



HCSEC Annual 5-Star Report

If there is one word all 312 attendees at this year's HealthCare Service Excellence Conference at Hilton Torrey Pines will use to describe their experiences, I am sure it will be "extraordinary". The purpose of this report is to attempt to convey the remarkable chemistry we all shared learning, meeting, growing, and networking together.

Please enjoy this executive summary of our journey to achieve a renewed culture of engagement, provide world class clinical care, and realize a kind and compassionate patient experience - in spite of a persistent pandemic that challenges all of us.

On behalf of Conference Chair Pat Goodberry, Conference Vice-Chair Chelan MacMillan, and the entire organizing committee - we celebrate all of you who either physically journeyed to La Jolla, CA or enjoyed the virtual learning experience. We wish you all a safe, positive, and meaningful 2022!

– Brian Lee, CSP HoF



[Click on photo to play the 2021 highlight reel]



And the Winner is...

Summit Awards

The Summit Awards ceremony and Night of Excellence is a North American-wide recognition program established by the HealthCare Service Excellence Conference.

Pinnacle Achievers in each of the 18 award categories are eligible to receive the prestigious Summit Award, which recognizes significant achievement and dedication in improving initiatives in the following areas:

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

At the Night of Excellence on Wednesday, November 10, 2021, we recognized 68 Pinnacle Achievers and 19 Summit Award Recipients. Click **HERE** to see all the details. Congratulations to everyone that participated.



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. The recognition presented acknowledges the efforts of all facilities in their challenge for World Class patient and family satisfaction as measured by an independent source.

Congratulations to our winners. A total of 230 Awards were presented to 11 Organizations

To see full details, click **HERE**



Team Bragging Video Awards

Organizations were asked to create a video to showcase their facility, team spirit and Service Excellence experience. We had some amazing videos submitted for our 9th Annual TBV Awards. The Criteria: 3-minutes or less, music of your choice, CNO, a Heart, the words "Caregiver Hero" and bonus item "Physician". We had 12 facilities participate.

To see all videos, click **HERE**

- 1st Place – Allen Parish Community Healthcare, in Kinder, LA
- 2nd Place – Adair County Health System, in Greenfield, IA
- 3rd Place – Union General Hospital, in Farmerville, LA
- 3rd Place – Madison County Health Care System, in Winterset, IA

Thank you to all facilities who showed their team spirit through these wonderful videos.



Founders Award

An individual or organization who best demonstrates and lives the meaning of Service Excellence.

The 2021 Founder's Award Recipient is Evalyn Ormond, CEO of Union General Hospital in Farmerville, LA.



- Evalyn has led Union General Hospital for the past 28 years and has been a dedicated CEO/Administrator for 40 years
- She has been the driving force behind her hospital's successful transformation to a culture of healing kindness
- This is not just a job for Evalyn, it is a calling. Evalyn has dedicated her life to Rural Healthcare
- She has worked tirelessly to maintain a physician presence in rural Louisiana
- She was the first hospital administrator in her region to hire a Nurse Practitioner
- Despite her enormous work load as CEO, Evalyn is a tireless community advocate. She:
 - Is a board member of the local Council on Aging
 - Has served as Board President of the Louisiana Hospital Association NE District
 - Is the driving force behind hospital fundraising for the local United Way and has raised over \$20,000.00 in the last two years
 - Organized a program to offer free mammograms through the hospital to uninsured women, resulting in several women who found they had breast cancer and would not have known otherwise
 - Championed a monthly teen program called "It's a Girl Thing" in response to very high rates of teen pregnancy, STD's and dropout rates, that has decreased teen pregnancy rate by 16% in 5 years

Our Keynote Speakers

Why not bring some inspiration to your facility by contacting one of these amazing keynoters.

DAVID HORSAGER MA, CSP, CPAE



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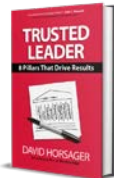
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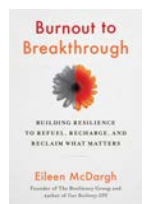
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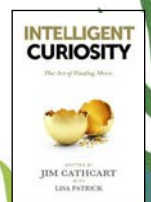
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Personal Reviews

"I have truly had a blast. I have learned more than I ever expected. Made tons of new friends and business relationships. I truly hope this isn't just a one-time experience."

– Kaylee Mackeh, Ringgold County Hospital

"Always a very well-run conference."

– Marcia Hendricks, Madison County Health Care System

"One of the best conferences I have attended! Never disappoints."

– Derek Yeagley, Allen Parish Community Healthcare

"Very organized, CLS staff very visible, amazing keynote speakers."

– Rachel Spalding, Good Samaritan Hospital

"Can't wait until next year! Thank you for the boost and recharge."

– Lori Randall, Family Health West

"We are going home re-energized and refocused."

– Kathy Winter, Osceola Regional Health Center

"I learned a lot and am refreshed to help make changes back home."

– Kevin Tadus, Grand River Health

"I am informed, empowered and pumped up to get our team on the right customer service track."

– Joanna Garneau, Eastern Plumas Health Care

"The content was relevant providing me with many ideas for my hospital program."

– Kathy Hellums, Ozarks Healthcare

"Refreshing and rejuvenating."

– Larry Spour, Marshall Browning Hospital

"The inspirational programs were exactly what I needed to go back and lead my team to the fullest potential!"

– Kathleen Greenup, Morrow County Health District

"The care and thought everyone put in to promote care and thought."

– Turi Woelfle, Family Health West

Join us in Orlando, Florida!

Uplift the Patient and Employee Experience

November 14-16, 2022 @ Rosen Shingle Creek

There is a reason the HealthCare Service Excellence Conference is one of the most highly rated conferences in the USA today. We have brilliant, inspiring, and revitalizing keynote speakers; engaging breakout sessions; and a joyful and positive culture where attendees become experts at improving the patient experience.

If there is a single word to overcome all the cultural challenges to improving the patient experience, it's "engagement". Discover for yourself an implementable prescription for frontline, leadership, and patient engagement at this year's conference!

Join us for the 22nd Annual HealthCare Service Excellence Conference at the Rosen Shingle Creek in Orlando, FL.

www.HealthCareServiceExcellence.com

1.800.667.7325 x230 or chelan@customlearning.com

