Join Us!

2017 Press Ganey Regional Education Symposiums

TRANSFORMING CARE

THE FUTURE IN FOCUS

2017 Press Ganey Regional Education Symposiums

Get the Early Bird Rate—Register Today and Save!
regionals.pressganey.com
KEYNOTES

Day One 8:45 - 9:45 a.m.

Caring for Caregivers by Focusing On Resilience

Barbara Reilly, PhD, Senior Vice President, Employee, Nurse and Physician Engagement, Press Ganey

Engaged caregivers are highly motivated, find their work meaningful and are best positioned to deliver high-value care. In order to successfully engage staff, organizations must listen to and understand the voices of both their patients and their employees. In her keynote, Barbara will outline how organizations and work-unit leaders can identify key drivers of engagement and resiliency in their staff. She will share strategies that managers and caregivers can use in their day-to-day work to enhance organizational culture. Learn about effective methods for fostering resilience and combatting caregiver burnout to strengthen engagement and improve the overall quality of care.

Day One 4:45 - 5:30 p.m.

Creating an Epidemic of Empathy: Strategies and Techniques to Lead Your Organization’s Cultural Change

Chrissy Daniels, Director of Strategic Initiatives, University of Utah Hospitals and Clinics

“What we need to do is change the culture.” This phrase probably sounds familiar to those leading the patient experience. We learn a lot about tactics to improve the patient experience but how do we go about leading cultural change? Over the past 10+ years, Chrissy Daniels has led University of Utah to national recognition for improvement and innovation in the patient experience and for achieving the seemingly impossible—transforming UUHC’s organizational culture. In this session, Chrissy brings together models of appreciative inquiry, process improvement and the science of social networks to help you create an “epidemic of empathy,” engage clinicians and earn the trust and loyalty of your patients.

Day Two 8:30 - 9:30 a.m.

Linking Patient and Caregiver Insights to Enhance Quality of Care

Marty Wright, Senior Manager, Consulting, Press Ganey

In today’s consumer-driven health care environment, organizations face competing priorities as they strive to improve overall performance and remain competitive. When it comes to improving the patient experience, while engagement, safety and quality viewpoints are tremendously important, it is crucial that the voice of the patient and the voices of caregivers remain beacons, guiding strategic planning and tactical initiatives and fostering personal fulfillment. In this keynote session, Marty will share ideas on how to bring these perspectives together in a way that allows leaders to leverage these voices to ignite every caregiver’s passion, inspire all employees in their day-to-day work and improve care delivery to every patient, every time.
Day One 1:00 - 2:00 p.m.

**Atlanta**

**Creating a Culture of Compassion in an Acute Care Setting**

Kim Rinehart, MA  
Senior Director Office of Patient Experience, Novant Health

Toni Land, MBA, BSN, RN  
Corporate Patient Experience Manager, Novant Health

At Novant Health, caregivers strive to passionately and compassionately serve in an industry experiencing ongoing legislative change, resource constraints, caregiver burnout and increasing patient volume. Against this backdrop, how does a large health system take on the mission of care and compassion, every dimension, every time? In this collaborative session, speakers from Novant Health will share how using context, focusing on “humanity,” versus “hospitality,” and paying attention to the details helped caregivers meet their organization’s mission and improve the patient experience.

**San Francisco**

**MD to MD Coaching: What Works and What Doesn’t**

Chris Van Gorder  
Chief Executive Officer, Scripps Health

Ghazala Sharieff, MD, MBA  
Senior Director, Patient Experience, Scripps Health

Physician integration is an essential component of a health system’s patient experience program. In this session, speakers will share how Scripps Health developed three pilot studies to determine which training techniques were the most effective in increasing individual and group physician practice scores. Speakers will review the results of the pilot study, share strategies for developing effective training methods and emphasize the importance of senior executive engagement to establish a sustainable infrastructure for continuous improvement.

**Dallas**

**A Culture of Ownership: Improving Nurse Engagement and Patient Experience in the ED**

Kit Bredimus, MSN, RN, CEN, CPEN, CNML  
Director of Emergency Services, Midland Memorial Hospital

In this session, speakers will share how to transform nurse engagement and patient experience in the emergency department (ED) by advancing provider communication and promoting an open culture. Specifically, they will explore techniques for enforcing positive communication behaviors between clinicians, staff and patients. Learn how improving communication with positive reinforcement cultivates a collaborative culture of ownership that drives patient experience in the ED.
Register Online
Space at symposiums is limited, so register soon. We cannot guarantee registrations received within 10 business days of a symposium. Registration is open only to current Press Ganey clients. Register online at regionals.pressganey.com.

