Attend this industry-leading event to learn proven practices for transforming the care experience and achieving safe, high-quality, patient-centered care.

EARLY BIRD REGISTRATION RATE
$1,150 through Oct. 12
Keynote | Monday 1:15 – 2:15 p.m.

Sanjay Gupta, MD
CNN Chief Medical Correspondent and Neurosurgeon

Dr. Sanjay Gupta is the multiple Emmy® award winning chief medical correspondent for CNN. Gupta, a practicing neurosurgeon, plays an integral role in CNN’s reporting on health and medical news for all of CNN’s shows domestically and internationally, and contributes to CNN.com. His medical training and public health policy experience distinguishes his reporting from war zones and natural disasters, as well as on a range of medical and scientific topics, including the recent Ebola outbreak, brain injury, disaster recovery, health care reform, fitness, military medicine, and HIV/AIDS. Additionally, Dr. Gupta is the host of Vital Signs for CNN International and Accent Health for Turner Private Networks.

In 2011, Gupta reported from earthquake- and tsunami-ravaged Japan, adding clarity and context to the human impact and radiation concerns. In 2010, Gupta reported on the devastating earthquake in Haiti, for which he was awarded two Emmy®s. His distinctive reporting in 2010 also included live coverage on the unprecedented flooding in Pakistan.

Gupta joined CNN in the summer of 2001. He reported from New York following the attacks on the U.S. on Sept. 11, 2001. In 2003, he embedded with the U.S. Navy’s “Devil Docs” medical unit, reporting from Iraq and Kuwait as the unit traveled to Baghdad. He provided live coverage of the first operation performed during the war, and performed life-saving brain surgery five times himself in a desert operating room. In 2009, he embedded with the U.S. Army’s 82nd Airborne, accompanying them on life-saving rescue missions in Afghanistan.

Gupta contributed to the network’s 2010 Peabody Award-winning coverage of the oil disaster in the Gulf of Mexico. In 2006, Gupta contributed to CNN’s Peabody Award-winning coverage of Hurricane Katrina, revealing that official reports that Charity Hospital in New Orleans had been evacuated were incorrect. His “Charity Hospital” coverage for Anderson Cooper 360° resulted in his 2006 News & Documentary Emmy® for Outstanding Feature Story. In 2004, Gupta was sent to Sri Lanka to cover the tsunami disaster that took more than 155,000 lives in Southeast Asia, contributing to the 2005 Alfred I. duPont-Columbia Award for CNN. In 2015, Gupta was again awarded the Alfred I. duPont-Columbia Award for his enterprise reporting showcased in the two hour primetime documentary “WEED.”

Gupta’s passion for inspiring Americans to lead healthier, more active lives led him to launch “Fit Nation,” CNN’s multi-platform anti-obesity initiative. In 2009, “Fit Nation” followed the progress of Gupta and six CNN viewers as they inspired each other while training for a triathlon. The program is now in its sixth year. In addition to his work for CNN, Gupta is a member of the staff and faculty at the Emory University School of Medicine. He is associate chief of neurosurgery at Grady Memorial Hospital and regularly performs surgery at Emory University and Grady hospitals. He holds memberships in the American Association of Neurological Surgeons, Congress of Neurological Surgeons and the Council on Foreign Relations. He serves as a diplomat of the American Board of Neurosurgery and a certified medical investigator.

Before joining CNN, Gupta completed neurosurgical fellowship at the Semmes Murphey Clinic and residency at the University of Michigan Medical Center. In 1997, he was selected as a White House Fellow, serving as a special advisor to First Lady Hillary Clinton. Gupta contributes to the CBS newsmagazine 60 Minutes. He is the author of three New York Times best-selling books, Chasing Life (2007), Cheating Death (2009) and Monday Mornings (2012). In 2003, Gupta was named one of PEOPLE magazine’s “Sexiest Men Alive” and a “pop culture icon” by USA Today. That same year, he also won the Humanitarian Award from the National Press Photographers Association. In 2004, the Atlanta Press Club named him “Journalist of the Year” and in 2009, he won both the first Health Communications Achievement Award from the American Medical Association’s Medical Communications Conference and the Mickey Leland Humanitarian Award from the National Association for Multi-ethnicity in Communications (NAMIC). In 2010, Gupta was honored by John F. Kennedy University with its Laureate Award for leaders in health and wellness. 2011, Forbes magazine named him as one of the “Ten Most Influential Celebrities.” Gupta received his undergraduate degree from the University of Michigan and a doctorate of medicine from the University of Michigan Medical School.
Press Ganey Transformational Solution

Safety
Achieving consistent performance in patient and workforce safety is an ongoing organizational journey requiring transformational culture and process changes to support High Reliability. Learn how organizations are applying High Reliability principles and HPI methodologies to safety initiatives as part of their commitment to achieving Zero Harm.

Patient Experience
To successfully deliver on the patient promise and build the brand value needed to remain competitive in the evolving marketplace, health care systems are challenged to raise performance like never before. Leading organizations are committed to excellence in patient experience and innovating dedicated efforts that build and sustain performance.

Clinical Excellence
As those on the frontline of care, the clinical team provides a unique perspective within your health care organization. Safe, high-quality, patient-centered care depends on nurse and physician engagement in the care process. The clinical excellence track focuses on quality improvement and effective clinician relationships to improve patient care.

Workforce and Engagement
Workforce engagement and alignment to the mission and vision of an organization are essential to performance in measures of safety, quality, experience and financial stewardship. With the support of a patient-centered workforce functioning in an inclusive and collaborative environment, improvement efforts are often more effective and become engrained in the culture.
Focus Areas

To assist you as you make your selections, a focus area is included in each session description to identify the core focus of the presentation.

Safety

Cultural Transformation — Jump start your cultural transformation by learning about the strategies and tactics of others on the High Reliability journey. Speakers from leading organizations share specific programs and actions they took to instill High Reliability practices throughout their organization to improve patient and workforce safety.

Learning & Collaboration — Explore tactics and strategies with others to build learning and collaboration around patient and workforce safety throughout your organization. Leading organizations share their training, collaboration, and team learning strategies used to promote safety within their organization.

Clinical Excellence

Nursing Leadership to Advance Compassionate Connected Care — Explore how nursing leadership can drive an organization to new levels of quality and excellence. The roles of nursing and nursing leadership are pivotal in reducing patient suffering and improving the patient experience. Learn how nursing leaders are developing approaches to deliver what matters most to patients—care coordination, communication and empathy.

Physician Leadership — Connect with the physician perspective to improve performance. Presented by physicians, these sessions will focus on leadership approaches to building a collaborative physician culture that drives improved patient experience through physician coaching, communication and resilience strategies and programs.

