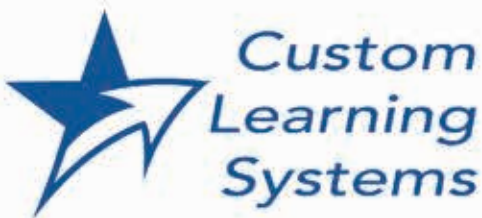


Reboot
Refresh
Reengage
Reenergize



REIGNITE

Win Back Initiative™



Brian Lee, Founder and CEO

Reignite Caregiver Engagement to Win Back Every Single Patient

“You can’t go back and change the beginning,
but you can start where you are and
change the ending.” — C.S. Lewis

"This moved me from my head talk to my heart talk."

– Arlene Harms, Chief Executive Officer
Rio Grande Hospital & Clinics



A Five Phase Process to Systematically Win Back Every Single Patient



Reenergize!
All Hands on Deck

Reengage and regain caregiver buy-in to improve the patient experience

Revitalize!
Leadership Recommitment

Provide your team with state-of-the-art change leadership skills

Reboot!
Frontline Engagement

Engage your team through the Service Excellence Advisor Train-the-Facilitator course

Revive!
Community Win Back Campaign

Launch a series of community outreach marketing projects

Refresh!
Innovative Tools, Technology, and Inspiration

Capitalize on three powerful tools that engage, empower, and inspire

COVID-19 Shifts Health Care Consumer Behavior

- **42%** of consumers feel uncomfortable going to a hospital for any in person medical treatment
- **45%** don't want to go to an **urgent care or walk-in clinic**
- **38%** said they would **delay scheduling elective procedures** for another six months
- **27%** won't go to a hospital for a **diagnostic test**

The Study – The Alliance of Community Health Plans (ACHP)



"If you think training your employees and losing them is expensive, try not training them and keeping them."

- Zig Ziglar



Reignite Through Timely, Inspiring Leadership & Frontline Education

Phase 1

Reenergize! All Hands on Deck



How to Win Back Every Single Patient Keynote Launch

A dynamic and inspirational 1-hour keynote for all staff, delivered by your Implementation Specialist, to reignite frontline enthusiasm and refocus on improving the patient experience with new, fresh, and relevant people skills.

Phase 2

Revitalize! Leadership Recommitment



How to Lead in the New Normal – Leadership Kickoff

This special 3-hour workshop will equip your leaders with leading edge skills and best practices to pro-actively empower the frontline in this new era of continuous change.

Phase 3

Reboot! Frontline Engagement



Service Excellence Advisor Train-the-Facilitator Course

To meet the needs of these extraordinary times, the Service Excellence Advisor Course will accomplish two key goals:

- *Teach a 1-hour live workshop*
- *Facilitate the use of the Everyone's a Caregiver® Micro-Webinar System into the daily work-flow*

"Advertising will not bring back people who don't like you, or are afraid of you."

– Brian Lee



Win Community Support Through Innovative Outreach Marketing

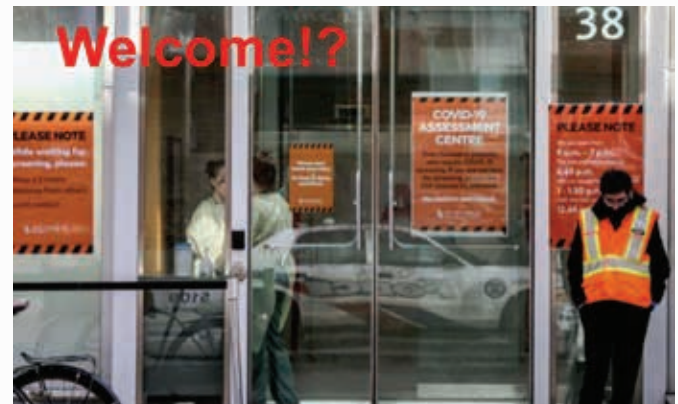
Phase 4

Revive! Community Win Back Campaign

Kick-off a dynamic community win back campaign implementing one (or all nine) innovative community marketing and engagement projects

1 Safe/Simple Access Task-force

Ground zero of a win back campaign is making safe, convenient access an easy experience. Use our turn key project charter to coordinate convenient patient and family access to your hospital and off-site facilities.



2 Sentence Starters – Safety Culture Project



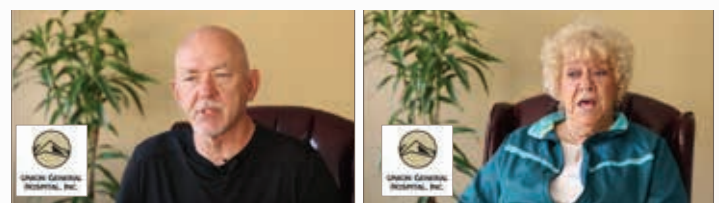
Pro-actively incorporate the language of safety into every aspect of patient and family interaction, either on-site or virtually.

3 "Why I Came Back" Patient Testimonial Video Project

This inventive project enables you to populate your website and social media with hundreds of patient testimonial videos.

