



## 5 Star Report

We anticipate all 362 attendees at this year's HealthCare Service Excellence Conference would characterize their experience as "exceptional," as indicated by the remarkable overall rating of 4.95.

This report aims to effectively capture the camaraderie we fostered while collectively engaging in learning, networking, and personal growth. We present this executive summary of our shared 2023 LEAP journey, delving into the themes of Listen, Engage, Anticipate, and Perform.

We extend our gratitude to those who either physically joined us in Orlando, FL, or participated in the virtual learning experience. While celebrating the success of the event, we express our wishes for a safe, positive, and uplifting 2024 on behalf of Conference Chair Pat Goodberry, Conference Vice-Chair Chelan MacMillan, and the entire organizing committee.

**WATCH  
VIDEO HERE**

# Celebrating our inspiring WINNERS



## 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 11<sup>th</sup> Annual TBV Awards.





**The Criteria:** 3-minutes or less, music of your choice,

**Person:** CEO **Action:** Listening

**Word:** LEAP **Bonus Item:** Mascot

 1st Place – Allen Parish Community Healthcare, Kinder, LA

 2nd Place – Pinckneyville Community Hospital, Pinckneyville, IL

 3rd Place – Memorial Hospital, Carthage, IL

Thank you to all facilities who showed their team spirit through these wonderful videos. **To see photos, click [HERE](#)**

## 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 457 Awards were presented to 15 organizations.



**To see full details, click [HERE](#)**

## Star Rating Awards

The absolute peak of achievement for distinguishing a hospital for patient experience is to be designated by CMS as 5 Star. We are so proud to honor the 4 and 5 Star hospitals for their exceptional dedication and accomplishment. **To see full details, click [HERE](#)**



## National Rural Honor Roll

Custom Learning Systems has been proud to play a leadership role in founding the new National Rural Rating System and Honor Roll to celebrate and recognize community based hospitals that are not eligible for CMS Star Rating designation due to their size. We enthusiastically honor the recipients for 2024.



**To see full details, click [HERE](#)**



# The 2023 **FOUNDER'S AWARD** *goes to...*

*An individual or organization who best exemplifies, through their actions and leadership, the principles of Service Excellence.*

The 2023 Founder's Award recipient is Ada Bair, CEO of Memorial Hospital & Hancock County Senior & Childcare Services in Carthage, IL.

Ada has profoundly championed high quality health care in rural communities for over 30 years and has led many teams in their efforts to deliver creative and sustainable non-profit holistic healthcare.

A proven leader and dedicated healthcare professional focused on identifying and delivering innovative solutions that communities need, Ada is the driving force behind the organization's motto "It's the Right Thing to Do," and is passionate about providing the best care to patients.

Some of Ada's many accomplishments include:

- Being a servant leader who never leaves a room without asking "What can I do for you?" – and truly meaning it
- Investing in her frontline by listening to what support services have to say about the functions and happenings within the organization and acting on the best recommendations
- Sending handwritten thank you notes to the employee's families on yearly anniversaries, so they understand how important their loved one is to the Memorial Hospital Family
- Volunteering many hours to organizations such as Legacy Theater and Kiwanis, and creating a non-profit organization to address childhood hunger in their region

When Memorial was presented with the 2023 Outstanding Rural Health Organization award – Ada immediately started planning a community celebration, acknowledging that this award did not belong to her, or the hospital, but to the entire community. A team member described her this way: "If you looked up Ada in the dictionary, it would say: Tough, loyal, team player, confident!"



## 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 25 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 15, 2023, we recognized 107 Pinnacle Achievers and 31 Summit Award Recipients. Congratulations to everyone that participated. **Click [HERE](#) to see all the details.**



# Our Keynote SPEAKERS



Bring some inspiration to your facility by reaching out to one of these extraordinary keynote speakers!

*Simply click the text to directly access the speaker's email, website, or book.*



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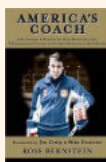
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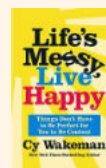
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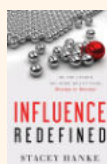
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# RAVE REVIEWS

*"I loved the way the presenters put into perspective the topics they were focusing on. The information shared was very informative and great resources to help build the way we continue in our career and advance. I appreciate and thank everyone for the opportunity to experience such a great and informative conference."*

– Lani Michels, RN  
First Care Health Center

*"The conference was well-organized and you always keep everything moving and crisp. The committee did a fantastic job! The speakers were all great and I always like when they offer resources so we feel like we can do what they are saying and not sitting there trying to figure out how we can do what they are saying. I thought the venue was great. Thanks for a great conference!"*

– Alisha Herrman, CIO  
Edwards County  
Medical Center

*"The speakers were top notch, and the information is relevant and usable. The conference was inspiring for my staff and gave them excitement to keep moving forward."*

– Erin Muck, CEO, Crawford  
County Memorial Hospital

*"I thought the vendors were great! Every keynote was top notch. You are so on to something with providing excellent service to attendees and making us feel so cared for and important."*

– Katie Wolters, RN,  
OP Services Coordinator,  
Osceola Regional  
Health Center

*"This was my first conference, but the best part for me was not only the information given to us, but also being to get away with co-workers to bond in different ways and share ideas, as well as meet new people to be able to network with going forward."*

– Lori Ade, Practice Manager –  
Operations, Pana  
Community Hospital



**Join us for the 24<sup>th</sup>  
annual HealthCare Service  
Excellence Conference**  
**November 4-6, 2024**  
**Rosen Centre, Orlando, Florida**