Patient Experience

In-Care Experience — Investigate key strategies and tactics to move towards patient-centeredness while the patient is in your care. Speakers from organizations along their patient experience journey focus on specific best practices and strategies used to improve the patient experience in acute care settings.

Medical Practice & Consumerism — Explore approaches that improve performance in clinic to improve consumer acquisition, brand reputation and patient loyalty. Speakers from leading organizations will share successful and innovative approaches to engage physicians, drive targeted improvement and optimize the care experience in medical practice and ambulatory settings.

Across the Continuum — Discover strategies and tactics that explore the unique challenges of patient-centeredness at different points and care settings along the continuum. Speakers will review challenges and opportunities specific to the care setting and provide unique insights in meeting these patient population’s unique challenges.

Reporting & Insights — Learn more about advanced analytics and targeted insights to drive action. Press Ganey experts will share the key statistical concepts and Press Ganey tools that provide the foundation for performance improvement. Subject matter experts will be on hand to answer questions and help you optimize Press Ganey resources.

Workforce and Engagement

Aligning Culture to the Mission — Explore strategies to better understand caregiver needs and develop targeted action plans to meet those needs. Speakers will share best practices to help you develop a high-performing workforce characterized by resilience, respect and teamwork. Learn how to foster engagement in the patient experience, pride in the mission and trust in the organization to provide safe, high-quality care.
Disruptive forces are changing the way health care executives define their business models and operating strategies. To continue to successfully deliver on the patient promise and build the brand value needed to remain competitive in the evolving marketplace, health care leaders must continue to raise the bar on performance.

During an interactive panel discussion moderated by Press Ganey CEO Patrick T. Ryan, CEOs from top-performing organizations across the country will share their perspectives on the state of today’s industry and the evolving role of health care leaders. As part of this candid dialogue, panelists will provide insights into the strategies they’ve deployed in order to integrate and align cross-functional teams to transform the way in which care is delivered.

Delivering on the patient promise of safe, high-quality, compassionate care requires a convergence of leadership and through this discussion attendees will gain insights into how CEOs are planning and executing strategies that foster transformational change.
Preconferences and Workshops

Maximize your conference experience by attending one of our optional sessions. Consulting Workshops are interactive, consultant-led sessions that provide tactical strategies in a focused group setting.

Preconference meetings provide targeted content to designed for nurse leaders as well as health care providers from rural and small community hospitals. Ideal for peer-to-peer networking, these sessions offer attendees a chance to share and learn best practices for improving care delivery.

Preconference Schedule

All preconferences will be held Monday, Nov. 12, prior to the opening keynote. The registration fee for each preconference meeting ranges from $89 - $299. Space is limited so reserve your spot today.

- **Nursing Leadership**
  9:30 a.m. - 12:15 p.m. | $89

- **Rural and Small Community Hospitals**
  9:30 a.m. - 12:15 p.m. | $89

- **Safety Summit**
  7:00 a.m. - 12:15 p.m. | $299

For full details regarding preconference meetings and workshops, visit the [conference website*](#).

Consulting Workshops Schedule

All workshops will be held Monday, Nov. 12, 8:00 - 11:00 a.m. The registration fee for each workshop is $299. Space is limited so reserve your spot today.

- **A Systemic Approach to Improving Patient Access**
  Adam Higman, DHA, Partner, Strategic Consulting, Press Ganey

- **Developing a Successful Patient Experience Strategy: Why Tactics Alone Won’t Get You to Success**
  Ann Bailey, MBA, Senior Manager, Strategic Consulting, Press Ganey
  Jeff Thompson, MBA, CPHQ, Director of Advisory Services, Press Ganey

- **Implicit Bias and Patient Experience: Diversity, Equity and Inclusion**
  Ingrid Summers, MHS, Strategic Consultant, Press Ganey
  Shannon Vincent, MA, Manager, Consultant, Press Ganey

- **Improving Physician Communication: Strategies for Building a Relationship-Centered Culture**
  Laura Cooley, PhD, Senior Director of Education and Outreach, ACH
  Calvin Chou, MD, PhD, Vice President, External Education, ACH

- **Principles for Transforming the Medical Practice**
  Chrissy Daniels, MS, Partner, Medical Practice Solutions, Press Ganey
  Dan Collard, President, Strategic Consulting and Professional Services, Press Ganey

- **Unlocking Emotional Intelligence: Practical Strategies for Building Self-Awareness**
  Mike Heyner, MEd, Managing Engagement Advisor, Press Ganey
  David Shinsel, MA, Strategic Consultant, Press Ganey
**MONDAY, NOV. 12  3:30–4:30 P.M.**

***Registration, Preconferences & Workshops*** …7:00 a.m. – 12:15 p.m.

Lunch………………………………………………..11:15 a.m. – 12:15 p.m.

Welcome Remarks & Opening Keynote, Sanjay Gupta, MD …………..12:30 – 2:15 p.m.

CEO Panel ……………………………………………….2:15 - 3:00 p.m.

Networking & Innovation Break ……………3:00 – 3:30 p.m.

Break Sessions ………………………………………..3:30 – 4:30 p.m.

Break ……………………………………………………..4:30 – 4:45 p.m.

Breakout Sessions ………………………………………..4:45 – 5:45 p.m.

Welcome Reception: Orlando World Center Marriott, Falls Pool Deck……………………………………..6:00 – 7:15 p.m.

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**3:30–4:30 p.m.**

**AMBULATORY QUALITY AND SAFETY: REALIZING THE HIGH RELIABILITY JOURNEY BEYOND HOSPITAL WALLS**

<table>
<thead>
<tr>
<th>Shannon Lutz, BAAS, ARRT(R)</th>
<th>Anne-Claire France, PhD, CPHQ, MBB, FACHE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Vice President, Ambulatory Quality &amp; Safety Memorial Hermann Health System</td>
<td>Lean Six Sigma Master Black Belt, Quality &amp; Safety Memorial Hermann Health System</td>
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**Focus Area: Safety: Cultural Transformation**

In 2009, Memorial Hermann had a High Reliability program in place that had earned awards for improving quality and safety. However, the system did not have reliability processes in place for its ambulatory services, which accounted for 48% of its business. To address this, a pilot filter committee of executives, imaging modalities leaders and radiologists were trained to classify events using a revised version of the HPI Safety Event Classification System and Event Categories Taxonomy, and to correct and prevent errors using common cause analysis and cause mapping. The outcomes of this successful pilot became part of Memorial Hermann’s System-Wide Risk and Patient Safety Report, and by 2017, the medical group’s 90+ physician clinics had implemented their own filter committee. Attend this session to learn more about this program, its outcomes, and how Memorial Hermann’s 250+ ambulatory sites now address corrective actions to prevent the recurrence of errors.

“The conference provided me with a wealth of knowledge. The speakers were fabulous. The environment was fantastic. The overall experience was overwhelming. I can’t wait to go back next year.”