84% of consumers say they either completely or somewhat trust recommendations from family and friends about products & services.

– Source: www.getambassador.com



YouTube

"According to CMS average patient's annual hospital expenditure is \$3,047."

– EcoSoft Health



 **Phase 4**
CONTINUED

Promote Your Message of Safety

4 "100 Reasons Why We're the Safest Place in Town" Video Project

This original 3-minute video, to be produced by a team of enthusiastic frontline leaders (SEAs), is designed to communicate to your community the 100s of new safety procedures you've implemented, in a fun, easy-to-understand way.



5 Leader Mini-Documentary Video Project



This project will provide your patients and the public with short video-guided tours, presented by key leaders, that visibly demonstrate the multiple ways in which you've created a safe 5 Star experience for them.

6 Safety Ambassador Outreach Project

This creative marketing effort is designed to train and equip a cross-section of key leaders to deliver your win back safety message to community groups of every kind.



"Lifetime value of a patient, their family, and circle of influence is \$600,000."

- EcoSoft Health



Phase 4
CONTINUED

Safety Outreach – Projects to Win Back Customers

7 How to Win Back Every Single Customer Academy

This powerful educational marketing outreach initiative is designed to enable you to help your business leaders win back their customers and earn their good will for your supportive efforts.



8 Community Win Back Print Advertisement & Outreach Projects



We are excited to provide your business development/community relations team with a planning template for a comprehensive set of win back projects, along with a coordinating guide for implementation.

This includes a sample print advertisement layout.

9 Community Win Back Campaign (Optional)

Social media plays an important role in any marketing campaign. We welcome the opportunity to introduce you to our trusted advisor partner AdCo Agency, who have designed a turn-key social media campaign targeted for critical access hospitals to win back community confidence and support.



Safety Compliance Poster

"Providers can influence up to about 50% of the conditions affecting a patient's willingness to reschedule elective healthcare. Based on location is certified free of COVID-19."

- Boston Consulting Group



Capitalize on Three Powerful Tools that Engage, Empower and Inspire

Phase 5

Refresh! Innovative Tools, Technology, & Inspiration

1 On the Job Learning and Implementation

The Everyone's a Caregiver® platform is a time-sensitive app and web-based learning tool to educate and empower caregivers to master the skills, competencies, and best practices to improve the patient experience



4 Distinct Education Service Offerings

- Medical Practices – The Patient Centered Clinic™
- Hospitals – The HCAHPS Hospital of Choice™
- Healthcare Everywhere – Caregiver Heroes™
- Long Term Care – Transform the Resident Experience™

2 CareSay Reviews



Frictionless and Unfiltered Patient Engagement at its Best

Engage with your patient in real-time to gain unfiltered feedback about their service experience.

CLS CareSay™ Reviews (www.caresay.reviews) platform is a tool to connect you directly to your patients in real time and empowers two-way communication. All of these contribute to a culture of 5 Star patient engagement, that:

- Provides pre-emptive service recovery
- Short-circuits negative social media ratings
- Automates Google 5 Star ratings
- Receives important patient requests





Phase 5
CONTINUED

www.healthcareserviceexcellence.com

3

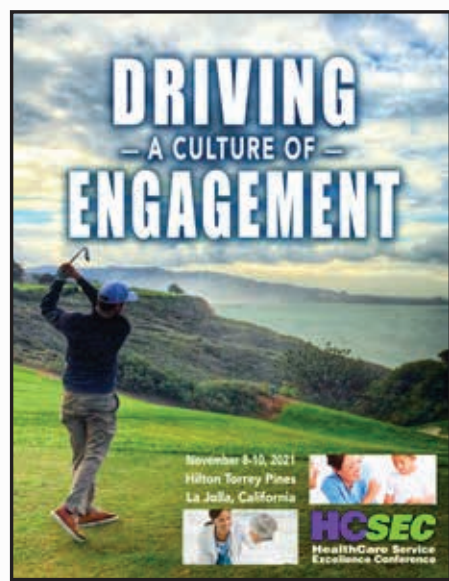
The HealthCare Service Excellence Conference

HCSEC has become the #1 rated patient experience conference in healthcare. HCSEC’s mission is to celebrate and inspire caregivers.



**Pre-Conference – Live-Stream Event
February 9, 2021**

- A one-day live stream event featuring 7 micro keynotes from leading experts in the areas of leadership, trust, compassion, human behavior, transformation, resiliency, and patient experience
- Caregiver Heroes will be recognized and celebrated during this event
- Complimentary registrations are offered to your team



**Annual HealthCare Service Excellence Conference in
La Jolla Torrey Pines, CA – November 8 - 10, 2021**

- Continued participation in the annual HealthCare Service Excellence Conference to energize the future commitment and achievements of your organization
- Conference engagement includes your eligibility to submit nominations for the annual:
 - Summit Awards
 - Breakthrough Awards
 - Star Ratings Awards
 - Team Bragging Video Awards
- Registrations are offered at a preferred client rate and we recommend a minimum of two attendees

