

UPLIFT THE PATIENT & EMPLOYEE EXPERIENCE

Opportunities, Optimism & Ownership



November 14-16th, 2022

Rosen Shingle Creek | Orlando, Florida

www.HealthCareServiceExcellence.com



Welcome!

TO THE

22ND ANNUAL

HEALTHCARE

Service Excellence

CONFERENCE

NOV
14-16

With our newfound ability to manage covid, health care influencers need an uplift to reignite a focus on the wellbeing of patients and caregivers

The organizing team of our 22nd annual conference can hardly wait for you to join us November 14 – 16, 2022 at the amazing Rosen Shingle Creek in Orlando, FL for an extraordinary learning experience that focuses on opportunities, optimism, and ownership. It's time to mark your calendar, register your team, book your travel, and get ready for a life-changing and positive experience.

- Brian Lee CSP, HoF

CONFERENCE AT A GLANCE

Check-In & Information Desk

SUN 6:00PM-9:00PM
MON 6:30AM-6:00PM
TUES 6:30AM-4:00PM
WED 6:30AM-4:00PM

14 MONDAY

6:30AM - 7:30AM

Uplifting Each Other: Grief Support Group |
Pat Goodberry CGRS
Experienced a recent loss? Join us to network, support, and build relationships

7:00AM - 8:00AM
Breakfast

8:00AM - 8:45AM
Opening Keynote |
Brian Lee CSP, HoF
Back to the Future

8:45AM - 9:55AM

Announcements and
Keynote 1 | Roger Crawford
How High Can You Bounce

10:30AM - 12:00PM

Breakout 1

- 1A Lynn Sullivan & Kathy Winter | Implementation Coordinators
- 1B Brian Lee | CEO Roundtable
- 1C Angie Charlet | CNO Roundtable: Everyone Communicates, Few Connect
- 1D Robert Grossman | Emotional Intelligence: What's in It for Me
- 1E Kevin Robbins | Accountability Revolution: A New Idea for An Old System
- 1F Bruce Lee | Enthusiasm: The Essential Ingredient that Makes Everything Different

12:00PM - 1:00PM **Lunch**

1:00PM - 2:00PM

Announcements and
Keynote 2 | Kelly Swanson

The Persuasion Principle: Using the Power of Story to Strengthen Teams, Engage Employees, and Wow Customers

2:30PM - 4:00PM

Breakout 2

- 2A Lynn Sullivan | Implementation Coordinators I
- 2B Kathy Winters | Implementation Coordinators II
- 2C Angie Charlet | Swing Bed Academy
- 2D Allen Parish Community Healthcare | The Importance of a Well-Organized Service Excellence Council
- 2E Andrew Lewis | Reclaiming the Joy for Your Job
- 2F Tim Durkin | Discover the Brilliance of Red Team Thinking for Healthcare Leaders
- 2G Nate Regier | Compassionate Accountability: Overcome Six Compassion Myths to Improve the Healthcare Experience

4:30PM - 5:45PM

Announcements and
Keynote 3 | Orlando Bowen

How to Be a GameChanger When the Game Itself Has Changed

Opening Party

6:00PM - 9:00PM

15 TUESDAY

6:45AM - 8:15AM

Breakfast

7:00AM - 8:00AM

Executive Briefing

Brian Lee CSP HoF & **Ben Davis** CEO
Osceola Regional Health
Center Case Study

8:30AM - 10:00AM

Announcements and

Keynote 4 | Meg Soper RN

The Secret Sauce: Thriving in Times of Change

10:30AM - 11:30AM

Breakout 3

- 3A Richard Hadden | Winning the Ongoing War for Talent
- 3B Kristen Ogden | How Patient Centered Medical Homes Can Raise the Quality of Care in Your Clinic
- 3C Julie Russell | Marketing vs. Advertising
- 3D Dana Neemann | Revolutionizing Patient Feedback: How the Past, Present and Future Affect Improvement Metrics (CareSay)
- 3E Memorial Hospital | Employee Engagement: Narrowing the Focus, Focus the Efforts
- 3F Mark Brodeur | How to Assess Your Emergency Department Performance: Are You 5 Star?

