

THE 25TH ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE

FIVE STAR REPORT

IMAGINE: POSSIBILITIES, PERFORMANCE, PATIENT EXPERIENCE

4.97!
2025 OVERALL
CONFERENCE RATING



WATCH THE HIGHLIGHT REEL



VIEW THE PHOTO ALBUM

Thank you for joining us for
our 25th Anniversary HCSEC!

What an extraordinary experience we shared with 502 incredible participants at the 25th Annual HealthCare Service Excellence Conference, held November 10-12, 2025, in Galveston, TX!

The energy was electric as we learned, connected, celebrated, and inspired one another. This report highlights the momentum, camaraderie, and standout moments that brought our Imagine: Possibilities, Performance, Patient Experience theme to life. To everyone who joined us, thank you for bringing your passion, ideas, and unwavering commitment to excellence.

On behalf of Conference Chair Pat Goodberry, Conference Vice-Chair Chelan MacMillan, and the entire organizing committee, we celebrate you and the remarkable impact you make every day in your organizations and communities. Wishing you a joyful holiday season and a safe, bold, and possibility-filled 2026.



WINNERS AT HCSEC

TEAM BRAGGING VIDEO AWARDS

Tuesday, November 11th 2025

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 13th Annual TBV Awards.

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

Person: CEO

Symbol: Star

Word: 25

Bonus Item: Brian Lee

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



FIRST PLACE

Mountains Community Hospital, Lake Arrowhead, CA

SECOND PLACE

Ampla Health, Yuba City, CA

THIRD PLACE

Bothwell Regional Health Center, Sedalia, MO

BREAKTHROUGH AWARDS

Wednesday, November 12th 2025

The Service Excellence Initiative's purpose is to improve customer service. Its 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 224 Awards were presented to 27 organizations.

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



STAR RATING AWARDS

Wednesday, November 12th 2025

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.

4 Star Achievement

Bothwell Regional Health Center
Fairchild Medical Center
Grand River Health

5 Star Achievement

Memorial Hospital
Rio Grande Hospital & Clinics
Van Diest Medical Center



ANNUAL NIGHT OF EXCELLENCE

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 provided to patients and customers
- ♦ The quality of work life for healthcare professionals
- ♦ The overall performance and effectiveness of healthcare organizations



Hospital of Choice - Kiowa County Memorial Hospital, Greensburg, KS

At the Night of Excellence on Wednesday, November 12, 2025, we recognized 115 Pinnacle Achievers and 32 Summit Award Recipients. Congratulations to everyone that participated.

Click [HERE](#) to see all the details.



THE 2025 FOUNDER'S AWARD

PATTI BANKS,
CEO of Ely-Bloomenson Community
Hospital in Ely, Minnesota

This year's recipient has championed rural healthcare excellence with an unwavering commitment to community, compassion, and innovation. With a career spanning more than three decades, she has devoted her life to improving access and quality of care in small towns across northern Minnesota. She is recognized as a servant leader who models humility, fosters trust, and inspires collaboration among her team, physicians, and community partners alike.

Patti began her healthcare career in the activities department of a long-term care facility, where she first witnessed the power of personal connection in patient care. Her journey since then has touched nearly every aspect of healthcare – from quality and patient safety to credentialing and project management, including leading Ely-Bloomenson Community Hospital's successful transition to the Epic Electronic Medical

Record system. Before becoming CEO, Patti served as Chief Operating Officer, earning respect across all levels of the organization for her balance of operational excellence and people-first leadership.

It's clear that Patti's leadership has left an indelible mark, not only on her organization, but on rural healthcare as a whole.

Patti Banks embodies what it means to be a local leader with a global vision. She has elevated Ely-Bloomenson Community Hospital into a beacon of rural healthcare innovation – while remaining grounded in compassion and community service. Her dedication ensures that residents of northern Minnesota can continue to receive world-class care close to home – now, and for generations to come.

We celebrate this year's Founder's Award Recipient, Patti Banks.

Read more [HERE](#).

INSPIRING KEYNOTE SPEAKERS

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

Click the text to directly access the speaker's email, or website.

Jamie Crosbie

Performance, Possibilities and a Yes I Can Mindset

- [✉ Email Jamie](#)
- [📞 214-763-2342](#)
- [🌐 JamieCrosbie.com](#)

Clint Maun CSP

Staffing Essentials to Mobilize Organizational Success

- [✉ Email Clint](#)
- [📞 800-356-2233](#)
- [🌐 ClintMaun.com](#)

Michelle Cederberg MKin, CEP, CSP, HOF

Energized for Excellence

- [✉ Email Michelle](#)
- [📞 403-850-5589](#)
- [🌐 MichelleCederberg.com](#)



Andy Master MA, CSP

Healthcare Leadership Lessons From Hollywood!

- [✉ Email Andy](#)
- [📞 407-595-5838](#)
- [🌐 Andy-Masters.com](#)

Andrew Lewis CMT, CMED, WFA

The Invisible Backbone: Redefining the Standard of Excellence

- [✉ Email Andrew](#)
- [📞 416-835-3748](#)



Dr. Renee Thompson DNP, RN, FAAN, CSP

Breaking the Cycle: Empowering Leaders to Address Bullying & Incivility

- [✉ Email Dr. Renee](#)
- [📞 412-980-6401](#)
- [🌐 HealthyWorkforceInstitute.com](#)



Dr. David Horsager

Trust Matters More Than Ever

- [✉ Email Dr. David](#)
- [📞 615-340-6555](#)
- [🌐 DavidHorsager.com](#)

CONNECT WITH OUR SPONSORS

GOLD SPONSORS



(Affiliate not at conference)



SILVER SPONSORS



BRONZE SPONSORS



THE 25TH ANNUAL HEALTHCARE SERVICE EXCELLENCE CONFERENCE

IMAGINE ON DEMAND

REPLAY AVAILABLE JANUARY 26 - 30, 2026



Whatever You Imagine: Dream. Design. Deliver

Brian Lee
CSP, HoF



Healthcare Leadership Lessons From Hollywood!

Andy Master MA, CSP



Performance, Possibilities and a Yes I Can Mindset

Jamie Crosbie



The Invisible Backbone: Redefining the Standard of Excellence

Andrew Lewis
CMT, CMed, WFA



Staffing Essentials to Mobilize Organizational Success

Clint Maun CSP



Breaking the Cycle: Empowering Leaders to Address Bullying & Incivility

Dr. Renee Thompson
DNP, RN, FAAN, CSP



Energized for Excellence

Michelle Cederberg
MKin, CEP, CSP, HoF



Trust Matters More Than Ever

Dr. David Horsager

Register Now for these Inspiring Keynotes!

All main-stage sessions from the 25th Annual HealthCare Service Excellence Conference will be available for Watch Party viewing via CLS On Demand from Monday, January 26 at 6:00AM MT to Friday, January 30 at 11:59PM MT. Use Sponsor Code: IMAGINE25



IMAGINE
POSSIBILITIES. PERFORMANCE.
PATIENT EXPERIENCE