

The background is a vibrant, stylized illustration of a tropical jungle. It features various types of palm leaves and other foliage in shades of green, teal, and purple. Several animals are depicted: a toucan with a large pink beak on the left, a blue monkey on the top right, a pink and yellow parrot on the bottom right, and a small green frog on the bottom right. The central text is set against a dark grey rectangular background.

# LEAP

LISTEN, EMPOWER, ANTICIPATE, PERFORM

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NOV 13-15, 2023

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AT ROSEN CENTRE  
ORLANDO, FLORIDA

# Conference Welcome

Throughout history, mankind has perpetually been driven to take a leap forward to improve our human connectivity, from the advent of the printed word through to today's artificial intelligence.

Our conference team has dedicated the past year to assembling a tour de force of talented Thought Leaders to enable you to realize your own eureka moments of "authentic intelligence"! Our goal is to help you drive your own 5 Star improvements to the patient experience, employee engagement, and workforce recruitment and retention.

Don't miss out on this outstanding combination of brilliant keynotes, invaluable breakout sessions and an exceptional networking opportunity with the brightest and best in healthcare today. It's time you and your team LEAP with us November 13<sup>th</sup> – 15<sup>th</sup>!

- Brian Lee CSP, HoF

## Check-In & Information Desk

**SUN** 6:00PM – 9:00PM

**TUES** 6:30am – 4:00pm

**MON** 6:30am – 6:00pm

**WED** 7:30am – 4:00pm

MONDAY, NOV 13

7:00 am – 8:00 am

### Breakfast

8:00 am – 8:45 am

OPENING | **Brian Lee** | Take the LEAP

8:45 am – 10:00 am

KEYNOTE 1 | **Steven Gaffney** | Unconditional Power

10:00 am – 10:30 am

### Break

10:30 am – 12:00 pm

1A **Brian Lee** | CEO Roundtable

### BREAKOUT 1

1B **Grand River Health/The Compliance Team** | Swing Bed Academy

1C **Richard Hadden** | Implementation Coordinators Unite

1D **Next Element Consulting** | How to Hold People Accountable with Compassion

1E **Tim Durkin** | Present like a Pro: Tools & Techniques of Top Professional Speakers That You Can Use

1F **Michele Matt** | Live Up: Creating Balance & Joy in Your Life

12:15 pm – 1:00 pm

### Lunch

1:00 pm – 2:15 pm

KEYNOTE 2 | **Clint Maun** | Accelerated Staffing Fix

2:15 pm – 2:30 pm

### Break

2:30 pm – 3:30 pm

2A **Pat Goodberry/Kate Hill** | Uplift Each Other: Grief Support for the Griever & Supporter

2B **Mandy Robidoux/Mark Brodeur** | Beyond Real-Time Feedback: Understand, Gather, and Improve

2C **Andrew Lewis** | Avoiding Collisions

2D **Minidoka Memorial Hospital** | First Lead Yourself

2E **CEO Panel** | The Future of Performance Dashboards & Board Accountability

2F **Angie Schierer** | CNO Roundtable

2G **Hot Springs Health** | Coming Out of the Gate Strong: A First Year Success Story

3:30 pm – 4:00 pm

### Break

4:00 pm – 5:30 pm

KEYNOTE 3 | **Ross Bernstein** | The Champion's Code

6:00 pm – 10:00 pm

### Opening Party



# TUESDAY, NOV 14

7:15 am – 8:30 am

7:30 am – 8:30 am

8:45 am – 10:00 am

10:00 am – 10:30 am

10:30 am – 11:30 am

**BREAKOUT 3**

11:45 am – 12:45 pm

12:45 pm – 1:00 pm

1:00 pm – 2:00 pm

**BREAKOUT 4**

2:00 pm – 2:20 pm

2:20 pm – 3:30 pm

3:30 pm

## Breakfast

**GAME CHANGER** | **Brian Lee** | A Case Study in Exceptional Caregiver & Patient Engagement

**KEYNOTE 4** | **Joe Mull** | The Great Boss Factor

## Break

**3A Michael Bayer** | The Guy on the Gurney: The ED Experience of the Guy Who Was There

**3B Good Samaritan** | Virtually Empowered: Implementing a Virtual Nursing Model of Care

**3C Ely-Bloomenson Community Hospital** | New Hire Orientation: Striving for Excellence, Engagement, Retention and Effectiveness

**3D The Compliance Team** | RHC Self Survey to Stay in Compliance

**3E Clint Maun** | Real Results of a Staffing Initiative

**3F Apogee Consulting Group** | Efficient & Effective: Designing for Limited Staffing & Constrained Budgets

## Lunch with Team Bragging Video Showcase & Awards

## Break

**4A Lynn Sullivan** | Do You Prescribe Before You Diagnose: The Art of Active Listening

**4B Robert Grossman** | Emotional Intelligence in Healthcare: The Secret to Talent Retention & Enhanced Patient Experience