- 2017 Conference Attendee

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**THE ROAD TO HIGH RELIABILITY: ENGAGING PHYSICIAN LEADERS IN THE VALUE OF A PEER REVIEW PROGRAM**

<table>
<thead>
<tr>
<th>Tracela Vaden, MD</th>
<th>Constance Rego, MSN, RN</th>
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<tbody>
<tr>
<td>Medical Director of Patient Safety Atrium Health (Carolinas Healthcare)</td>
<td>Patient Safety Coordinator/Quality Atrium Health (Carolinas Healthcare)</td>
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**Focus Area: Safety: Learning & Collaboration**

Atrium did not have a standardized peer review program among physicians in the outpatient setting. Numerous conversations with physicians outlined the need for cultural change and transparency to improve the quality of care. As a result, a confidential, protected peer review process was developed to assess current practices and safety events and provide feedback among physicians and other providers. Learn how Atrium modeled the program implemented in the acute care setting to engage specialty medical directors, legal advisors, credentialing departments, patient safety and quality leaders to develop this peer review process across the medical group.

**TRANSCENDING FROM ACUTE CARE TO A CLINICALLY INTEGRATED NETWORK: A STORY OF HIGH RELIABILITY**

<table>
<thead>
<tr>
<th>Rosalind Washington, PhD</th>
<th>Lynn Myers, MD</th>
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</thead>
<tbody>
<tr>
<td>MBA, MHSM, RRT, CHES</td>
<td>Senior Vice President/Chief Medical &amp; Quality Officer Texas Health Physicians Group</td>
</tr>
<tr>
<td>Director, Patient and Family Experience Texas Health Physicians Group</td>
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</tbody>
</table>

**Focus Area: Safety: Learning & Collaboration**

While Texas Health Physicians Group, of Texas Health Resources, transitioned to a clinically integrated network, it was imperative to create a just culture and a reliable culture among physicians to improve the quality of care and prevent safety issues. Covering 6,429 square miles across 11 counties, the medical group consists of more than 600 providers, 2,000 support staff and a laboratory. Nearly all physicians were trained within the first year of implementation. Learn how operational leaders agreed to provide education and training to support staff and physicians to help execute High Reliability principles.

**THE AMAZING RACE: INSTILLING COMPETITION AND FUN TO IMPROVE THE PATIENT EXPERIENCE**

<table>
<thead>
<tr>
<th>Sandy Rush, MA, BSN, CHE</th>
<th>Page West, RN, MPA/MHA, HACP</th>
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<tr>
<td>Senior Director, Patient Experience Dignity Health</td>
<td>Senior Vice President/System CNE Dignity Health</td>
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</table>

**Focus Area: Patient Experience: In-Care Experience**

Creating a positive patient experience is foundational to Dignity Health’s mission and the basis of its brand. Higher patient experience ratings result in better clinical outcomes. In this session, leaders from Dignity Health will discuss how the organization implemented a fun competition called The Amazing Race to increase nurse-patient communication and staff responsiveness across 90 nursing units, and how the excitement and engagement the competition generated among the staff led to improvements across the organization. Attendees will learn the strategies and tactics implemented in this program and be able to take this fun approach back to their organization.

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**PRESSGANEY.COM/CONFERENCE > #PGNCC18**
HARNESSING THE PATIENT VOICE TO STRENGTHEN EXPERIENCE, LOYALTY AND BRAND

Dennis Jolley, MPH, MEd
Vice President/Chief Strategy, Communication & Marketing
Officer
Gillette Children’s Specialty Hospital

Focus Area: Patient Experience: Medical Practice & Consumerism

Every day, your patients are defining your brand via word of mouth and social media. In this session, you’ll learn how the patient voice is collected, analyzed and ultimately can be leveraged for performance improvement initiatives. This session offers applicable and cost-effective strategies to dramatically improve an organization’s ability to manage consumer expectations and strengthen system brand and market position.

INTEGRATED TEAMS WALK THE PATIENTS’ JOURNEY FOR ACCESS IMPROVEMENT

Wendy Watson, MPH
Vice President, Regional Ambulatory Care & Clinical Services
Kaiser Permanente

Kari Engholm, MHA
Sr. Director Dental, Dental Care Delivery- Interim
Kaiser Foundation Health Plan of the NW

Adam Morris, MBA
Senior Administrator
Kaiser Permanente

Chantelle Schenning, MHA
Executive Consultant, Regional Ambulatory Care & Clinical Services,
Kaiser Permanente

Cyrus Lee, DMD
Dental Director, Care Delivery, Permanente Dental Associates

Focus Area: Patient Experience: Across the Continuum

Kaiser Permanente is the largest nonprofit integrated health care delivery system in the United States. Like all national health care organizations, it is challenged with balancing the ability to provide high-quality, affordable care in a timely fashion. In this session, learn how the organization developed a customized Kaizen rapid improvement strategy to better meet patients’ care needs. Presenters will provide an overview of the strategy, which is highly engaging and patient-centric.

IMPROVING PHYSICIAN ENGAGEMENT: ALIGNING SAFETY, QUALITY AND THE EXPERIENCE OF CARE

Vicki LoPachin, MD
Chief Medical Officer
Mount Sinai Health System

Erica Rubinstein, LCSW, CPXP
Vice President, Service Excellence and Patient Experience
Mount Sinai Health System

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

At Mount Sinai Health System (MSHS), the patient experience had historically been led through a separate department and was seen as peripheral to safety and quality. In this session, attendees will hear how a physician leader incorporated patient experience into the safety and quality strategy for the health system, and how, in partnership with Press Ganey Strategic Consulting experts, MSHS is working to further enhance physician engagement through a robust strategy to connect patient experience with safety and quality.

PATHWAY TO UNPARALLELED EMPLOYEE ENGAGEMENT

Carole Hackett, RN, BSN, EdM, CPLP
Senior Vice President, Human Resources/CHRO
Houston Methodist

Thomas Vernon, RN, BSN, EdM, CPLP
System Director, Talent Management
Houston Methodist

Focus Area: Workforce and Engagement: Aligning to the Mission

Houston Methodist, an organization recognized as a best place to provide care, understands what is needed to differentiate itself: a culture that strives to create the best possible experience for employees and patients. After years of top-decile employee engagement scores, Houston Methodist experienced a significant drop in 2015. Due to unprecedented growth and expansion, culture had become diluted. Attend this session to learn how Houston Methodist realigned its workforce to its most valuable asset: its culture.