Registration Fee
Early Bird Rate: $395
Regular Rate: $465

Sending a Team?
The Commitment to Improvement Program is an exclusive opportunity for organizations to enhance the value of their team’s Regional Education Symposium experience. The program is designed to ensure that all team members effectively leverage their conference experience, both during and after the event. Download the program overview.

Special Offers
If your organization sends five people, the sixth registration is half price. Or, send 10 people and the eleventh registration is free. To take advantage of the discounts, please email symposiums@pressganey.com.

“Very relevant and useful for me in my role and my organization.”

“The symposium was an outstanding experience! I feel it had many valuable takeaways and I am glad to have attended.”

- 2016 Symposium Attendees
Day One

Breakfast .............................................. 7:45 - 8:45 a.m.
Welcome Remarks and Keynote
Caring for Caregivers by Focusing On Resilience
Barbara Reilly, PhD ........................................ 8:45 - 9:45 a.m.
Break ................................................ 9:45 - 10:00 a.m.
Breakout Sessions .............................. 10:00 - 11:00 a.m.
- I’m Not a Clinician: Connecting Non-Clinical Staff to the Patient Experience
- Eliminate CAHPS Confusion: Key Updates for Hospital Leaders
Break ................................................ 11:00 - 11:15 a.m.
Breakout Sessions ............................ 11:15 a.m. - Noon
- Make it Stick: Successful Patient Rounding in the Medical Practice Setting
- Developing an Effective, Consistent Improvement Approach
Lunch ................................................. Noon - 1:00 p.m.
Client Innovation Keynotes ................. 1:00 - 2:00 p.m.
  Atlanta | Novant Health
  San Francisco | Scripps Health
  Dallas | Midland Memorial Hospital
Break ................................................ 2:00 - 2:15 p.m.
Breakout Sessions ............................ 2:15 - 3:15 p.m.
- Active Leadership in Any Role
- Creating Data YAY!-Sayers: How to Address Common Data and Statistical Questions
Break ................................................ 3:15 - 3:30 p.m.
Breakout Sessions ............................ 3:30 - 4:30 p.m.
- From Observation to Action: Enhancing your Patient Experience Improvement Strategy
- Making Sense of MIPS
Break ................................................ 4:30 - 4:45 p.m.
Keynote
Creating an Epidemic of Empathy: Strategies and Techniques to Lead Your Organization’s Cultural Change
Chrissy Daniels ..................................... 4:45 - 5:30 p.m.

Day Two

Breakfast .............................................. 7:30 - 8:30 a.m.
Keynote
Linking Patient and Caregiver Insights to Enhance Quality of Care
Marty Wright ........................................ 8:30 - 9:30 a.m.
Break ................................................ 9:30 - 9:45 a.m.
Breakout Sessions ............................ 9:45 - 10:45 a.m.
- Listen Here: Supporting Staff to Encourage Better Listening
- A Clean Slate: How Room Cleanliness May Affect Your Brand
Break ................................................ 10:45 - 11:00 a.m.
Breakout Sessions ............................. 11:00 a.m. - Noon
- Taking Integrated Team Huddles from Robotic to Robust
- Using Your Press Ganey Online Reports to Transform Care

Focus Area Legend:
- Transforming Care
- Focused Improvement

Justification Letter

The Press Ganey Regional Education Symposia provide health care professionals a valuable educational and networking opportunity. Attendees can choose from a number of educational sessions, with continuing education credits available for nursing, CPHQ and ACHE.

The justification letter makes it easy for you to explain the benefits and ROI of attending the Press Ganey Regional Education Symposia in order to garner approval.

Download the customizable letter from our website: pressganey.com/regionalsymposiums
Focus Areas

To assist you as you make your selections, a focus area is included in each session description. This descriptor identifies the core focus of that particular session.

- **Transforming Care**

The core values of any health care organization are most clearly evident in the interactions that frontline caregivers have with patients every day. Truly improving the patient experience requires making changes that start at the bedside. The Transforming Care track offers sessions on how to adopt and promote specific best practices to directly improve the way patients experience care. These tactical sessions provide actionable insights specific to frontline caregivers and managers.

