

Approved
for Continuing
Education
Contact Hours

Thriving on
**Health Care
Reform**

Creating a quality patient experience
in the midst of change and chaos!



January 16 to 18, 2012
Omni Dallas Hotel, Dallas, TX
Ideas to sink your teeth into!

The 12th Annual
HC+SEC
HealthCare Service
Excellence Conference

Welcome to the 12th Annual HealthCare Service Excellence Conference

Thriving on
**Health Care
Reform**



HCAHPS, CAHPS, HHCAHPS, and of course Value-Based Purchasing are just some of the change agents acting to redefine healthcare today. Faced with cut-backs and the dawning demand for increasingly higher levels of performance, competitiveness, service, and management itself is being redefined.

Managing amid this rapid-fire change takes an increasingly agile skill-set, and the ability to engage all stakeholders in helping achieve continually redefined mission.

Through thought-provoking sessions presented by industry leaders, the HCSEC is the one conference that presents its delegates with the skills, aptitudes, and desires to attain these new requirements.

Plan to join us in Dallas, Texas, for January 16-18, 2012.

Brian Lee CSP, Conference Founder

Who Should Attend

- Administrators, CEO, COO, CFO, CIO
- CNE, CNO, DON, ADON, and Nursing Leaders
- Customer Service/Quality Professionals
- Education and Training Professionals
- Human Resource Professionals
- Patient Representatives
- Physicians
- Process Improvement Team Leaders
- Service Excellence Trainers, "Advisors," "Mentors," and Frontline Leaders
- Program Director, Site Program Coordinator
- Retention and Recruitment Committee Members
- Service Excellence Council Members
- Recruiters
- Healthcare Suppliers and Vendors
- Volunteers and Volunteer Leadership
- Everyone else who believes in World-Class Employee, Patient, and Resident Satisfaction

Table of Contents

- 3 Agenda
- 4 Pre-Conference Seminars
- 5 General Keynote Sessions
- 6/7 Breakout Sessions
- 8 Summit and Breakthrough Awards and Registration Information

Our Partners:



Continuing Education Contact Hours:

The American Academy of Medical Administrators has approved this program for AAMA continuing education contact hours. NAB approval is pending and is not assured.

Sunday, Jan 15

6:00 pm – 8:00 pm Meet and Greet at the Owner's Box

Monday, Jan 16

8:00 am – 6:00 pm Registration & Info Desk

8:00 am – 9:00 am Breakfast

9:00 am – 3:00 pm Pre-Conference Events

- **HCAHPS/CAHPS Value-Based Purchasing Bootcamp** – Brian Lee
- **Moving from Victim to Partner** – Clint Maun & Dan Gray
- **CLS Program Director's Session**

5:00 pm – 6:45 pm Opening & Keynote

- **Big Goals in Short Order** – Vince Poscente

6:45 pm – 10:00 pm Networking and Light Buffet (cash bar)

- **"HealthCare Apples to Apples"**

Tuesday, Jan 17

7:30 am – 8:30 am Continental Breakfast

7:30 am – 5:00 pm Registration & Info Desk

8:30 am – 8:45 am Opening

8:45 am – 10:45 am General Session

- **Leading the HealthCare Reform Revolution** – Brian Lee
- **Leadership that Affects Human Interaction** – Clint Maun
- **The Power of the Continuum: The Integration of Your Mission** – Dan Gray

10:45 am – 11:15 am Break

11:15 am – 12:15 pm Breakout Tracks I

- **Bad Apples: Dealing with Difficult People**
- **Brian Lee Special Briefing** (*Invitation Only*)
- **Performance Optimizing Pay: Losing your Seniority Complex**
- **Physician Reform for Service Excellence: Creating a quality Patient Experience with the help of Health Care Providers**
- **The Patient Empathy Project: What Patients Fear and Why we have to Know**
- **Achieving Equity in Healthcare: The Importance of Quality Interactions**

