlson** | You Management: Free Yourself from Conflict and Stress at Work, at Home and In Life
- 10:30 am – 11:30 am
- BREAKOUT 5**
- 5A **Lynn Sullivan** | Staying Sharp
 - 5B **Tim Durkin** | Transformational Leadership: How to Reset, Restart and Renew Your Hospital
 - 5C **Jeff Tobe** | Let's Get Engaged: Driving Engagement in Your Organization
 - 5D **Ozarks Healthcare** | Communications During Covid-19: OASIS Teams in Action
 - 5E **Union General Hospital** | Behavioral Standards: Development to Action
 - 5F **Pat Schou** | Do Accountable Care Organizations Improve the Patient Experience?
- 11:45 am – 12:15 pm Lunch
- 12:15 pm – 12:30 pm Team Bragging Video Awards
- 12:30 pm – 1:00 pm Breakthrough Awards
- 1:00 pm – 1:15 pm Group Photo
- 1:30 pm – 2:30 pm
- BREAKOUT 6**
- 6A **Bruce Lee** | Be Unreasonable and Extraordinary: The Power of Enthusiasm
 - 6B **Andrew Lewis** | Mind The Gap: Responding to Generational Differences in the Workforce
 - 6C **Robert Grossman** | Communicate: Don't Ass-u-me!
 - 6D **Providence Medical Center** | How to Keep Employees Engaged: OASIS Driven Success
 - 6E **Osceola Regional Health Center** | New Hire Orientation
 - 6F **Kate Hill** | Let's Do It Better: PCMH, Improving Patient Care and Outcomes
- 3:00 pm – 4:30 pm **CLOSING/KEYNOTE 7 | Jim Cathcart** | The Power Minute: Raising the Bar in HealthCare Service Excellence
- 6:00 pm – 7:00 pm Founder's Reception
- 7:00 pm – 11:00 pm Night of Excellence: Dinner, Summit Awards & Dance

The Silver Linings Show

Tuesday, November 9th

12:30 pm – 1:45 pm Hosted by Jeff Tobe

Join us for the world premiere of The Silver Linings Show hosted by Jeff Tobe. Various healthcare teams will share best practices, policies and plans that have been developed as a result of the pandemic and continue to positively impact their organizations. Our talk-show host, Jeff, is sure to keep us entertained and educated.



Keynote Sessions

Trust Edge 2.0: Reigniting a Culture of Trust

DAVID HORSAGER MA, CSP, CPAE



Leave with a framework and practical tools to ignite a culture of trust.

The single uniqueness of the greatest organizations of all time is trust. For the trusted brand, people pay more, come back and tell others. This strategic advantage of being trusted is what separates high performance organizations from their competitors, leading to greater profitability, more impact and better workplaces. In this presentation, David shares case studies and actionable steps for diving deeper into the Pillars of Trust.

The Pathos Project

MARCUS ENGEL MS, CPXP, CSP



Leave with techniques to become even more present.

Introduction to Personalism in Medicine: The Pathos Project is a course for pre-meds at University of Notre Dame. Marcus co-instructs this course, which blends Narrative Medicine and storytelling to help future clinicians practice presence. Marcus' personal story is intertwined with academics to help inspire clinicians to "be there" for the suffering of others.

Driving a Culture of Amazement

SHEP HYKEN CSP, CPAE



Learn the importance of creating an amazing customer/patient experience, along with actionable tips and tactics that you can put into practice right away.

Our customers and patients are smarter than ever before. They no longer compare us to a direct competitor, but instead to the best experience they have ever had from anyone in any company. The bar has been raised. Now, more than ever, we must deliver an engaging and amazing experience that sets us apart from our competitors. In this fast-paced and informative presentation, Shep will share six steps to creating a customer-focused culture, along with strategies and tactics that high-performing organizations use to differentiate themselves from their competitors and create fierce loyalty, and more. Learn how to create a patient experience that will truly amaze!

Stem the Turnover Tide: Tools to Recruit and Retain in Overwhelming Times

DR. BEVERLY KAYE



Energize and reignite disengaged employees, in spite of pandemics and a shifting, unstable environment.