**4C Memorial Hospital** | Setting the Bar High: FOCUS on 5 Star Service for Our Community

**4D Madison County Health Care System** | Lights, Camera, Action: How One Hospital Created its Own Service Excellence Video Workshop

**4E North American HMS** | Value-Based Care: What's in It for Us?

**4F The Compliance Team** | The Value of Accreditation

## Break

**KEYNOTE 5** | **Cy Wakeman** | Evolved, Not Traumatized

## Free Time

7:30 am – 8:45 am

8:45 am – 10:00 am

10:00 am – 10:30 am

10:30 am – 11:30 am

**BREAKOUT 5**

11:45 am – 12:15 pm

12:15 pm – 1:00 pm

1:00 pm – 1:15 pm

1:15 pm – 1:30 pm

1:30 pm – 2:30 pm

**BREAKOUT 6**

2:30 pm – 2:45 pm

2:45 pm – 4:00 pm

4:00 pm – 5:30 pm

5:30 pm – 6:00 pm

6:00 pm – 11:59 pm

## Breakfast

**KEYNOTE 6** | **Stacey Hanke** | Build Trust and Connection to Create Influence Monday to Monday

## Break

**5A Kevin Robbins** | The Optimism Prescription

**5B Richard Hadden** | The Five Star Leader & Service Excellence

**5C Franklin General Hospital** | Building Team Engagement & Improving Consumer Experience through New Colleague Mentorship

**5D Good Samaritan** | Facilitating Successful & Engaging Service Excellence Workshops

**5E The Compliance Team** | Care Coordination: Surrounding Patients with Care

**5F Brian Lee/Michael Klein/Panel** | 5 Star Physician

## Lunch

## Breakthrough Awards, Star Rating & National Rural Honor Roll

## Group Photo

## Break

**6A Bruce Lee** | Ignite the Best, Empower the Rest

**6B Mark Brodeur** | 5 Star Emergency Department: How to Implement Best Practices that Improve Throughput & Satisfaction Performance

**6C Memorial Hospital** | To Infinity & Beyond

**6D The Hebets Company** | Cutting Edge Trends in Executive Compensation: How to Retain & Attract Key Executives & Physicians

**6E West Jefferson Medical Center** | Quick Wins That Make Your Employee & Patient Experience Extraordinary

**6F Angie Schierer** | National Rural Rating System

## Break

**KEYNOTE 7** | **Marcus Engel** | Presence & Perspective

## Free Time

## Founder's Reception

## Dinner, Summit Awards & Dance

# Inspirational Keynote SPEAKERS



**Monday 13<sup>th</sup>**  
8:45am

## **Unconditional Power** **Steven Gaffney**

Have you ever noticed when you are in a good mood you are smarter? Many people think they are powerful, but they are often conditionally powerful. Steven will show you how to be unconditionally powerful so that you and others can consistently overcome the toughest situations and challenges, no matter how uncertain and unpredictable. It is the hidden switch for an immediate increase in speed, engagement, productivity, and innovation.



**Monday 13<sup>th</sup>**  
1:00pm

## **Accelerated Staffing Fix** **Recruiting, Selecting and Retaining** **Quality Coworkers**

**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 organization for major staffing improvement.

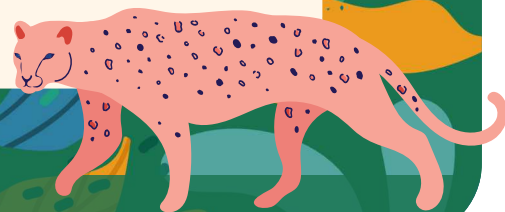


**Monday 13<sup>th</sup>**  
4:00pm

## **The Champion's Code:** **Building Relationships through Life Lessons** **of Integrity and Accountability from the** **Sports World to the Business World**

**Ross Bernstein CSP, CPAE, GSF**

There are reasons certain teams win consistently, whereas others don't... it's based largely on the "Good to Great" concept of how the best are able to separate themselves from the rest of the pack through servant leadership, by creating a culture of excellence, by developing deeper relationships, and by giving extraordinary customer service. Ross shares best practice ideas on ways to overcome disruption, while ultimately building stronger relationships.





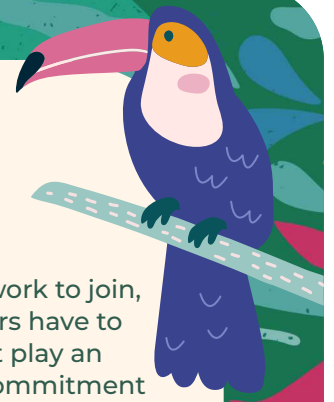


**Tuesday 14<sup>th</sup>**  
8:45am

## **The Great Boss Factor: How to Activate People and Cultivate Commitment**

**Joe Mull** MEd, CSP

Are you engaging in the interactions that lead people at work to join, stay, care, and try? While there are dozens of things leaders have to get right to lead effectively, there are 3 specific habits that play an outsized role in triggering emotional and psychological commitment on the job. In this engaging primer on leading teams in a new age of work, Joe mixes real-world stories with the latest social science research to give leaders at all levels clarity on what they must say and do to #bossbetter.