12:15 pm – 1:30 pm Lunch

- **Service Breakthrough Awards**

1:30 pm – 1:45 pm Break

1:45 pm – 2:45 pm Breakout Tracks II

- **Sowing the Seeds for Uncommon Success**
- **Secrets of Leading a Successful Service Excellence Transformation: Top 10 Leadership Attributes**
- **Growing Together through Sacred Moments**
- **In the middle of Everything else, we're going to do this too? The Action of Leadership**
- **The State of Patient Experience: 5 Keys to Success in the Midst of Chaos**

Agenda

Conference At A Glance

2:45 pm – 3:00 pm Break

3:00 pm – 4:30 pm Special Interest Groups

4:30 pm Free time & Evening out

Wednesday, Jan 18

7:30 am – 8:30 am Continental Breakfast

7:30 am – 5:00 pm Registration & Info Desk

8:30 am – 8:45 am Opening

8:45 am – 9:45 am General Session

- **Bully Free at Work: Putting Health Back in Healthcare** – Val Cade

9:45 am – 10:45 am General Session

- **Life Balance in the Midst of Change & Chaos** – Kathy Pagana

10:45 am – 11:15 am Break

11:15 am – 12:15 pm Breakout Tracks III

- **The Healthcare Provider's Guide to Managing Stress**
- **LEAN for Healthcare**
- **Nurses Leading the Day**
- **Re-Focus, Re-Align, and Re-Engage for Results**
- **Communication Drives Engagement**
- **Sweet Emotion: Engaging Staff to Build a Culture of Service**

12:15 pm – 1:45 pm Lunch

1:45 pm – 2:00 pm Break

2:00 pm – 3:00 pm Breakout Tracks IV

- **The Apple of Influence**
- **The Medical Home: A Case Study in Innovation**
- **Person/Resident Centered Staffing: Dollars and Sense**
- **The How-To's of DO IT Meetings**

3:00 pm – 3:15 pm Break

3:15 pm – 4:45 pm Closing Ceremonies/Keynote

- **What If...?** – Mike Rayburn

6:30 pm – 7:00 pm Founder's Reception (cash bar)

7:00 pm – midnight

Night of Excellence: Banquet, Summit Awards, and Dance

Pre-Conference Events

Monday 9:00 am - 3:00 pm

Pre-Con

Program At A Glance

Monday, January 16

8:00 am	Registration, Light Breakfast, Meet & Greet
9:00 am	Welcome
9:15 am	Seminar – Part 1
11:30 am	Lunch (provided)
12:30 pm	Seminar – Part 2
2:45 pm	Closing remarks
3:00 pm	Adjourn



HCAHPS/CHAPS Value-Based Purchasing Leadership Bootcamp™

There's simply no way around it now: "patient experience" has become a direct and quantifiable cost center. Leverage HCAHPS and VBP to create world class customer satisfaction and achieve long-term sustainable competitive advantage as

The Employer and Provider of Choice in your market area.

— Brian Lee CSP (Note: Additional Fee Applies)



Moving from Victim to Partner: A Step-by-Step Guide to Winning with Hospitals

In today's reform environment, long term care organizations must formulate partnerships, including relationships with acute care providers. Now is the time for long term care organizations to move into this partnership process with excitement toward exploring new opportunities, rather than feeling like the victim in a "down line" relationship.

This session is designed to assist long term care organizations develop their partnership strategy with acute care providers, regardless of whether there is a pending Accountable Care Organization currently being formed.

(Note: Additional Fee Applies)

Program Director

CLS Program Directors

Come spend a day with your fellow SEI Program Directors for the sharing of best practices, new tools, lessons learned, and many other shortcuts to help you on your journey. These are the people you're going to want to connect with and you may even help some others along the way. This session is open to SEI Program Directors - current, past, or prospective - or their designate.

The 2011 HCSEC Review

What last year's participants had to say...

We have some great memories of our time in New Orleans. Delegates from 26 states and 2 Canadian provinces gathered for 3 days of inspiration, education, and networking, resulting in an overall conference rating of 4.9 out of a possible 5.



"I've been inspired – I got the feeling!" "I have heard outstanding speakers-most enjoyed hearing from the successful organizations-inspired by the energy of frontline staff!"