Dr. Beverly Kaye has been talking about this subject for two decades. Her books on the subject have been used in multiple health care settings. She will provide hand-on specific actions you can take when you return to your organizations immediately! work with and those who we serve.



Keynote Sessions

Burnout to Breakthrough: Building Resilience to Refuel, Recharge and Reclaim What Matters

EILEEN MCDARGH CSP, CPAE



You'll discover at least three ideas to help you turn flames into fuel for a life by design and not default.

Balance is baloney. The convergence of global events and great health needs puts an incredible strain on professionals in health care. Discover a new definition of resilience while identifying four skills to help you refuel, recharge and reclaim what matters.

You Management: Free Yourself from Conflict and Stress at Work, at Home and in Life

COLETTE CARLSON MA, CSP, CPAE



Gather the tools necessary to overcome everyday stressors to stay strong, focused and effective in an environment riddled with challenges, conflict and constant change.

In an overworked, frenetic-paced environment like healthcare we all need to stress less and laugh more. The rapid pace of change, and lack of certainty moving forward, only adds to leaders, teams and patients feeling a lack of control. This overwhelming sense can increase stress, worry and anxiety. Enough! With a heavy dose of humor, Colette shares her magic prescription to support you in staying strong, focused and effective through challenges, conflict and constant change. Using specific examples from home, health and hospital life, Colette will leave you feeling renewed, refreshed and reinvigorated to tackle the decision fatigue and everyday pressures you face.

The Power Minute: Raising the Bar in HealthCare Service Excellence

JIM CATHCART CSP, CPAE



My mission is to give you more control, more confidence and more certainty that you can do what needs to be done without compromising your values or standards. You were designed to succeed in bigger ways and the rest of us need what you can contribute.

There is one, and only one, key element when it comes to determining who will succeed and who will not. This presentation will define that element for you. Transformation isn't usually one cataclysmic moment, but rather a series of small changes that add up to a major one. There is, within each event, a tipping point or critical moment that most people overlook. Within that moment there is power available to you. This is The Power Minute.



Celebrating the Best of the Best



Team Bragging Video Awards

We have asked organizations currently participating in the Service Excellence Initiative to create a video that showcases their facility, team spirit and Service Excellence experience. All videos submitted will be shown throughout the conference and the 1st, 2nd and 3rd place winners will be announced during lunch on Wednesday, November 10th.



Breakthrough Awards

The Service Excellence Initiative's purpose is to improve customer service. It's success involves a total commitment from all personnel, from the frontline to the administrators. Recognition presented during Breakthrough Awards acknowledges the efforts of all facilities in their challenge for World Class patient and family satisfaction, as measured by an independent source.

The Night of Excellence



Summit Awards

The Summit Awards are a North American-wide recognition program that celebrates exceptional customer service achievements in healthcare and in initiatives for improving:

- The quality of service for patients/customers
- The quality of work life for professionals
- The performance of organizations

All healthcare facilities participating in the Service Excellence Initiative are eligible to submit nominations. Summit Award recipients are presented their awards at the HealthCare Service Excellence Conference during the closing Night of Excellence Banquet.



DON'T WAIT, REGISTER NOW!



**Put
Yourself
In The
Picture**

Registration Deadline is Friday, October 15th, 2021

Registration includes:

- 7 Dynamic and Inspiring Keynote Speakers
- 31 Practical and Relevant Workshops
- Meals & Refreshment Breaks (excluding Tuesday Night)
- Opening Night Networking Party
- The 21st Annual "Night of Excellence" Banquet & Dance Featuring the Summit Awards

\$ 1050 USD Full Registration and Breakouts

\$ 850 USD Early Bird Rate until September 17, 2021



Hilton La Jolla Torrey Pines

Don't wait! Book your hotel rooms now. Special conference rates apply. Space is limited. Escape to California Meetings + Events Magazine's 2018 Best Golf Resort, with Torrey Pines Golf Course and Pacific Ocean views. Hike in Torrey Pines State. Reserve or relax on La Jolla or Del Mar beaches. Our hotel offers oversized cabanas by the heated pool with a view of the 18th Fairway. Enjoy the sunset and delicious dinner from award-winning Torreyana Grille.



www.HealthCareServiceExcellence.com

1.800.667.7325 x230 email: chelan@customlearning.com