STRATEGIES TO FOSTER RN RESILIENCE & REDUCE BURNOUT

Christina Dempsey, MSN, CNOR, CENP, FAAN
President, Clinical Excellence Solutions and Chief Nursing Officer
Press Ganey

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

Health care is evolving. The journey to transformation will be one led by the people who care for the patient across the health care continuum — and nurses are at the forefront of this transformational journey. At this pivotal time in health care, nursing shortages and experience gaps could slow the much needed momentum toward better quality, safety, and experience of care. Fostering resilience and understanding key drivers of burnout across the lifecycle of the nursing workforce is critically important. This session will focus on those key drivers and strategies to drive improvement. Christy will present cross-domain analytics relative to nursing resilience and burnout, identify key drivers of nursing turnover across the continuum and discuss strategies to foster resilience and reduce burnout.

WELCOME RECEPTION
MONDAY, NOV. 12, 6:00 – 7:15 P.M.
Marriott World Center, Falls Pool Deck
Kick off the event by connecting with fellow attendees while enjoying hors d’oeuvres and refreshments poolside.

#PGNCC18
4:45–5:45 p.m.

VIRTUOUS CYCLE OF SAFETY: A FOCUS ON SAFETY DRIVES OUTCOMES IN QUALITY, EXPERIENCE, ENGAGEMENT & EFFICIENCY

Craig Clapper, PE, CMQ/OE
Partner, Strategic Consulting
Press Ganey

Steve Kreiser, MBA
Partner, Strategic Consulting
Press Ganey

Focus Area: Safety: Cultural Transformation
Data reveals that emphasizing safety over competing goals has a measurable impact on an organization’s overall performance. In this session, safety experts Craig Clapper and Steve Kreiser will describe how a safety culture prevents system-caused human error and results in an 80% reduction in serious preventable patient harm and workforce injury. They will further explain how a focus on safety culture results in high reliability, which is the best producer of clinical quality, patient experience, workforce and medical staff engagement, and efficiency.

REDEFINING WORKFORCE SAFETY BY ADOPTING A PATIENT SAFETY APPROACH

Renee Ghaheri
Injury Prevention Specialist
Sharp HealthCare

Jay Santiago
Injury Prevention Specialist
Sharp HealthCare

Focus Area: Safety: Learning & Collaboration
Join Sharp HealthCare’s injury prevention specialists as they share how their organization took steps to highlight the importance of workplace safety and strengthen injury prevention efforts. In this session, you will learn how Sharp HealthCare integrated High Reliability Organization (HRO) concepts into an exciting new role to reduce workplace injuries, increase employee awareness and identify opportunities for systemwide safety initiatives. Specialists will share how the organization incorporated HIP Safety Event Classification® taxonomy into tools for identifying high-risk behaviors and developing personalized action plans for long-term injury prevention. Learn how the injury investigation process can be a valuable tool for pinpointing program gaps, identifying injury trends and promoting a sustainable safety culture.

HIGH RELIABILITY TRAINING: MOVING CLINICAL AND NON-CLINICAL STAFF FROM KNOWLEDGE TO HABIT FORMATION

Karen Birmingham, PharmD
Patient Safety Officer
Kaiser Permanente

Focus Area: Safety: Learning & Collaboration
In 2013–2014, Kaiser Permanente of Washington (KPWA) provided initial reliability training to 4,500 care delivery staff—training that is now required for all new employees, managers and practitioners on clinical teams. Although serious safety events decreased significantly within the first few years of training, High Reliability principles had not become habits. Attend this session to learn how KPWA conducted refresher reliability training for care delivery teams, developed training for nonclinical teams and addressed barriers to habit formation.

CREATING A STRATEGIC VOLUNTEER ROUNding PROGRAM

Anastasia Luby, MS
Director, Patient Experience
Catholic Medical Center

Karen McLaughlin
Patient Experience Specialist
Catholic Medical Center

Focus Area: Patient Experience: In-Care Experience
Join this session to hear about the tools and tactics that were required to implement a volunteer patient-family advisor rounding program. The session will focus on the unique benefits of a rounding strategy executed by patient volunteers to improve the patient experience and increase collaboration. Presenters will discuss the benefits of a relationship-centered approach, including improved nursing staff efficiency, faster service recovery and issue resolution, and more focused patient experience at the forefront of care. Attendees will leave with specific skills to support a volunteer patient-family advisor rounding program, set goals and ensure accountability.

TRANSFORMING CARE IN THE AMBULATORY SETTING

CJ Merrill, MSN, CPXP, CPHQ
Patient Experience Officer
Mission Health System

Lauren Valencic, MPH
Ambulatory Experience Coordinator
Mission Health System

Focus Area: Patient Experience: Medical Practice & Consumerism
This session’s presenter will provide a comprehensive overview of Mission Health System’s culture change initiative focused on improving the patient experience in an ambulatory practice setting. Attendees will learn the key elements required to develop and implement this model, evaluation methods and how to foster sustainability and engagement to promote successful adoption. Use of the model to set expectations, establish consistency, maintain accountability and improve performance by disseminating leading practices to all ambulatory clinics will also be covered.

ADVANCING OUR COMMITMENT TO CARE: IMPLEMENTING A SERVICE TRAINING & SUSTAINABILITY PROGRAM AT YOUR ORGANIZATION

Tracy Laibson, CPXP
Director, Patient Experience
Allina Health

Sara Criger, MHA
Senior Vice President
North Region and President
Mercy Hospital, Allina Health

Focus Area: Patient Experience: Across the Continuum
Attend this session to learn how Allina Health successfully implemented a large-scale service training and sustainability program across the system’s hospitals. Attendees will get an overview of Allina Health’s keys to success and hear how the organization overcame barriers to using a train-the-trainer model. Tips for obtaining buy-in and leadership approval for a service training program in a highly matrixed organizational structure as well as approaches and resources used for post-training sustainability will also be shared.
4:45–5:45 p.m. cont’d

**SIGNIFICANT INCREASE: AN INTRODUCTION TO THE STATISTICS OF PATIENT EXPERIENCE**

Kristopher Morgan, PhD  
Director, Workforce Analytics  
Press Ganey

*Focus Area: Patient Experience: Reporting & Insights*

This popular session reviews the basic statistics used in reporting patient experience data. Each type of statistic that Press Ganey uses in its reporting will be explained, and straightforward examples and stories will be provided to make statistical concepts memorable and easy to understand. After attending the session, novice audience members will feel comfortable reading and understanding statistics and experienced data crunchers will be better equipped to explain statistics to colleagues.

**GET YOUR EMOJI ON: A CREATIVE APPROACH TO COMMUNICATION ABOUT MEDICATION**

Lucy Leclerc, PhD, RN-BC  
Director of Professional Practice  
WellStar Cobb Hospital

Yona Roberts, PharmD, BCPS  
Clinical Pharmacy Manager  
WellStar Cobb Hospital

Cami Mitelman, MS, CPXP  
Manager of Patient Experience  
WellStar Cobb Hospital

*Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care*

Care providers are often frustrated with survey results indicating that patients deny having been told about the side effects of new medications. Despite the best intentions and efforts of the health care team, there are multiple variables that interfere with a patient’s ability to absorb information during an acute care stay, including language, literacy and sensory impairment, as well as information overload. Learn how this facility addressed communication disparities through the innovative use of emojis to create a memory for the patient and family that lasts well beyond discharge from the acute care setting.