– Steve Smith, CEO, Matagorda Regional Medical Center

"To be able to take a year's worth of service excellence & experience back to a network of other peers and share ideas. I also learned that implementing change needs to be living, active and dynamic not assumed. We must improve or we won't survive."

– Scott Alwin, Pract Adm., BBGH

"It was an honor to be able to attend the conference. New Orleans was wonderful and I learned a ton of new things. I met wonderful and inspirational people that have left a foot print in my life."

– Deborah Sherwood, Clinical Secretary, MRHC

"One of the best conferences I have ever attended! Chocked full of wonderful experiences and tons of knowledge. Easy to meet other healthcare professionals which is invaluable." Thank you so much to the entire CLS team!

– Nancy Waters, Director of Staff & Community Relations, CCR

Opening Keynote | Monday 5:00 - 6:45 pm



Big Goals in Short Order

Imagine your one year goal attained in six months. Picture exceeding quota in half the time. Reach your BGiSO (pron; Biggie So) – Goal compression happens when five innovative steps are embraced with personal and professional tools to take you there. — Vince Poscente CSP, CPAE, Hall of Fame, Bestselling Author and Olympian

Tuesday General Sessions | 8:45 - 10:45 am



Leading the Healthcare Reform Revolution

Discover the key attributes needed to facilitate your own organization's "Healthcare Reform Revolution" through the power of leadership and inspiration. — Brian Lee CSP



Leadership that Affects Human Interaction

Clint Maun is back to present positive, proactive, straightforward tips to assist healthcare professionals in engaging their co-workers for successful team-based efforts, customer service initiatives and ongoing daily outcomes. This session will include specific methods to enhance leadership that encourages results with techniques that can be easily implemented. — Clint Maun CSP



The Power of the Continuum – The Integration of Your Mission

The power of the continuum is its holistic approach to providing services for all seniors - one stop shopping for the market. — Dan Gray

Wednesday General Sessions | 8:45 - 10:45 am



Bully Free at Work. Putting the Health back in Healthcare

Information and inspiration to help you cope with and stop the affects of workplace bullying for good!
— Val Cade CSP



Balancing Your Life in the Midst of Change and Chaos

Would you describe your life as sane and satisfying or crazy and chaotic? Overloaded people often abandon the key self-care practices that bring relief and help them cope in stressful times. The resulting situation is unhealthy, unnecessary, and unsustainable. During this fun, lively, and engaging presentation, you'll find ways to make vital adjustments to your personal and professional life to handle the decisions and requests bombarding you from many angles. You'll learn that balance isn't a luxury but a necessity for ensuring an energizing personal life, a positive practice environment, and a rewarding career.
— Kathy Pagana PhD, RN

Closing Keynote | Wednesday 3:15 - 4:45 pm



What If... ?

In this hilarious, musically amazing, energetic presentation Mike uses his guitar and comedy to teach three simple, powerful tools attendees can use immediately and forever to access their unrealized potential, to look at old things in a new way, and to leap beyond their perceived limitations. These are the tools which took Mike from playing for seven people in a bar in Virginia to standing ovations at Carnegie Hall. They work. For anyone. And everyone. Always. — Mike Rayburn CSP



11:15 am - 12:15 pm

1A — Michele Weston, CSP

Bad Apples: Dealing with Difficult People

Are you working with, serving, or even living with someone who has a bad attitude? Like the cliché “One bad apple spoils the whole bunch”, one person with a bad attitude can have a negative impact on the entire team!

1B — Brian Lee CSP

Employer of Choice Service Excellence Initiative *(Special Briefing By Invitation Only)*

To provide a robust business case to engage management at all levels to improve the patient experience.

1C — Dan Gray

P.O.P. Performance Optimizing Pay: Losing Your Seniority Complex

POP can help your organization design a program to suit your mission and workforce. POP will help you improve recruitment and retention, create greater fairness in pay, increase individual/organizational performance and lower overall labor costs

1D — Avera St. Anthony’s Hospital

Physician Reform for Service Excellence: Creating a quality patient experience with the help of health care providers.

Learn first-hand from the CMO at Avera St. Anthony’s Hospital, how he has been successful in coordinating and collaborating with providers to achieve a greater patient experience.

