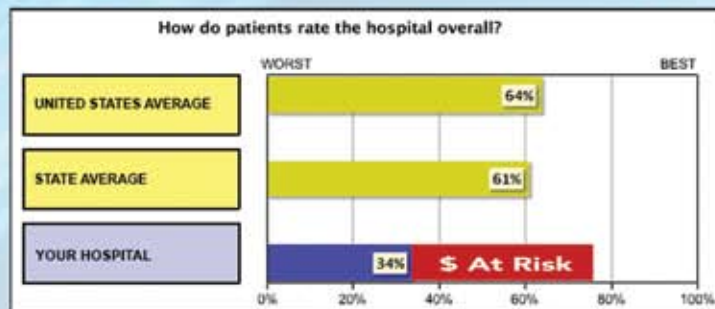


HCAHPS Value-Based Purchasing Leadership Boot Camp™

Maximize Reimbursement by Mastering HCAHPS and Value-Based Purchasing



- Implement an HCAHPS 60-day Quick Start Rapid Improvement Plan
- Avoid crippling penalties that may make the difference between profit and loss.



Brian Lee CSP
Author & Educator

Nashville, TN
Sheraton Music City
Wednesday
October 28, 2009

Value-based purchasing the game-changer

Who should attend:

This one-day conference is a one-of-a-kind learning experience for anyone who is interested in the competitive and financial health of your Hospital.

- Chief Executive Officers
- Chief Nursing Officers
- Chief Financial Officers
- Board Members
- Other Executives and
- Managers charged with delivering HCAHPS and VBP results.

There is simply no-way around it now: “patient experience” will shortly become a direct and quantifiable cost center.

As Value-Based Purchasing moves into the Patient Experience/HCAHPS realm, the financial implication of having an effective HCAHPS / Value-Based Purchasing management plan is critical.

Because the Patient Experience – only opportunity cost of many hospitals can range from \$300,000 to upwards of \$2,000,000 per year, the need to implement an urgent improvement plan is clear.

Help your team focus on leveraging HCAHPS to create world class patient satisfaction, and achieve long term sustainable competitive advantage as The Hospital of Choice in your market area.



Author & Presenter:

Brian Lee CSP

CEO, Custom Learning Systems Group

Brian Lee, CSP is one of North America’s leading experts in the field of world-class Patient Satisfaction, HCAHPS, and Nurse and Employee Retention.

Brian is a best-selling author and one of the most dynamic sought-after presenters in healthcare, having spoken in every state and province in North America, and 14 countries worldwide). He is the author of *Keep Your Nurses for Life*, *Satisfaction Guaranteed*, and the soon to be released *Hospital of Choice*. In addition, he has published more than 60 audio and video training programs, including *Essential Secrets to Become the Healthcare Employer of Choice*.

As the CEO of Custom Learning Systems Group, Brian and his team of implementation specialists have successfully led hundreds of hospitals and healthcare organizations through their journey to service excellence.

Discover for yourself why Brian Lee has been twice rated by the International Customer Service Association as the number one Customer Service speaker in the world!

22 Practical, Powerful Skills, Systems and Strategies to Master HCAHPS, VBP and Maximize Reimbursement

You Will Learn How To:

1. **Create A Vision for Excellence**

- Develop a vision that defines your team's role in achieving your hospital's goals for Service Excellence.
- Overcome entrenched pockets of resistance, and get everyone on board now!
- Gain support for improving patient satisfaction to the 90th percentile and reduce controllable turnover by 50%.
- Understand the power of excellence and apply the concepts of doing 1,000 things, 1% better.

2. **Master HCAHPS and Pay for Reporting**

- Clearly comprehend the HCAHPS survey process to discover the hidden opportunities for enhanced patient satisfaction.
- Everything you need to know about leveraging the HCAHPS survey to become an Employer and Provider of Choice.
- Understand why the HCHAPS survey requires the attention of senior management now!
- Take advantage of key milestones and compliance dates, as well as avoid the consequences of not reporting HCAHPS results.
- Utilize the HCAHPS survey to send a wake-up call to your leaders
- Achieve positive change in your HCAHPS results by building a patient-driven culture through the three cornerstones of culture change.
- Leverage the link between improved employee morale and exceptional HCAHPS scores.

"I continue to tell everyone I meet that Custom Learning Systems and Brian Lee are part of the most exciting transformation I have been a part of, period!"

