

A special 90-minute Live Video
Keynote for Leadership

The Magic of Engagement™



Brian Lee CSP

Presented by *Brian Lee, CSP*
Author of *The HCAHPS Breakthrough
Leadership Series™* & *Healthcare's 'Mr. Loyalty'*

MISSION:

The twelve biggest barriers to front line engagement, and how to overcome them.

WHO SHOULD ATTEND:

CEO, CNO/DON, CFO, and Senior Leadership

YOU WILL LEARN HOW TO:

- ▶ Avoid the 2 fatal mistakes most hospitals make about HCAHPS improvement, and know exactly what to do
- ▶ Implement the single most important best practice to both improve the patient experience and engage and empower your frontline staff
- ▶ Implement the 4 step staff empowerment formula, to educate and mobilize everyone, to continuously improve the patient experience
- ▶ Discover the 12 biggest barriers to engaging the frontline to improve the patient experience, and how to overcome them
- ▶ Energize your current efforts to improve the patient and family experience and create a sense of urgency
- ▶ Discover the five “must-have imperatives” to improve the overall patient experience and become a high-performing hospital

**What CEOs have to say about Brian's
“HCAHPS Breakthrough – Magic of Engagement” Video Keynote:**

“It was an eye Opener! It provided our team with skills to immediately focus on improving frontline communication, morale and teamwork.”

– Teresa Deuel, CEO
Hodgeman County Health Center, KA



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continued...

DURING Q & A, GET YOUR QUESTIONS ANSWERED ABOUT HOW TO:

- ▶ Answer a 5 question “pop quiz” that will reveal your teams’ patient survey literacy and level of engagement
- ▶ Understand the crucial link between your Emergency Room culture, and patient and family satisfaction
- ▶ Empower every employee to be a “caregiver”
- ▶ Engage Ancillary and Support Departments in your HCAHPS Improvement Plan
- ▶ Create on HCAHPS Balanced Scorecard
- ▶ Position your brand promise to manage patient expectations and achieve success
- ▶ Avoid the single biggest mistake creating leadership accountability
- ▶ Understand ten proven ways to create long term sustainability
- ▶ Ensure everyone understands the critical importance of HCAHPS and Value Based Purchasing
- ▶ Avoid having to pay the HCAHPS Value Based Purchasing penalty ever again!
- ▶ Discover “Why the individual nine HCAHPS Domain scores don’t correlate with the “overall and recommend” question?”
- ▶ Unlock the mystery of how to motivate staff to care, who are working just for the pay cheque
- ▶ Most effectively leverage the HCAHPS Breakthrough Webinar Series™ to fast track raising scores, and achieve input into developing an HCAHPS Strategic Plan
- ▶ Get HCAHPS scores moving upwards, and sustain improvements
- ▶ Achieve meaningful physician engagement
- ▶ Integrate and fuse the LEAN/Six Sigma, Quality Improvement Process to turbo charge patient experience improvement



CEO's evaluate Brian Lee's Live Video Keynote Magic of Engagement™



LINTON HOSPITAL

"The best 90 minute investment in patient experience/HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone's expectations"

– Robert Boyd, CEO, Linton Hospital, ND

PHILLIPS COUNTY

"Many organizations fail to recognize that customer service drives our volume and bottom line. Brian Lee's Magic of Engagement Teleconference reinforced our beliefs and heightened our leaders awareness of what we need to do better, which I believe will eventually contribute to a better bottom line."

– David Engel, CEO, Phillips County Hospital



ADAMS MEMORIAL HOSPITAL

"It was a very helpful for me as Ceo to get my team engaged and begin a very productive dialogue about improvement"

– Jo Ellen Eidam, CEO, Adams Memorial Hospital, Decatur IN

HODGEMAN

"It was an eye opener! It provided our team with skills to immediately focus on improving frontline communication, morale and teamwork"

– Teresa Deuel, CEO, Hodgemen County Health Center, KA



GREENE COUNTY

"There was great value in having an outsider expert educate our team about HCAHPS and how to engage the front line. It was enlightening to fully understudying the metrics of measuring the patient experience, for the purpose of continuous improvement"

– Brenda Reetz, CEO, Greene County General Hospital



CENTRA CARE Health Long Prairie

CENTRA CARE

" Very worthwhile. It was a great learning experience that really helped engage my management team, and educate them about how to improve employee ownership to improve the patient experience. . All CEOs should take advantage of this unique opportunity"

– Dan Swenson, CEO, CentraCare Health - Long Prairie

DELTA

"Brian opened our eyes about our lack of understanding about our patient experience scores and the vital importance of staff engagement. The presentation moved quickly and was engaging. Brian challenged our leaders to step up and I really appreciated that. Sometimes it's hard to hear these things but we must always be open to new ways to improve. Having an expert from the outside like Brian was very much appreciated."

– Jason Cleckler CEO, Delta County Memorial Hospital



Engage. Empower. Transform.

CEO's evaluate Brian Lee's Live Video Keynote Magic of Engagement™



Norwood Hospital

NORWOOD DEACONESS HEALTH CENTER

"The Teleconference brought our leadership team together and got everyone on the same page focused on improving the patient experience. Brian brought a high level of energy and enthusiasm for front line engagement that proved to be contagious!"

– Pete Antonson CEO, Northwood Deaconess Health Center

KERN VALLEY



"It was really an eye opening experience in terms of the critical need for senior leadership to focus on HACHPS and the patient experience, and the big surprise was how much of Brian's information resonated with everyone as relevant and helpful."

– Timothy McGlew, CEO, Kern Valley Healthcare District

COQUILLE VALLEY

"A challenging eye opener for my executive management team.



Because we are a rural hospital, it was very well worthwhile. It identified resources and opportunities to improve the patient experience, some very good take-aways about the need to focus on staff education and engagement to enhance the patient experience."

– Dennis Zielinski, CEO, Coquille Valley Hospital

LOST RIVERS

In a very short amount of time Brian Lee presented a thought provoking leadership education teleconference, that helped us look to the future about HCAHPS & patient satisfaction improvement, as well as validate our beliefs about our strategic direction . We especially appreciated the blueprint about how to get from good to great, and embrace new best practices we hadn't even considered.



Brad Huerta, CEO, Lost Rivers Medical Center

RIVERSIDE HEALTH SYSTEM



"There was so much power and energy in the room during Brian's

Teleconference. It was the most engaged and energized I have ever seen my management team"

– John Peterman, CEO, VA



NOXUBEE GENERAL HOSPITAL

"Valuable engaging and well worth the time"

– Danny McKay CEO, Noxubee General Hospital, MS



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