1E — Colleen Sweeney, RN, BS, Director of Ambassador and Customer Services, Memorial Hospital of South Bend

The Patient Empathy Project: What Patients Fear and Why We have to Know

A groundbreaking Patient Empathy Project, that includes a postcard study and patient poll, reveals 96% of patients have a specific fear about healthcare. The problem is they don’t tell us, and worse - we never ask. Find out what patients fear and why you have to know; and leave with new ideas for house-wide and department level improvements.

1F — Joseph R. Betancourt, MD, MPH, Massachusetts General Hospital

Achieving Equity in Healthcare: The Importance of Quality Interactions

Attendees will become familiar with the issue of cross-cultural communication and its increasing importance in health care, as well as be introduced to a top notch e-learning program aimed at improving the quality of clinical outcomes.

Breakout

Tuesday

1:45 - 2:45 pm

2A — Stephanie Staples

Sowing the Seeds for Uncommon Success

We can only do good if we feel good and we can only feel good if we are willing to look at our lives beyond work. Journey on this high energy presentation which exposes what you need to do today to achieve uncommon success in your life and livelihood.

2B — Sue Butts

The Medical Home: A Case Study in Innovation

A Case Study of the Patient Centered Medical Home. Can the Patient Centered Medical Home serve as a foundation for transformed primary care--help build the coherence and efficiency the current healthcare system needs to transform the delivery of primary care? Come to this session to learn more about the Patient Centered Medical Home principals and about how some primary care practices and communities in Maine are working together to improve primary care delivery systems with the patient at the helm.

2C — Unity Health Center

Growing together through Sacred Moments

Unity Health Center will share their Sacred Moment experiences, while reminding us of the purpose of choosing healthcare as a profession in the first place.

2D — Steve Robertson

The Action of Leadership – What to do when you hear “In the middle of everything else, we’re going to do this too?”

Relax, reflect, and connect in this energizing presentation. Reinforce and expand your understanding of and commitment to the personal behaviors that drive your actions of leadership to achieve best possible results.

2E — Jason A. Wolf, Ph.D., The Beryl Institute

The State of Patient Experience: 5 Keys to Success in the Midst of Chaos

Participants will leave with a broader knowledge of the state of patient experience, its top drivers, central priorities, and take away key strategies from proven practice, for addressing patient experience within their own organization.

3
11:15 am - 12:15 pm

Breakout
Wednesday

3A — David Dworski, PhD

The Healthcare Provider's Guide to Managing Stress

Constant organizational change. Medical information overload. A demanding public. A volatile economy. All these things make stress a fact of life in our increasingly sped-up healthcare workplace. We can't make stress disappear, but we can vaccinate ourselves against it with proven techniques. Join us for a session filled with immediately-usable strategies for self-care.

3B — Michael Bayer, MBA, CSP

LEAN for Healthcare

The current debt crisis in the US and its potential impact on hospitals and healthcare organizations revenue is staggering. This, coupled with the impact of healthcare reform, could have a devastating impact on the viability of many healthcare organizations. LEAN is a transformational process that drives improvements and reduces costs in all areas of the organization.

**3C — Cheryl Boldt, RN, NHA Senior Consultant,
Maun-Lemke Speaking and Consulting, LLC**

Nurses Leading the Day

Licensed Nurses are the 24/7 leaders in healthcare. One could say that "LIFE is literally in their hands." Healthcare customers put the licensed nurse on center stage and rely on the nurse to do the right thing. By default, this means they count on nursing to lead others in doing the right thing.

3D — CommWell Health

Hurdles, Turtles and Detours... The Journey of a Service Excellence Initiative in a Rural Community Health Center

Join in the Service Excellence journey of CommWell Health while they share what has gone well (hurdles we cleared), what has gone slowly but finally got there (turtles), and non-traditional paths we have taken to get to the finish line (detours).

3E — Natalie Edwards, MAEd

Communication Drives Engagement

Engagement is emerging on the top 10 list of Buzzwords in Healthcare. In a time when healthcare organizations are challenged to do more with less, it may feel like there is no room in the day for engagement. This highly interactive session is designed to uncover the drivers of engagement and teach participants how to unlock their professional potential with meaningful engagement opportunities.