**BEYOND DATA: SUCCESSFUL STRATEGIES TO ENGAGE PHYSICIANS IN PATIENT EXPERIENCE**

Richard R. Orlandi, MD  
Chief Medical Officer for Ambulatory Health  
University of Utah Health

*Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care*

This presentation will focus on actionable strategies for leading physicians with impact and empathy, with the goal of performing at the highest level of patient experience. The presenter will share the experiences of everyone from the line physicians to the system leader of this 1.6 million outpatient academic enterprise to describe how engaging physicians’ hearts, minds and natural drive to succeed transformed a 1,000+ physician group. Attendees will learn practical approaches to presenting data, building and leveraging authentic patient-centered teams and using positive recognition; gain unique insight from the nation’s leader in transparency five years into the effort; and hear personal experiences that illuminate these strategies.

**ENGAGING TO ENHANCE PATIENT AND STAFF OUTCOMES**

Elena Memoracion, DNP, RN, NEA-BC  
Senior Administrative Director  
North Shore University Hospital

Kerri Anne Scanlon, MSN, RN  
Deputy Chief Nurse Executive  
Chief Nursing Officer  
Northwell Health

*Focus Area: Workforce and Engagement: Aligning to the Mission*

Employee engagement and satisfaction are related to business outcomes at a magnitude that is important to many organizations. Organizations that prioritize engagement outperform the competition. Highly engaged employees can drive a variety of positive organizational outcomes. North Shore University Hospital’s “Three Cos” model leverages innovative and proven strategies to engage the workforce, boost accountability and create high-performing teams. Attend this session to learn how the organization used robust data on critical workforce-related themes to transform its culture and empower its workforce to achieve organizational goals across the board.
TUESDAY, NOV. 13 10:15–11:15 A.M.

MEETING THE CHALLENGE OF PATIENT SAFETY AND RELIABILITY IN THE OUTPATIENT SETTING

Julie Wright, MSNEd, RN
System Director Clinical Risk
Intermountain Healthcare

Bonnie Jacklin, MSN, RN
Senior Nurse Executive Director, Office of Patient Experience
Intermountain Healthcare

Focus Area: Safety: Learning & Collaboration

Implementing High Reliability principles can be challenging in the outpatient clinic setting. This session’s presenters will share how Intermountain Healthcare identified and addressed the unique needs of Intermountain Medical Group’s 185 clinics during the implementation and rollout of its Continuous Improvement Zero Harm Initiative, and how Intermountain is continuing to move high reliability forward in the medical group by addressing unique outpatient needs. Sustainment efforts include an electronic huddle board used in daily tiered huddles, alignment of hospital and medical group safety teams to look at care across the continuum, and development of an Ambulatory Patient Harm Index to proactively reduce preventable harm in the outpatient setting.

DEVELOPING PHYSICIAN COMMUNICATION AS A STRATEGIC PRIORITY

Joyce Phillip, MA, SPHR, SHRM-SCP
Chief Human Resources Officer
University of Maryland Faculty Physicians, Inc. (FPI)

David Schwartz, MD
Director, Clinical Affairs Special Programs, Office of the Dean
University of Maryland School of Medicine

Rukiya Wongus, MHA, PMP, CMPE
Associate Director, Patient Experience Improvement
University of Maryland Faculty Physicians, Inc. (FPI)

Focus Area: Patient Experience: Medical Practice & Consumerism

In this session, leaders from University of Maryland Faculty Physicians, Inc., will describe how the organization’s Program for Excellence in Patient-Centered Communication (PEP) improved its safety, experience and patient outcomes. The presenters will highlight best practices and learning methods for gaining physician engagement and organizational buy-in for a relationship-centered communication program. They will also explain the sequential steps for building a strong program, discuss the pitfalls to avoid in program development, and provide an overview of skills-based training and techniques for engaging leadership.

DEMystifying integrated data for real-life action planning

Deirdre Mylod, PhD
Executive Director, Institute for Innovation; SVP Research & Analytics
Press Ganey

Focus Area: Patient Experience: Reporting and Insights

Without process, structure and action, the true value of data cannot be realized. In this session, Deirdre demystifies the challenge of using integrated data to build a structured plan that drives individual accountability and ownership. Deirdre will present a framework that assesses an organization’s cultural, managerial and tactical performance through an integrated measure set to understand both your effectiveness and performance gaps. You will learn how to apply this model within your own organization to meaningfully interpret your data, align your teams and focus your action planning.

BUILDING READINESS FOR CHANGE: AN AIR FORCE MEDICAL SERVICES HIGH RELIABILITY PANEL DISCUSSION

Lieutenant General Dorothy Hogg, BSN, MSN
Surgeon General, Office of the Surgeon General, United States Air Force Medical Service

Colonel Rosemary Haley, BSN, MA
Chief, Trusted Care Execution, Air Force Medical Operations Agency (AFMOA), United States Air Force Medical Service

Focus Area: Safety: Cultural Transformation

In 2014, the Air Force Medical Service (AFMS) began its High Reliability journey already struggling with change fatigue from serving 2.6 million beneficiaries across 76 overseas treatment facilities. Through leadership engagement, human capital programs and interactive training programs, the AFMS overcame the challenges of dual missions (readiness and safety), complex rank structures and frequent turnover. During this panel discussion and Q&A, attendees will learn how to rally a geographically dispersed health care system around a common vision, drive actionable behavior changes and reinforce those changes through engaging tools such as mobile apps, board games, video contests and badge cards.
10:15–11:15 a.m. cont’d

AN EVOLVING DEFINITION OF EXPERIENCE: UNIFYING STRATEGY WITH SAFETY

Leslie Meyer, MA, LPCC
Director of ProMedica Experience
ProMedica Health System

Nicolette Justus, MSN, RN
Risk Management Specialist
ProMedica Health System

Focus Area: Patient Experience: In-Care Experience

As health care and its complexity evolve, the definition of patient experience evolves as well. Attend this session to learn how ProMedica Health improved the care experience for its patients and its employees. Speakers will discuss how they conceptualized and integrated safety, quality, service and employee engagement by establishing data target meetings across the system to set expectations and overcome barriers. They will also provide strategies for measuring, reporting, educating and connecting with patients as well as creating an organizational vision with one cohesive strategy.

