



Nov 9-11, 2026

at the Grand Sierra Resort and Casino in Reno, Nevada



Join us in Reno

Healthcare is entering a new era — and the organizations that will lead it are those learning not just to adapt, but to thrive.

Join us to transform today's challenges into meaningful opportunities for growth, engagement, and lasting impact. Explore practical strategies to:

- ◆ Enhance the patient experience
- ◆ Strengthen caregiver and employee engagement
- ◆ Foster a culture rooted in accountability, compassion, and excellence

Leave inspired. Leave empowered. Leave ready to help your organization thrive.



Register & learn more online

thrive

[Thriv]

verb

to grow, develop, prosper or flourish well or vigorously.

Inspiring Keynote Speakers



John Register

CSP, CPAE, PLY

Amputate to Elevate

In this powerful keynote, John introduces his transformation framework, Amputate to Elevate, and his StrikePoint Decision Method, equipping leaders to act with clarity when the stakes are high and the path forward is unclear.



Erin Mark
**Thriving Through
Uncertainty**

Using her CALM framework, Erin equips healthcare professionals with simple, actionable tools to navigate uncertainty, support one another, and show up consistently when it matters most.



Jeff Civillico

CSP, CPAE

Everyday Influence

Built on Jeff's viral TEDx talk, and his first-of-its-kind national research study, this high-energy keynote reveals a powerful truth: real influence isn't reserved for those with titles, platforms, or power... it lives in everyday actions, and the influence people already have.



Joe Schmit CSP

The Impact Playbook

In this high-energy keynote – filled with humor, storytelling, and real-world examples – Joe inspires audiences to harness the power of making one more intentional, positive impact every single day.

Learn more about our speakers online [here](#).



Vincent Phipps

MA, CSP, PhD (2027)

Lead Out Loud

Effective communication in healthcare is essential. In this engaging and high-energy keynote, Vincent challenges attendees to aspire to a higher level of patient and employee engagement.



Kathy Parry CSP

The Joy Jolt Effect

Your team is drained. High expectations for care, and workforce pressures challenge even the strongest cultures. Like a strong mug of morning coffee, Joy Jolt energizes teams to serve at their best and navigate disruption with renewed focus.



Morris Morrison

Rise Anyway

In a world desperate for connection and authentic leaders, Rise Anyway will inspire your audience to prioritize Human Intelligence in a digital world consumed with Artificial Intelligence and digital disruption.

MONDAY

November 9, 2026

Check in & Information Desk

Sun 5:00pm – 7:00pm
Mon 6:30am – 6:00pm
Tues 6:45am – 4:00pm
Wed 7:30am – 4:00pm

7:00am – 8:00am	Breakfast
8:00am – 8:45am	OPENING & WELCOME Brian Lee
8:45am – 10:00am	KEYNOTE 1 John Register Amputate to Elevate: Transform Uncertainty into Your Greatest Advantage
10:00am – 10:30am	Break
10:30am – 12:00pm	BREAKOUT 1 Details Online
12:15pm – 1:00pm	Lunch
1:00pm – 2:15pm	KEYNOTE 2 Erin Mark Thriving Through Uncertainty: How to Show Up for Patients Without Burning Out
2:15pm – 2:30pm	Break
2:30pm – 3:30pm	BREAKOUT 2 Details Online
3:30pm – 4:00pm	Break
4:00pm – 5:15pm	KEYNOTE 3 Jeff Civillico Everyday Influence: Quiet Power That Moves People, Shapes Culture & Ignites Action
6:00pm – 10:00pm	CLS Dinner Club: Cocktails, Crooners & Classics Networking Party

MON

6pm-10pm



Step into the CLS Dinner Club. Gather your team for an evening of classic entertainment, great conversation, and friendly competition. Enjoy live music, an Italian buffet, games, and a touch of vintage glamour inspired by the iconic dinner clubs of the 1950s.

TUESDAY

November 10, 2026



6:45am – 7:30am	Breakfast
7:30am – 8:30am	GAMECHANGER Case Study in Exceptional Caregiver & Patient Engagement
8:45am – 10:00am	KEYNOTE 4 Joe Schmit The Impact Playbook: Influence Through Purpose, Persistence & Passion
10:00am – 10:30am	Break
10:30am – 11:30am	BREAKOUT 3 Details Online
11:45am – 1:15pm	Lunch with Breakthrough, Star & NRRS Awards
1:15pm – 1:30pm	Break
1:30pm – 2:30pm	BREAKOUT 4 Details Online
2:30pm – 2:50pm	Break
2:50pm – 4:00pm	KEYNOTE 5 Vincent Phipps Lead Out Loud: Communicate with Confidence, Clarity and Care
4:00pm onwards	Free Time

TUES

4pm-late



Tuesday evening is yours to explore. Enjoy Reno's vibrant dining scene, stroll the scenic Riverwalk District, or spend quality time with your team before returning refreshed for the conference's final day.