3F — Rebecca Smallwood, RN, MBA, Swank HealthCare

Sweet Emotion: Engaging Staff to Build a Culture of Service

Participants will learn strategies for engaging staff on an emotional level to build a strong culture of service where patients receive excellent care, and employees are proud to work.

4
2:00 - 3:00 pm

4A — Roger Burgraff, PhD

The Apple of Influence: How to get them to take a bite and do what you want them to do.

This session is for anyone who wants to improve their influencing skills. The practical techniques are derived from Robert Cialdini's work on influence and persuasion.

4B — Scott Seaborn, Administrator, St. Joseph Memorial Hospital

Secrets of Leading a Successful Service Excellence Transformation: Top 10 Leadership Attributes

What do leaders need to be and do in order to establish a culture that supports outstanding patient service? This break-out session will present ten essential leadership attributes necessary to do just that.

4C — Dan Gray

Person/Resident Centered Staffing: Dollars and Sense

With the implementation of Resident Centered Staffing, you can reduce expenses, improve moral, decrease turnover and enhance the quality of resident services. Join this informative session where the benefits and barriers will be explored.

4D — Unity Health Center

The How-To's of DO IT Meetings

Experience Unity Health Center's dynamic DO IT Presentation, providing tips and ideas of involving everyone in the process while turning boring meetings into fun and productive sessions.

The 12th Annual Service Excellence



Summit Awards

Nominate Your Service Superstars

Recognize the commitment of your Managers, Physicians, Nurses, Administrators, Service Excellence Councils, and more. The Top 3 Nominees will be recognized during the conference as "Pinnacle Achievers."

Details at www.ServiceSummitAwards.com

Breakthrough Awards Luncheon | Jan 17 @ 12:15 pm

These awards recognize and acknowledge the efforts of all facilities in their challenge for "World Class" patient and family satisfaction as measured by an independent source. We will also continue to provide recognition in the HCAHPS categories. See your SEI Program Director for details. www.ServiceSummitAwards.com



Thriving on

Health Care Reform

Register online www.HealthCareServiceExcellence.com

Questions 1.800.667.7325 / 403.245.2428
info@customlearning.com

Registration Includes: 7 Dynamic, Inspiring, World-Class Keynote Speakers • 23 Practical, Relevant, How-to Workshops • 8 Special Interest Groups • Two Continental Breakfasts • Two Lunches including the Service Breakthrough Awards Luncheon • "HealthCare Apples to Apples" Networking and Light Buffet • The 12th Annual "Night of Excellence" featuring The Summit Awards Banquet and Ball.

Full Conference Registration:

- \$925 Individual Registration (by Dec 15)
- \$975 Individual Registration (after Dec 15)
- \$500 One-Day Rate (Tuesday or Wednesday - not including Banquet)

Optional Events:

- Pre-Conference – Jan 16 9:00 am - 3:00 pm
- \$250 HCAHPS Value-Based Purchasing Bootcamp - Brian Lee
- \$250 Moving from Victim to Partner - Clint Maun & Dan Gray
- Free Program Directors Session

Guest Tickets: (For non-delegates wishing to attend social functions)

- \$ 60 Networking and Light Buffet: "HealthCare Apples to Apples" (Jan 16)
- \$ 90 The "Night of Excellence" Summit Awards, Banquet and Ball (Jan 18)
- \$325 Meal Ticket Package (includes networking, 2 breakfasts, 2 lunches, and banquet)

Cancellation Policy: Refunds, less a \$100 administration fee, will be issued for cancellations requested in writing and received no later than December 15, 2011. No refunds will be issued after this date. Substitutions will be accepted at any time. The HealthCare Service Excellence Conference reserves the right to amend programs. Programs have limited seating.



OMNI HOTELS

Join us at the Omni Dallas Hotel in downtown Dallas, opening in November 2011. A luxury Dallas Hotel with Texas warmth. 555 S. Lamar, Dallas Texas 75202 USA 1-214-744-6664. Mention "Custom Learning" when booking for Conference discount or visit the Omni website via www.healthcareserviceexcellence.com