IMPLEMENTING A 10-QUESTION SURVEY: DOS AND DON’TS AND STRATEGY DISCUSSION

Lisa Allen, PhD
Chief Patient Experience Officer
Johns Hopkins Health System

Chevaunne Edwards, MPH, CPHQ, LSSGB
Lead Patient Experience Analyst
Johns Hopkins Health System

Focus Area: Patient Experience: Across the Continuum

This presentation will highlight Johns Hopkins Health System’s two years of experience in implementing the Bivarus text-based survey in a variety of settings. The presenters will discuss implementation strategies including sites chosen, questions and buy-in across blood draw labs, radiology, outpatient specialty clinics, radiation oncology and pediatrics. In addition, they will speak about the differences in response rates, demographics and quality of the comments, and will offer suggestions on where best to implement as well as pitfalls to avoid. Attendees will leave with knowledge of the pros and cons of implementing this type of survey approach, and specific tactics they can take back to their organization.

NURSE LEADER ROUNDDING: POSITIVE IMPACT ON PATIENT LOYALTY

Kelly Johnson, RN, PhD, NEA-BC
Chief Nursing Officer
Stanford Children’s Health

Christine Cunningham, MBA, CPXP
Administrative Director, Office of Patient Experience
Stanford Children’s Health

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

A collaborative approach to nurse leader rounding, grounded in Lean strategies, has been successful at Stanford Children’s Health. The Nurse Leadership team meets monthly with the Office of Patient Experience to discuss this evidence-based best practice. Learn how having nurse leaders check on every patient every day decreased complaints, improved the facility’s likelihood to recommend rating and improved recognition. Incorporating tools such as a visibility board, monthly coaching and reporting within existing Lean management systems has resulted in scores that are, on average, 12 points higher than before program implementation.

CREATING COLLABORATION: THE HOSPITALIST-STEERED MULTIDISCIPLINARY PARTNERSHIP

Dhaval Desai, MD
Director of Hospital Medicine
Emory Healthcare/Emory Saint Joseph’s Hospital

Jennifer Barlow, MPH, RN
Nursing Unit Director
Emory Saint Joseph’s Hospital

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Much of the inpatient experience depends on the hospitalist. In the current health care marketplace, care delivered by hospitalists impacts key hospital metrics, including HCAHPS scores, length of stay and early discharges. Nevertheless, hospitalists are expected to manage a high volume of patients each day. This session’s presenters will discuss the hospital medicine program at Emory Saint Joseph’s Hospital (part of Emory Healthcare), including the initial challenges regarding recruitment, retention and quality performance during the first two years, and the ultimate transformation of hospitalist culture and performance. The session will specifically address how one multidisciplinary care model between physicians, nurses and other integral partners of the health care team improved the overall patient experience.

ENGAGING LEADERS AT ALL LEVELS FOR TIER 3 SUCCESS

Danita Gainer
HR Development Coordinator
UF Health Shands Hospital

Dave Marra, MEd
Management Development Coordinator
UF Health Shands Hospital

Wendy Kissing
HRD Coordinator
UF Health Shands Hospital

Focus Area: Workforce and Engagement: Aligning to the Mission

Engaging leaders at all levels of the organization is essential to achieving engagement at the front line. In this session, presenters from UF Health Shands Hospital will take attendees through a process for assisting leaders of low-scoring work units. Along the way, the presenters will describe how utilizing meaningful data as part of a collaborative partnership, segmenting the workforce into tiers, and leveraging Action Planning Readiness scores provided insight into where leaders should devote time and resources for targeted improvement efforts.

“I have been to a handful of national conferences throughout my career, and this one was, by far, the best. The wide variety of topics covered in sessions was truly impressive—there was a learning track for everyone. The attention to detail on every element of the experience was remarkable. From the food to the high-caliber of presenters, no stone was left unturned. I will most assuredly be back.”

- 2017 Conference Attendee
11:30 a.m.–12:30 p.m.

PRIORITIZING TOP SAFETY RISKS IN THE AMBULATORY SETTING

Andrea Barberi, MBA/MHA
Senior Clinical Data Analyst
Atrium Health

Jennifer Cluppert
Patient Safety Coordinator II
Atrium Health

Focus Area: Safety: Cultural Transformation
In 2016, 81% of Atrium’s 3,299 reported safety events were precursor events. Of these events, 76% resulted in no harm or no detectable harm, so the organization struggled with how to elevate the importance of these safety risks so that they would not become safety events in the future. The solution was to convene a team with diverse skills in ambulatory patient care, root cause analysis, data analytics, and risk and project management to develop a process that would prioritize safety issues and risks in the ambulatory setting. This session’s presenters will describe how Atrium applied Safety Event Classification® principles used in the inpatient setting to develop an Ambulatory Cause Analysis Program and Ambulatory Risk Prioritization Matrix that address safety risks affecting the organization’s bottom line and patient satisfaction.

SIMULATING HIGH RELIABILITY LEADERSHIP USING A MULTIMODAL EDUCATION APPROACH

Brenda Perkins-Meingast, RN, BHS(N), MEd
Director, Practice Based Education/Lead Caring Safety Education
University Health Network

Ivanka Hanley, MEd
Senior Education Specialist
University Health Network

Focus Area: Safety: Learning & Collaboration
A series of seven mandatory two-hour reliability modules was developed and delivered to more than 700 leaders at University Health Network (UHN) over seven months. UHN realized leaders were having a hard time translating reliability theory into practice. As a result, a dynamic live simulation was developed to portray a clinician in crisis based on an actual event occurring at UHN. Learn how UHN used this live simulation, a transformative pedagogical approach, to allow practitioners to engage in challenging clinical interactions through the lens of their own health care professional role without pretense.

SOLVING FOR ACCESS BY USING THE VOICE OF THE PATIENT AND LEAN APPROACHES

James Demopoulos, MHA
Senior Vice President/COO
Lehigh Valley Physician Group

Focus Area: Patient Experience: Medical Practice & Consumerism
Historically, “access” was narrowly defined as the timeliness in obtaining an appointment with a provider within the group practice setting. Today it also means access to human capital and information at every touch point of a patient’s interaction with a health care provider and their care/support teams. This interaction must be bidirectional and relentless. In this session, attendees will learn about the Lehigh Valley Physician Group’s journey to take the voice of the patient, an access solutions bundle developed over the past three decades, and Lean/Six Sigma–applied science to solve for one of the largest challenges and opportunities within health care.

101-102

TUESDAY, NOV. 13 11:30 A.M.–12:30 P.M.