– **David Wallace, CEO, Brown County General Hospital**

3. **Maximize Reimbursement by Mastering Value Based Purchasing**

- Gain a working knowledge of the proposed CMS Value Based Purchasing policy and how to avoid costly penalties in reimbursement.
- Create your own customized blueprint to succeed at Value Based Purchasing through World-Class Patient Satisfaction.

4. **Demystify The New Economics of Public Transparency**

- Prior to the Bootcamp, you will receive a confidential risk analysis of the potential penalty or bonus of value based purchasing based on your current HCAHPS scores.
- Understand the market dynamics of improving patient and employee satisfaction.

"Brian is very informative and will push you and your organization to the next level, everything was great."

– **West Jones, Assistant CFO, Hamilton County Hospital**

5. **Unleash The Priceless Value of Lifetime Customer Loyalty**

- Discover for yourself the vital importance of the Meeting Your Customers' Expectations strategy as a system for significantly improving your patient satisfaction survey results.
- Learn what to do when you make a mistake and how to win back the customers instantly.

6. **Fast Track Your Journey to Employer and Provider of Choice**

- Understand the link between employee morale and retention and patient satisfaction
- Understand the psychology of what it takes to truly motivate and empower your people to affect HCAHPS and VBP outcomes, by providing consistently excellent and memorable service

7. **Model The Six Attributes of a Transformative Leader**

- Implement The New Role of the Healthcare Administrator in becoming an Employer and Provider of Choice.
- Be re-inspired personally as a leader in service to others.
- Personally demonstrate and model the inspiring and empowering leadership that earns loyalty and support for improved patient and employee loyalty.

8. **Change Your Culture or Be Doomed to Repeat the Past (or Culture eats strategy for Lunch)**

- Assess your current culture and define a preferred culture and the impact this culture will have upon your marketing strategy, competitiveness, and patient experience as measured by HCAHPS
- Apply insights from a focus group into frontline staff perceptions of their workplace and customer service role to adapt comprehensive breakthrough tactics to overcome dysfunctional cultural barriers.

9. **Implement Five Breakthrough Recommendations to Become a Hospital of Choice**

- Implement three vital change-leadership strategies necessary to achieve a long-term, sustainable competitive advantage.
- Break down departmental silos and achieve organization-wide literacy about the HCHAPS survey results.
- Achieve director/middle manager ownership of HCAHPS best practices.

A 7-hour educational investment that will ignite a service revolution and pay dividends for years

You Will Learn How To: (Continued)

10. **Create Your Very own Accountability Protocol**

- Create organization-wide accountability to implement a 10-step breakthrough process to become an Employer & Provider of Choice.
- Lead your team to create specific HCAHPS/VBP performance goals-and hold themselves mutually accountable for achieving them.
- Hardwire Best Practices for successful leader, staff, and physician engagement to achieve exceptional patient satisfaction.
- Gain a meaningful commitment from leaders at every level to achieve annually-negotiated goals for patient satisfaction, HCAHPS, and associate retention.

Cornerstone #1 – ENGAGE

11. **Apply The 3 Cornerstones of Culture Change**

- Build a patient-driven culture of compassion and love through the three cornerstones of culture change.
- Overcome resistance to change and achieve a renaissance in employee morale through frontline empowerment and management accountability.
- Achieve a tipping point to gain support for, and ownership from a critical mass of leaders and staff.

12. **Create Total Management Engagement & Accountability**

- Inspire and engage leaders at every level to implement the 24 critical best practices through a 100-day rapid action program that sees a successful HCAHPS performance renaissance at your hospital.
- Create a customer driven culture through people empowerment and continuous improvement.
- Unlock the mystery of employee empowerment and enthusiasm to create a World Class patient experience.
- Create high-performance work teams.

13. **Actively Engage Physicians as an Essential Partner in Your Success**

- Gain physician engagement in continuous HCAHPS improvement.
- Simultaneously improve employee, patient, and physician satisfaction.

“Excellent information that I can take back and use immediately.”

– **Angie Hendrix, CNO Evergreen Medical, AL**

“Brian is very in tune with the needs and struggles of rural health care in today’s markets.”