- **Focused Improvement**

Patient experience data is a valuable resource that can provide meaningful insight into the challenges facing your organization. The Focused Improvement track features sessions that will help you navigate your patient experience data to identify important trends and target areas for improvement. In addition to more in-depth knowledge of regulatory requirements, you also will learn the basics of data analysis and how to successfully utilize Press Ganey’s dynamic reporting features.

“Excellent symposium. I am glad that I had the opportunity to attend.”

- 2016 Symposium Attendee

10:00 - 11:00 a.m.

**I’m Not a Clinician: Connecting Non-Clinical Staff to the Patient Experience**

Sharon Weiss, MA, Patient Experience Advisor, Press Ganey

Melinda Duke, MSN-HCQ, RN, Patient Experience Advisor, Press Ganey

**Focus Area: Transforming Care**

A patient’s care experience begins the moment he or she contacts your office or hospital and is impacted by each encounter with your staff. Optimizing the patient experience requires the collaboration and engagement of both clinical and non-clinical staff. This session will highlight the impact non-clinical employees have on patient experience outcomes and identify successful methods to engage non-clinical staff and build an inclusive workforce culture.

**Eliminate CAHPS Confusion: Key Updates for Hospital Leaders**

Jodie Cunningham, Vice President, Public Reporting & Policy, Press Ganey

Emily Fisher, Policy Analyst, Regulatory Reporting, Press Ganey

**Focus Area: Focused Improvement**

How will potential changes to the Affordable Care Act impact CAHPS survey requirements for hospitals? Attend this session to learn the latest implications of repeal and replace on patient experience surveying and pay-for-performance programs. The session will review the latest updates and program information for HCAHPS, Child HCAHPS, ED CAHPS and OAS CAHPS. The speaker will highlight the effects program updates will have on data collection and public reporting.
11:15 a.m. - Noon

Make it Stick: Successful Patient Rounding in the Medical Practice Setting
Dawn Robbins, MBA, Patient Experience Advisor, Press Ganey
Angie Smith, MHA, Patient Experience Advisor, Press Ganey
- Focus Area: Transforming Care

Patient rounding in the acute care setting has long been recognized as a best practice that has a significant impact on the patient experience. However, implementing consistent and effective rounding can be difficult for clinics, especially across geographic locations. Join Press Ganey advisors as they share actionable strategies to develop and refine a rounding program in the medical practice setting.

Developing an Effective, Consistent Improvement Approach
Brooke Kamke, MPH, Patient Experience Advisor, Press Ganey
Doug Thomson, PT, MBA, Patient Experience Advisor, Press Ganey
- Focus Area: Focused Improvement

The highest performing organizations are those with an improvement approach that delivers effective, consistent results. Our speakers will provide practical concepts and tools to help you assess your improvement strategy, effect change and enhance your efforts. You will learn how to be intentional with your improvement approach, identify its strengths and weaknesses and close the gaps that contribute to missed opportunity.

2:15 - 3:15 p.m.

Active Leadership in Any Role
Lynn Beebe, MBA, CPHQ, Patient Experience Advisor, Press Ganey
Kevin M. LaChapelle, EdD, MPA, Patient Experience Advisor, Press Ganey
- Focus Area: Transforming Care

It is crucial that health care organizations embrace change targeted towards improving the patient and caregiver experience. But for those without a formal leadership role or title, efforts to drive improvement initiatives can be met with reluctance and passivity. With the right approach, however, all team members can be empowered to embrace key tactics and become influencers and leaders by example. Our speakers will share engagement techniques aimed at creating a shared vision for improvement so all staff and caregivers can lead necessary and effective change.

Creating Data YAY!-Sayers: How to Address Common Data and Statistical Questions
Kristopher H. Morgan, PhD, Manager of Health Care Metrics & Senior Analytic and Research Scientist, Press Ganey
- Focus Area: Focused Improvement

Transforming the patient experience starts with understanding the story your data are telling. The speaker will review common questions posed and objections raised about Press Ganey data, and will equip you with the answers needed to move the conversation forward in even the most complex data discussions. Topics such as ‘minimum n,’ response rates, errors in the data and percentile ranking will be covered. Novice attendees will feel comfortable fielding statistics questions and experienced data crunchers will be better equipped to break down the data for their colleagues.
“Wonderful opportunity to learn information that is relevant to our daily practices. Great presenters. Loved all the examples of what we can do to improve what we do and our overall patient experiences.”