11:45AM - 12:45PM

Lunch and Team Bragging
Video Showcase & Awards

1:00PM - 2:00PM

Breakout 4

- 4A Jeff Tobe | Become a Strategic Leader (Even When "Leader" is Not on Your Business Card)
- 4B Good Samaritan Hospital | The New Paradigm of Executive Team Rounding
- 4C Kate Hill | Self-Surveys for Rural Health Clinics to Stay in Compliance
- 4D Michael Bayer | The Healing Power of Humor
- 4E Angie Charlet | 5 Star Nurse
- 4F Franklin General Hospital | Improving Quality Through Community Engagement: Forming a Community Transitions of Care Group

2:15PM - 3:30PM

Announcements and

Keynote 5 | Clint Maun CSP

Creating Measurable Staffing Solutions

3:30PM on

Free Time

1:30PM - 2:30PM

Breakout 6

- 6A Andrew Lewis | Diversity, Equity & Inclusion: A Curated Discussion
- 6B Brandon Barfield | Enhancing Recruitment and Retention by Easing Student Debt Repayment Through Loan Forgiveness
- 6C Dennis Shelby | 10 Keys to Successful Rural Healthcare Leadership
- 6D Patty Harper | What is So Different About Provider-Based RHCs
- 6E Family Health West | Flourishing C.A.R.E.
- 6F Madison County Health Care System | Onboarding and Retention

3:00PM - 4:30PM

Closing Ceremonies and

Keynote 7 | Mark Black CSP

The Resilience Roadmap

6:00PM - 6:30PM

Founder's Reception

6:30PM - 11:59PM

Dinner, Summit Awards
and Dance

16 WEDNESDAY

7:00AM - 8:15AM

Breakfast

8:30AM - 10:00AM

Announcements and

Keynote 6 | Marcus Engel MS, CPXP, CSP
Compassion and Courage

10:30AM - 11:30AM

Breakout 5

- 5A Clint Maun | Nine Proven Methods to Grow Your Staff Recruitment Success
- 5B Mark Brodeur & Angie Charlet | The 5 Star Clinic: Impact Your Community One Patient at a Time
- 5C Kristen Ogden | CCM: The Gateway to Patient Centered Medical Homes
- 5D Lynn Sullivan | You Will Never Regret Being Kind: Kindness Care Everywhere
- 5E Ozarks Healthcare | Care Tours: Manufacturing Concepts Used to Become the Employer and Provider of Choice
- 5F Pat Schou & Jake Hanson | Why Surveys Matter: Small Data is Meaningful Data

11:45AM - 1:00PM

Lunch and Breakthrough
Awards

Michael Bayer MBA, CSP, AS

OUT OF THIS WORLD KEYNOTE SPEAKERS



How High Can You Bounce

Roger Crawford

The true measure of success is how well you respond to change, uncertainty, and disruption. To rise above these circumstances you need grit, adaptability, and a positive outlook. When facing short-term challenges, or long-term changes, you can find new and creative ways to achieve success. With a resilient mindset change can provide the opportunity for you to dig deep, discover capabilities, and become even better than you are today! Roger Crawford's presentation help others rebound from change, reset their mindset, and reach higher levels of achievement.



The Persuasion Principle

Kelly Swanson

This motivating, funny, and insightful program will teach you Kelly Swanson's Persuasion Principle approach to help you leverage the moments you have to make a difference in the lives you touch. With a career spent on stages making people laugh, motivating them, and helping to change the way they think, Kelly shares the secrets she has learned to help you connect with the people you serve to have more influence and impact. Create remarkable experiences that engage your employees, strengthen your teams, and wow your customers. All through the power of story.



How to Be a Game Changer When the Game Itself Has Changed

Orlando Bowen

Orlando will take you on a roller coaster journey as he engages and inspires you to show up as 'GameChangers'. 'GameChangers' shift the path, possibilities, and perspectives of others by how they show up, especially in times of challenge. There have been GameChangers in the health care system that have profoundly impacted Orlando and his ability to contribute and make a difference in the lives of others. Join Orlando in celebrating these GameChangers while reflecting on your own ability to be exactly that for others.



