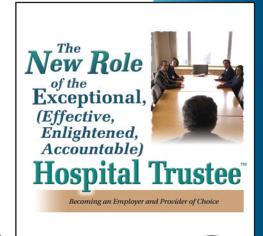
# The New Role of the Exceptional

(Effective, Enlightened, Accountable)

## Hospital Trustee™





### **MISSION:**

Becoming an Employer and Provider of Choice

#### YOU WILL LEARN HOW TO:

- ▶ Motivate everyone through the power of purpose.
- ▶ Transform your service delivery by focusing on the "soft" intangibles that create hard results.
- ▶ Break through to the 90th percentile in patient satisfaction scores by implementing the "Three" Cornerstones of Culture Change.
- Create absolute leadership accountability through the 6 Steps of Service Transformation.
- Execute service initiatives with a sense of urgency and commitment.
- ▶ Achieve overlap and buy-in at every level.

#### SEMINAR ATTENDEES SAY IT BEST:

- "Excellent. How to change a culture how to go about implementation." - Ron McArthur, Regional VP, Quorum Health Resource
- "Service recovery concept empowering each employee to take care of problems."
  - Lenny Becker, Trustee, Community Hospital, MI
- "Enthusiastic, basic approach to service excellence. Renewed enthusiasm to be a world-class hospital."
  - Eileen Dennis, CNO, Parkview Medical Center, CA