WEDNESDAY

November 11, 2026



7:30am – 8:30am	Breakfast
8:45am – 10:00am	KEYNOTE 6 Kathy Parry The Joy Jolt Effect: Ignite Your Culture & Retain Your Team
10:00am – 10:30am	Break
10:30am – 11:30am	BREAKOUT 5 <i>Details Online</i>
11:45am – 1:00pm	Lunch with Recognition Showcase: Pinnacle & TBV Awards
1:00pm – 1:15pm	Group Photo
1:15pm – 1:30pm	Break
1:30pm – 2:30pm	BREAKOUT 6 <i>Details Online</i>
2:30pm – 2:45pm	Break
2:45pm – 4:00pm	KEYNOTE 7 Morris Morrison Rise Anyway: Human Intelligence, Influence & Impact - Reimagined
4:00pm – 5:30pm	Free Time
5:30pm – 6:00pm	Founder's Reception
6:00pm – 11:00pm	Night of Excellence Banquet, Summit Awards and Dance

Learn more about the 40+ breakout sessions online.



WEDNESDAY NIGHT OF EXCELLENCE

Join us for an unforgettable night of celebration at the Summit Awards, where we honor over 25 distinguished recipients and toast to the best of the best!

Free Time	4:00pm – 5:30pm
Founder's Reception	5:30pm – 6:00pm
Dinner, Summit Awards & Dance	6:00pm – 11:00pm



LIVESTREAM THE AWARDS

All awards presentations will be live streamed on Facebook, ensuring everyone has the opportunity to celebrate!

Celebrating Excellence in Healthcare

Breakthrough Awards

November 10, 2026

The Breakthrough Awards recognize organizations participating in the Service Excellence Initiative™ that have achieved remarkable improvements in patient experience. These awards celebrate measurable breakthroughs made possible through an unwavering commitment to delivering exceptional care, outstanding service, and meaningful cultural transformation.

Star Rating Awards

November 10, 2026

Join us as we recognize Service Excellence Initiative™ hospitals that have achieved a 4- or 5-Star rating in the Centers for Medicare & Medicaid Services (CMS) Star Rating system for patient experience. Based on quarterly patient survey results, these organizations have demonstrated exceptional performance in delivering outstanding care and service.

National Rural Rating System Awards

November 10, 2026

The National Rural Rating System (NRRS) celebrates outstanding small, rural, and critical access hospitals, as well as Rural Health Clinics and Federally Qualified Health Centers, that have demonstrated excellence in patient care and service. Organizations earning the prestigious 4- or 5-Star NRRS rating will be honored at this event in recognition of their exceptional commitment to the communities they serve.

Team Bragging Video Awards

November 11, 2026

Organizations actively participating in the Service Excellence Initiative™ are invited to showcase their culture, team spirit, and commitment to service excellence by creating a Team Bragging Video. First-, second-, and third-place awards will be presented to recognize the teams that best exemplify creativity, collaboration, and a passion for excellence.

The Summit Awards

The Summit Awards are a premier North America-wide recognition program presented by the HealthCare Service Excellence Conference, honoring individuals, teams, and organizations leading the way in healthcare transformation.

These distinguished awards celebrate achievements and innovative initiatives that elevate::

- ♦ The experience and quality of service provided to patients and customers
- ♦ The work life of healthcare professionals
- ♦ The performance and effectiveness of healthcare organizations

Exclusive to facilities participating in the Service Excellence Initiative™, the Summit Awards spotlight the dedication, passion, and commitment of those creating meaningful change in healthcare.

Recipients are honored during the Night of Excellence closing banquet – an inspiring celebration of the people and organizations setting new standards for service excellence.

Pinnacle Achievement Luncheon

November 11, 2026

Join us for a special celebration honoring the individuals and teams whose commitment to service excellence has earned them Pinnacle Achiever recognition in the Summit Awards program.

Pinnacle Achievers represent the highest level of achievement within their award categories, demonstrating exceptional dedication, innovation, and commitment to creating outstanding experiences for patients, residents, customers, and healthcare teams.

This luncheon celebrates their accomplishments in setting new standards of service excellence and making a meaningful impact in their organizations and communities.





It's no surprise the HealthCare Service Excellence Conference continues to be one of the highest-rated events — earning a 4.97/5 attendee rating in 2025.

Thrive brings together healthcare professionals, teams, and industry experts to strengthen patient and employee engagement with practical strategies, shared experiences, and meaningful connections. Through real-world learning in an energizing and supportive environment, attendees gain tools and inspiration to elevate performance and sustain excellence across their organizations.

Conference Registration Includes

- ♦ 7 Impactful Keynote Speakers
- ♦ 40+ Practical Breakout Sessions
- ♦ Opening Night Networking Celebration
- ♦ Night of Excellence featuring the Summit Awards, Banquet & Dance

Full Registration \$1,195.00 USD

Early Bird until Sept 7 \$950.00 USD

Registration Opens: Aug 3, 2026

Registration Closes: Oct 23, 2026

Grand Sierra Resort and Casino

Set against the scenic backdrop of the Sierra Nevada mountains, Reno offers the perfect blend of energy, adventure, and natural beauty. From outdoor exploration and lakefront relaxation to vibrant dining, entertainment, and nightlife, Reno-Tahoe provides something for every attendee to enjoy.

Rate: \$149 + tax & fees (resort fee waived) per night (double occupancy). Use the QR Code on the left to book – there is no additional booking fee when reserving online.

To book by phone, a \$4.95+ tax service fee will apply. Call 1-800-648-5080 and reference Group Res ID: HSEC6.



Reserve your room now!

Deadline is Oct 19 or when our room block sells out – whichever comes first.



www.HealthCareServiceExcellence.com