The Secret Sauce: Thriving in Times of Change

Meg Soper RN

Now, more than ever, we need a reason to laugh! In her dynamic and engaging style, Meg will share her ideas on how we can use humor, passion, and resilience to find balance during uncertain times. Using experiences from her career as an OR Nurse, and now as a thought leader on resilience, Meg will demonstrate how choosing to shift our perspective using mindfulness techniques make us more effective, while building healthier and stronger relationships with ourselves, the people we work with, and those we serve.



Creating Measurable Staffing Solutions

Clint Maun CSP

Service excellence and staffing excellence go hand in hand. This dynamic, real world session details the essential procedures, systems, and techniques utilized in actual health care organizations for major staffing improvement. Clint will teach you how to capture the critical actions of a team-based method for recruitment, selection, and retention of quality employees.



Compassion and Courage

Marcus Engel MS, CPXP, CSP

Marcus shares personal narratives of hospitalization and health care, along with academic practices in education to reconnect caregivers to their "why". Borrowing from ancient spiritual traditions and cutting edge research, Marcus blends stories to help healthcare professionals stay engaged, committed, and practicing with mindfulness.



The Resilience Roadmap

Mark Black CSP

One tool is essential to have in your toolbox to succeed in the face of adversity: resilience. Mark provides a framework for success despite the odds and provides a powerful dose of inspiration and excuse-eliminating motivation in the process. In this powerful and practical program, you will acquire skills you can implement to improve your results and re-frame challenges to create powerful opportunities for innovation and growth while eliminating distractions that impede your success.

CELEBRATING

STELLAR ACHIEVERS



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. Recognition presented during the Breakthrough Awards acknowledges the efforts of all facilities in their challenge for world class patient and family satisfaction, as measured by an independent source.



Team Bragging Video Awards

We have asked organizations currently participating in the Service Excellence Initiative to create a video that showcases their facility, team spirit, and Service Excellence experience. All videos submitted will be shown at the conference, and the 1st, 2nd and 3rd place winners will be announced during lunch on Tuesday, November 15th.



SUMMIT AWARDS AT THE NIGHT OF EXCELLENCE

The Summit Awards are a North American-wide recognition program that celebrates exceptional customer service achievements in healthcare and in initiatives for improving:

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

All healthcare facilities participating in the Service Excellence Initiative are eligible to submit nominations. Summit Award recipients are presented their awards at the HealthCare Service Excellence Conference during the closing Night of Excellence Banquet.



PUT YOURSELF IN THE PICTURE

REGISTER BY:
**FRIDAY
OCT 21**

REGISTRATION INCLUDES:

- 7 Dynamic and Inspiring Keynote Speakers
- 30+ Practical and Relevant Breakout Sessions
- Meals & Refreshment Breaks (excluding Tuesday Night)
- Opening Night Networking Party
- The 22nd Annual "Night of Excellence" Banquet & Dance featuring the Summit Awards

\$1150 USD Full Registration

\$950 USD Early Bird Rate

until September 17th, 2022



WHO SHOULD ATTEND?

**Anyone Who Believes in Exceptional
Employee and Patient Satisfaction**

- Administrators, CEOs, COOs, CFOs
- CNEs, CNOs & Nurse Leaders
- Customer Service & Quality Professionals
- Education & Training Professionals
- Human Resource Professionals
- Patient Representatives
- Physicians/Providers
- Service Excellence Advisors, Ambassadors & Frontline Leaders
- Retention & Recruitment Professionals
- Service Excellence Council Members
- Volunteers & Volunteer Leadership

YOU AND YOUR TEAM!

NOVEMBER 14-16TH, 2022
ROSEN SHINGLE CREEK
ORLANDO, FLORIDA

Don't wait! Book your hotel rooms now. Special conference rates apply. Space is limited. Golf, dine, shop, and relax. Designed to please in every way, Rosen Shingle Creek delivers exceptional luxury. From 1,501 elegant guestrooms and suites, to 15 tantalizing restaurants and lounges, to the four seasonally heated pools and 18-hole par 72 championship course, Rosen Shingle Creek is a hotel that surprises and delights in an unspoiled natural setting.



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