“Nice experience and glad I was able to attend. Presenters were all very knowledgeable on the topics.”

“This was the best Symposium I have attended. All the content was helpful and relevant for my organization.”

“Great Symposium—would definitely attend again—thanks for the great information.”

- 2016 Symposium Attendees

3:30 - 4:30 p.m.

**From Observation to Action: Enhancing Your Patient Experience Improvement Strategy**

Ann Corba, Manager, Patient Experience, Midwest Advisory Team

Patrick Tiffany, Patient Experience Advisor, Midwest Advisory Team

- **Focus Area: Transforming Care**

Learning to conduct effective observations can provide invaluable insights into your current processes, yet few organizations utilize observations as a regular part of their patient experience improvement strategy. In this interactive session, our presenters will highlight findings from case studies and discuss how observation feedback can be leveraged to advance the patient experience within your organization. Gain tactical skills to help you develop your own observation program, create effective observation templates and share feedback with key stakeholders.

**Making Sense of MIPS**

Jodie Cunningham, Vice President, Public Reporting & Policy, Press Ganey

Emily Fisher, Policy Analyst, Regulatory Reporting, Press Ganey

- **Focus Area: Focused Improvement**

In January 2017, CMS launched a new quality program for physicians, the Merit-Based Incentive Payment System (MIPS), which incorporates a variety of performance metrics. During this session, the speaker will discuss how patient experience surveys can be used to meet the requirements for this program. She will also share results from the most recent survey administration and highlight areas where your medical group should focus to prepare for future survey requirements. Participants will gain an understanding of how improving overall survey performance can positively impact reimbursement.
9:45 - 10:45 a.m.

**Listen Here: Supporting Staff to Encourage Better Listening**

Laura Aiken, MA, MHA, Patient Experience Advisor, Press Ganey  
Sally DeAngelis, MEd, Patient Experience Advisor, Press Ganey  

Focus Area: Transforming Care  

Active listening is vital to positive-outcome interactions and relationships. However, common stressors in the workplace, such as time and task pressures, present challenges to attentive listening and require additional effort on the part of the listener. In this interactive session, speakers will share proven techniques to enhance listening that strengthens connections with patients, families and co-workers. Attendees will learn best practices for training and coaching, implementation and accountability to become more present, active and empathetic listeners.

**A Clean Slate: How Room Cleanliness May Affect Your Brand**

Ann Bailey, MBA, Manager, Strategic Consulting, Press Ganey  
Thomas “Dusty” Derringer, Vice President, Patient Experience, Compass One Healthcare  

Focus Area: Focused Improvement  

New research emerging from a strategic partnership between Compass One Healthcare and Press Ganey demonstrates correlations between patients’ perceptions of room cleanliness and the risk of hospital-acquired infections, the HCAHPS Recommend item and HCAHPS teamwork indicators. In this session, you will learn how to engage EVS staff as caregiver partners by implementing a strategy of operational excellence and compassionate care to achieve superior patient experience outcomes and ultimately, improve the organization’s brand and reputation.

11:00 a.m. - Noon

**Taking Integrated Team Huddles from Robotic to Robust**

Kate Sims, Patient Experience Advisor, Press Ganey  
James Gonzalez, MBA, CLSSGB, Patient Experience Advisor, Press Ganey  

Focus Area: Transforming Care  

Daily huddles can be the most effective time you have with your team. They allow you to share successes, identify risks and set the tone for how the unit functions. But many leaders become stagnant in their approach and the huddle loses its power. Our speakers will share best practices for maximizing the value of daily integrated huddles across your organization to prioritize issues, energize teams and foster work unit alignment.

**Utilizing Press Ganey Online Reports**

Dave Truax, Patient Experience Advisor, Press Ganey  
Melissa Dobereiner, Patient Experience Advisor, Press Ganey  
Jeanna Founds, CPHQ, Patient Experience Advisor, Press Ganey  

Focus Area: Focused Improvement  

The true power of patient experience surveys lies in the data. Understanding, interpreting and sharing the insights embedded within the data form the foundation of a solid patient experience program. In this session, you will learn the fundamental elements of the Press Ganey reporting tools that help you leverage your patient experience feedback. The goal of the session is to enable beginners to easily navigate and use the reporting resources efficiently. Spend less time finding your data and more time acting on it. Please note: This is a presentation and discussion session, not a hands-on computer lab.
As partners in your organization’s mission to deliver patient-centered care, we have designed a symposium program of innovative, educational sessions and networking opportunities to provide you and your colleagues with best practices and resources to drive lasting change within your organization. Our Regional Presidents will host each event and look forward to welcoming you.