PATIENT EXPERIENCE IMPROVEMENTS THROUGH INNOVATIVE GROUP THERAPY TRANSFORMATIONS

Patricia Regan, MHA
Director of Patient Access
Gracie Square Hospital

Shuntelle Stephen, MPH
Patient Experience Coordinator
Gracie Square Hospital

Focus Area: Patient Experience: Across the Continuum
This session’s presenters will demonstrate how a small team of eager, dedicated employees helped positively affect the patient experience in an institution going through various transformations. Gracie Square Hospital, a small psychiatric inpatient facility, is on a mission to provide the highest-quality, state-of-the-art mental health and chemical dependency treatment in a warm, healing environment. Speakers will lay the groundwork and provide tools for how to run community meetings, increase survey participation rates and create a sustainable cultural change that focuses on the patient’s needs first.

TRANSFORMATIONAL PRINCIPLES & GOVERNANCE FOR SUSTAINABLE CHANGE

James Merlino, MD
Chief Transformation Officer
Press Ganey

Focus Area: Patient Experience: In-Care Experience
In order to deliver sustainable change, organizations must convene leadership from the highly interdependent areas of safety, quality experience of care and workforce engagement under one aligned vision with shared enterprise-wide goals. In this session, Dr. Merlino will present a transformational framework for accomplishing this task, including critical assessment questions and specific action steps for achieving measurable change. He will also present how to structure leadership and governance to support integrated planning and execution. You will learn how to translate this approach into your own organization with specific planning and tactical guidance.

URBAN ZEN INTEGRATIVE THERAPY: AN INNOVATIVE MODEL FOR NON-PHARMACOLOGIC SYMPTOM MANAGEMENT

Wendy Tucker, MPH
Inpatient Integrative Medicine Coordinator
UCLA Health System

Ellen Wilson, MS
Executive Director, Therapy Services/Interim Chief Patient Experience Officer
UCLA Health System

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care
Faced with a limited choice of techniques that patient care staff could utilize to address symptom relief and a reliance on physician orders to administer these options, UCLA Health partnered with the Urban Zen Foundation to develop a new model for symptom management that is focused on non-pharmacologic approaches. In this session, attendees will hear details about the model and UCLA Health’s comprehensive training program that teaches patient care staff to address patient needs on the spot, before reaching for medication, with techniques such as in-bed yoga, reiki, aromatherapy, contemplative care and self-care that are customized to each patient’s needs.
IMPROVING HOSPITALIST HCAHPS SCORES: THE NEED FOR EXECUTIVE AND PHYSICIAN LEADERSHIP

Ghazala Sharieff, MD, MBA
Corporate Vice President,
Chief Experience Officer
Scripps Health

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Hospitalists see the majority of patients across the Scripps Health network and were one of the key target areas for improving HCAHPS scores. Feedback is important for change management, so the organization engaged each site’s medical director by supplying monthly aggregate group hospitalist scores as well as providing resources such as group and staff training sessions and 1:1 bedside MD to MD coaching. In this session, attendees will learn how strong partnerships between the chief executive, medical directors and the lead patient experience physician led to better physician understanding of the value of a continued focus on patient experience insights and resulted in dramatically improved outcomes in the hospitalist groups with engaged medical directors.

ACHEVING TOP DECILE PHYSICIAN ENGAGEMENT

Mickey Foster, MA
President, Moses Cone Hospital; Senior Vice President
The Moses H. Cone Memorial Hospital

Joseph Stern, MD, FACS
Neurosurgeon, Carolina Neurosurgery & Spine Associates; Member, Cone Health Medical Staff
The Moses H. Cone Memorial Hospital

Jonathan Berry, MD,FACP,
FACC, FAHA, FSCAI
Interventional Cardiologist,
Cone Health Medical Group
HeartCare; Member, Cone Health Medical Staff
The Moses H. Cone Memorial Hospital

Focus Area: Workforce and Engagement: Aligning to the Mission

This session will detail the strategies that were implemented at a health system’s flagship hospital to move physician engagement from the bottom quartile to the top decile over a five-year period. Physician engagement is paramount as health systems seek to transition from volume- to value-based models of care while improving quality, patient experience and efficiency. Recognizing the importance of engagement is only the first step in a health system’s journey to achieving a strong partnership with physicians. Attendees will receive actionable takeaways from an organization that has boosted physician engagement from below the national average to the 91st percentile.

BUILDING A HIGH RELIABILITY ORGANIZATION, ONE HIGH RELIABILITY UNIT AT A TIME

Katie Foley
Senior Specialist, Patient Safety
Cancer Treatment Centers of America®, Comprehensive Care and Research Center, Chicago

Jacklyn Lesniak, MS, BSN, RN, NEA-BC
SWP, Patient Care Services & CNO
Cancer Treatment Centers of America®, Comprehensive Care and Research Center, Chicago

Focus Area: Safety: Cultural Transformation

High Reliability Units (HRUs) are proving to be instrumental in motivating the health care workforce to commit to Zero Harm and integrate High Reliability principles among distinct teams, departments and service lines. Through an HRU road map, planning sheet and additional tools, attendees will learn how to instill these six High Reliability standards in each unit: 1) Establish safety event communications and safety behaviors; 2) Develop a chain of command; 3) Provide education and onboarding; 4) Implement hand hygiene observation; 5) Build sensitivity to operations; and 6) Recruit and train safety champions.

INTEGRATING A SYSTEMWIDE APPROACH TO SAFETY EVENT CLASSIFICATION® (SEC®)

Mary Herold, RN, BSN, CNML
Manager
Lahey Hospital & Medical Center

Travis Mitchell, MSHA
System Clinical Safety Program Ops Manager
MedStar Health

Focus Area: Safety: Learning & Collaboration

Integrating a consistent approach to mitigating potential serious safety events is complicated in any hospital. However, the barriers are amplified in a complex care delivery system such as MedStar Health, with 10 hospitals, 280+ ambulatory treatment sites, 200,000+ inpatient admissions, 4 million outpatient visits per year and 30,000+ caregivers and staff to keep engaged. Attend this session to learn how MedStar uses evidence-based case studies to address potential adverse events, coordinate response across the system, care for caregivers and integrate HIPAA’s Safety Event Classification and Serious Safety Event rate into its system safety strategy.

LEVERAGING CROSS-DOMAIN ANALYSIS TO PRIORITIZE STRATEGIC IMPROVEMENT INITIATIVES

Aubrey Podell, MHA
Manager, Nursing Operations
Lahey Hospital & Medical Center

Amy McLaughlin
MPh Director, Nursing Service Line
Lahey Hospital & Medical Center

Focus Area: Patient Experience: Across the Continuum

At a time when Lahey Hospital & Medical Center is emerging from a major financial turnaround and on the precipice of a multisystem merger, the organization has expanded its focus by pursuing a more balanced approach to operational and clinical excellence to prioritize its high-value improvement initiatives. The convergence of workforce engagement, quality and safety, and patient experience requires a level of analytical sophistication to identify the key drivers of care and their influence on operational performance. In this session, attendees will learn how Lahey Hospital & Medical Center used cross-domain analysis to make purposeful, strategic trade-offs that allow it to maximize its resources in order to deliver the care and value that its patients and families deserve.
1:30–2:30 p.m. cont’d

ADVANCING ACROSS THE BOARD: CONNECTIONS FOR HCAHPS DOMAINS

Tom Tull, MBA, FACHE
VP, Chief Experience Officer
Ballad Health

Focus Area: Patient Experience: In-Care Experience

This session’s presenter will discuss approaches to steadily improving performance in HCAHPS domains, with a focus on targeted actions that are connected yet tailored to the practice setting. Attendees will learn how a systematic approach enabled Ballad Health to gain momentum in all service areas with foundational activities that propel success through practical actions and strategies. Lean and PDCA methods of engagement that can be implemented at all levels of an organization will also be covered.