**Tuesday 14<sup>th</sup>**  
2:20pm

## **Evolved, Not Traumatized: What the Pandemic Has Taught Us About Well- Being, Resilience, and Post Traumatic Growth**

**Cy Wakeman** MS, CSP

To be wildly successful in the modern world, it is imperative that organizations redefine greatness and help team members find ways for sustained growth and success. Cy will show ways to use our experiences to build sustainable resilience that will give us the capacity to create great futures without exhausting our teams or burning out ourselves. This session will outline the modern role of leaders and team members in restoring and refocusing talent in ways that will impact the organization far into the future.



**Wednesday 15<sup>th</sup>**  
8:45am

## **Build Trust & Connection to Create Influence Monday to Monday**

**Stacey Hanke** CSP, CPAE

How you communicate determines whether others see you as credible, knowledgeable and trustworthy. Without doing this effectively, you inhibit your maximum potential to influence, increase profits and cultivate long-term relationships. Stacey helps you eliminate the static that plagues communicative delivery – to deliver a clear message that persuades, sells your ideas, influences, and makes you more effective through all mediums.



**Wednesday 15<sup>th</sup>**  
2:45pm

## **Presence & Perspective: Lessons on Compassionate Listening**

**Marcus Engel** MS, CSP, CPXP

Join Marcus as he shares part of his patient narrative and what he's learned from over 100 podcast conversations with health professionals and survivors, blending these stories and angles into easy and actionable best practices for compassionate care. You will leave equipped with new techniques for compassionate listening and empathetic responding.

# SUMMIT AWARDS

Wednesday, Nov 15<sup>th</sup>



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.



## Photo Opportunities

- 🌿 Snap a photo with your entire team during the Founder's Reception
- 🌿 Take photos of your Summit and Pinnacle Achievers after the Awards presentation

# Celebrating excellence with inspiring ACHIEVERS



Tuesday, Nov 14<sup>th</sup> 11:45am

## Team Bragging Video Awards

Organizations currently participating in the Service Excellence Initiative created a video that showcases their facility, team spirit, and Service Excellence experience. All videos submitted will be screened at the showcase, and the 1st, 2nd and 3rd place winners will be announced.



Wednesday, Nov 15<sup>th</sup> 12:15pm

## 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.



## Star Rating Awards

Organizations that have an overall improvement of at least one star, or achievement of 4 or 5 in their star ratings will be recognized.



## National Rural Honor Roll

The National Rural Rating System has established credible criteria for recognizing rural and critical access hospitals that achieve 4 or 5 stars with less than 100 annual inpatient discharges, emergency departments, and clinics.





# PUT YOURSELF IN THE PICTURE

November 13-15, 2023

## REGISTRATION INCLUDES

- 7 Dynamic and Inspiring Keynote Speakers
- 30+ Practical and Relevant Breakout Sessions
- 8 Meals & 6 Refreshment Breaks
- Opening Night Networking Party
- The 23<sup>rd</sup> Annual "Night of Excellence" Banquet & Dance featuring the Summit Awards

**\$1175USD Full Registration**

**\$950USD Early Bird Rate  
until September 17th, 2023**

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REGISTER BY:  
**FRI. OCT 20**



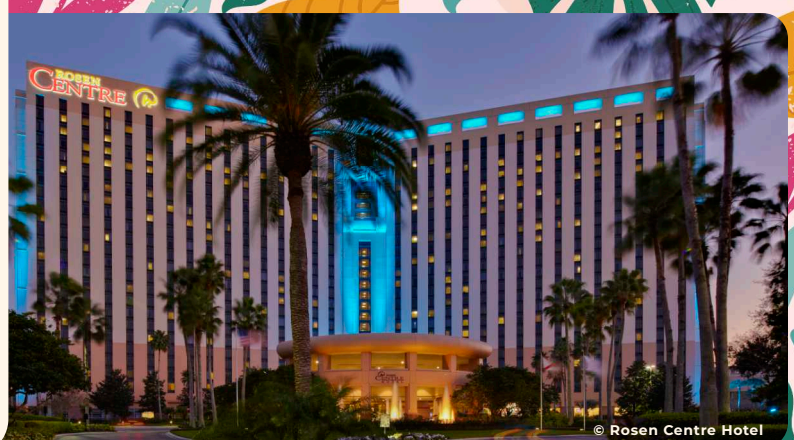
## WHO SHOULD ATTEND?

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!**

**ROSEN CENTRE**  
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Register now at: **[www.HealthCareServiceExcellence.com](http://www.HealthCareServiceExcellence.com)**

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