**Erin Wilkins**  
President, Southeast Region

Erin partners with leading health care organizations in the Mid-Atlantic and Southeast to improve the patient experience and organizational performance. Erin is responsible for ensuring that clients have access to strategic resources and expert support to help their organizations achieve their improvement goals. She has authored more than 20 articles on cultivating workforce commitment and driving culture change. Erin holds a bachelor’s degree from Mississippi State University and a master’s degree in business administration from the University of Miami. Recently, Erin was selected as a Nashville Healthcare Council Fellow—a program comprised of industry executives who are passionate about finding solutions to health care’s greatest challenges. Erin resides in Nashville, Tennessee with her husband and two children.

**Scott Yanover**  
President, Western Region

As Regional President, Scott has responsibly for the success of our Press Ganey clients in the Western Region. In his role, Scott focuses on the overall management and growth of customer operations. Specific responsibilities include managing the Regional Directors that work with our clients as well as managing the P&L for our business.

Scott joined Press Ganey after spending thirteen years with McKesson Corporation. He has significant experience working with health system executives and clinical leadership teams. During his time with McKesson, Scott managed multiple regions for their enterprise information systems business as division vice president. In addition, Scott held numerous leadership positions in business development and account management.

Based in Southern California, Scott is in the process of pursuing his masters in health care administration from USC in Los Angeles. He completed his undergraduate education at USC’s Marshall School of Business.

**Mike Scarlett**  
President, Central Region

Mike has over 29 years of related health care experience and has been an integral part of business development, client services and health care consulting teams that were successful in delivering solution-based strategies to improve performance. Previously, he spent more than 20 years at Cox Health in Springfield, Missouri, in various roles including the director of guest services. Mike holds a Bachelor of Science degree from Drury University. He resides with his wife, Beverly, near Springfield, Missouri.
Symposium Registration Information
Register at regionals.pressganey.com

Fees and How to Register
Early Bird Rate: $395 per person
Regular Rate: $465 per person

The cut-off date for the Early Bird discount is the same date as the hotel cutoff. Registration fee includes lunch the first day and breakfast both days.

- Atlanta: April 10, 2017
- San Francisco: May 22, 2017
- Dallas: May 30, 2017

Registration fee includes lunch the first day and breakfast both days. Register online at regionals.pressganey.com. Registration is open only to current Press Ganey clients.

Cancellations
Cancellations must be sent in writing to symposiums@pressganey.com. To receive a full refund, cancellations must be made three business days prior to the event. If cancellations are made after that time, or if a registrant does not attend, the full registration fee will be charged.

Attendee Substitution
If you’ve registered for the symposium, but can no longer attend and want to send someone in your place, you must cancel your registration by sending an email to symposiums@pressganey.com. You must then register the new attendee online.

Hotel Reservations
Please contact the hotel directly to make reservations, cancellations or changes to your hotel reservations. Reservation and cancellation policies vary by hotel. For your convenience, a block of rooms has been reserved at each symposium location. Mention Press Ganey when booking. Space is limited; reserve your room early. Hotel accommodations are not included in the symposium registration rate.

Attire
Business casual attire is appropriate for all sessions. Please note that it is difficult to control the temperature in the meeting rooms. Therefore, you may want to bring a light sweater or jacket. We’ll do our best to ensure that room conditions are comfortable.

Continuing Education
Earn Up to 8.5 Hours of Continuing Education Credits

Press Ganey is authorized to award pre-approved ACHE Qualified Education credit for programs toward advancement, or recertification in the American College of Healthcare Executives. Press Ganey also will submit an application to NAHQ to award CPQH continuing education credit.

Press Ganey is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

For more information regarding our 2017 Regional Educational Symposia, contact symposiums@pressganey.com.

*Due to potential scheduling conflicts, speaker substitutions may occur.
Join Us!

Register Today to Get the Early Bird Registration Rate.

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