– **Renaë Thomas, CFO, Texas Health Presbyterian Hospital**

Cornerstone #2 - EMPOWER

14. **Employ The Magic of Empowered Frontline Leadership**

- Empower frontline staff to be champions for improving the patient experience
- Inspire frontline staff to play a positive leadership role in creating a culture that attracts and recruits peers to provide active, enthusiastic, improvements to the patient experience at the bedside and from support services.
- Improve frontline empowerment to achieve higher expectations of world-class patient satisfaction.
- Create your own customized train-the-trainer program to empower your frontline leaders to teach and motivate their peers.

15. **Custom Design High Impact, Value Based Frontline Service Training**

- Custom design a 3 hours Winning at HCAHPS service excellence workshop that effectively eliminates high priority patient dissatisfiers.
- Teach your staff the best practices that will improve patient experience measures to aspirational targets
- Implement strategies to reduce or eliminate the top 10 patient dissatisfiers.

“Exceptional grasp and understanding of creating and maintaining a culture of service excellence.”

– **Kenny Boyd, CEO, Girard Medical Center**

Bring this Program to your hospital

If you have 10 or more Executives & Leaders we can deliver a dynamic custom tailored program onsite at your convenience and on your timetable.

Call Chris Garcia @ 1.800.667.7325 ext 206



Learn how to avoid crippling penalties that could make the difference between profit and loss

You Will Learn How To: (Continued)

Cornerstone #3 - TRANSFORM

16. **Harness Powerful Tools for Successful HCAHPS/VBP Implementation**

- Create a dynamic collaboration between frontline leaders and their managers to facilitate weekly and monthly DO IT meetings, to continuously improve patient scores.
- Successfully recruit and engage the best-of-your-best staff and overcome previous concerns they may have about disconnected higher-ups.
- Design and implement the single most powerful best practice that will motivate employees to go the extra mile, especially in dealing with customer problems and complaints.

17. **Utilize High Impact Priority Best Practices Guaranteed to Work**

- Implement the 12 Imperatives of a Dynamic Culture to attract and retain world-class talent.
- Create standard operating procedures at every level to ensure personal enthusiasm for the vision of world-class patient satisfaction.

18. **Reposition your Emergency Department as both your Marketing Agency & Front Door**

- Improve Emergency Department patient satisfaction scores and initially raise them to the 50th percentile. Thereafter, the goal is to eventually achieve a 90th percentile rating.
- Achieving a dynamic increase in patient satisfaction through rapid cycle improvement.
- Create an Emergency Department breakthrough team.
- Totally engage Emergency Department personnel, including management, physicians and frontline staff in the process of improving through-put, removing bottlenecks, and improving patient satisfaction scores.

“This is an excellent program and Brian Lee is right on target with the presentation to assist hospitals to improve patient and staff satisfaction.”

– **Patricia Poe, CNO Walker Baptist Medical Center, AL**

“One of the best speakers I have ever heard!”

– **Kevin Storey, CEO, Comanche County Medical Center**

19. **Implement the 13 Imperatives of HCAHPS & VBP Success**

- Implement the 13 Imperatives of Service Excellence blueprint for systematic improvement of the patient experience.
- Empower nurses at the bedside to deliver empathetic, compassionate care through the 5 step “S.E.R.V.E.” technique.
- Significantly improve outcomes by applying hourly rounding best practice

20. **Utilize The 60 Day Quick Start Action Plan**

- Fast track your HCAHPS improvement process by applying a dynamic 60 Day Quickstart process.
- Transform your culture with a step-by-step DO IT Action Plan to ensure results.

21. **Act on Nine Tactics to Sustain Momentum & Urgency**

- Facilitate sustainable enthusiasm for your hospitals goals for HCAHPS and VBP.

22. **Just DO IT! Creating a Blueprint for HCAHPS and VBP Performance Excellence**

- Implement everything you’ll learn with a take-home, ready to use tool kit.
- Benefit from one post presentation private coaching session.

“Excellent! Has a passion for customer service, exciting.”

– **Regina Yarbrough, CNO Princeton Baptist Medical Center, AL**

Register Now!

Our goal is to completely prepare you for Value-Based Purchasing. To do that, we need as many people as you can to attend this session. If you pay for the 2 people we need to take the ideas you’ll learn back to your hospital to execute, an additional 6 people can attend for free!

Phone: 1-800-667-7325 info@customlearning.com

www.CustomLearning.com

Are you
ready for
**HCAHPS Value-Based
Purchasing?**



HCAHPS Value Based Purchasing Conference

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Register Now!

www.CustomLearning.com/register Phone: 1-800-667-7325 Fax:403-228-6776 Email: info@customlearning.com

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