MEDICAL PRACTICE – THE SHARP POINT OF HEALTH CARE CONSUMERISM

Chrissy Daniels, MS
Partner, Medical Practice Solutions
Press Ganey

Focus Area: Patient Experience: Medical Practice & Consumerism

In an era of consumerism, medical practice emerges as the focal point of consumer choice. The strongest choice that consumers have today is selecting their physician, and to attract patients, providers must undertake strategies to understand their preferences and design systems and experiences to meet their needs. In this session, Chrissy will examine the intersections of physician resilience, clinical operations and consumer choice to understand how these dimensions affect market share. Further, she will discuss how creating highly reliable experiences and operations both increases physician resilience and consumer engagement. Finally, Chrissy will present strategies for you to assess your consumer strategy today and how to address the gaps.

USING TRANSPARENCY OF DATA TO IMPROVE COMMUNICATION AT YOUR ORGANIZATION

Jane Arnold, MSA, MA, OTR/L
Vice President, Operations and Homecare
UnityPoint Health at Home

Carla Miles
Patient Experience Director
UnityPoint Health–Sioux City

Focus Area: Patient Experience: Across the Continuum

UnityPoint at Home reinvigorated their data strategy to help caregivers better communicate and connect with their patients. In this session, leaders from UnityPoint will emphasize the importance of executive visibility and coaching at the elbow to ensure staff understands the educational techniques to deploy, importance of consistent scripting and power of data transparency. Attendees will also learn effective improvement process that advance the patient experience as well as steps for identifying and verifying accurate provider data.

INCLUDING PATIENTS IN DECISION MAKING

Charles Bissell, MD
Section Chief,
Department of Surgery
Carilion Clinic

Becky Fritz, MPH
Director, Department of Surgery
Carilion Clinic

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Engaging providers in patient experience initiatives can be challenging but changing provider behaviors to include patients in decision making produces many benefits. Learn how a physician leader and his administrative team influenced provider and patient perceptions using their own case studies, language and results to move the needle on Press Ganey results and patient loyalty.

KEEPING HEART FAILURE PATIENTS ENGAGED AND AT HOME: AVOIDING HOSPITAL READMISSIONS

Michelle Little, BSN, RN, CMSRN
Clinical Coordinator, Cardiac
Ronal Unit
Saratoga Hospital

Diane Gaylord, BSN, RN, CCM
Manager, Care Management
Saratoga Hospital

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

Providing excellent patient care means helping patients stay healthy—even those with chronic conditions. To avoid readmissions, this community hospital developed and implemented a program to engage heart failure patients and their caregivers in care planning and transition across the continuum of care. Nurses in both care management and the inpatient cardiac unit worked with the hospital’s established Cardiac Collaborative to bring consensus to this multidisciplinary service-line work group. This session’s presenters will describe how patient and caregiver engagement at Saratoga Hospital starts on day one of hospitalization with the introduction of the Heart Failure Toolkit and Zone Tool, which maps out learning objectives for the patient and caregiver(s) to accomplish each day and includes teach-back methods for learner engagement, and how follow-up calls from registered nurses four weeks after initial discharge fosters strong relationships with patients and caregivers.

RECRUITMENT TO RETENTION AND EVERYTHING IN BETWEEN

Ingrid Cheslek, MPA, BSN,
CCCO/CNO
Mary Free Bed Rehabilitation Hospital

Karen Powell, PHR, SHRM-CP
Vice President of Human Resources
Mary Free Bed Rehabilitation Hospital

Emily Babson, RACR
Employment Specialist
Mary Free Bed Rehabilitation Hospital

Focus Area: Workforce and Engagement: Aligning to the Mission

Mary Free Bed was in critical condition in 2011 with an outdated building, cramped semiprivate rooms, noisy hallways and a low patient census. It also faced a merger bid by a large health care system, poor staff morale and struggling financial performance. Survival is a powerful motivator. Mary Free Bed began construction on a new inpatient rehabilitation hospital, remodeled and expanded its outpatient services and created a rehabilitation network. But most importantly, Mary Free Bed committed to building a high-performing workforce, introducing unique recruitment and retention tactics—and they worked! Its employee engagement score rocketed from the 59th percentile in 2015 to the 93rd percentile the following year, and remains in the upper decile. Attend this session to learn how Mary Free Bed achieved these impressive outcomes.
3:00–4:00 p.m.

**WALK THE TALK: WOULD YOU SHARE YOUR DAILY SAFETY HUDDLE SUMMARY WITH THE ENTIRE ORGANIZATION?**

Jennifer Sipert, CPHO, RDMS, RVT
Patient Safety Manager
Providence Health & Services
Providence St. Peter Hospital

Gerda Stafford, BSN, MHA, CPHQ
Service Area Director of Quality
Providence St. Peter Hospital

**Focus Area: Safety: Cultural Transformation**

Providence needed a common communication tool to emphasize that safety behaviors are universal. Initially, resistance was high because leadership realized that the workforce feared reporting safety events, especially if it meant initiating a regional daily safety huddle among acute care hospitals and the medical group. Attendees will learn how Providence combined a daily report shared with the entire workforce with the use of templates, algorithms and evidence during daily safety huddles to engage leadership, improve safety culture and ultimately decrease its Serious Safety Event Rate® (SSER®).

**INTEGRATED ANALYTICS TO IDENTIFY TRANSFORMATIONAL PRIORITIES**

Nell Buhlman, MBA
Chief Strategy Officer
Press Ganey

Iyue Sung, PhD
Vice President, Enterprise Analytics
Press Ganey

**Focus Area: Patient Experience: Reporting & Insights**

Data is a form of currency that supports health care executives’ decisions and the ability of their organization to deliver safe and reliable care while remaining financially healthy. Although the data span a range of factors—including patient experience, workforce engagement, clinical quality and finances—it can be difficult to quantify the interdependencies of these factors and provide insight for performance management. Nevertheless, the evidence is clear that relationships we intuitively understand are also empirically true. In this session, Nell and Iyue will describe an analytic framework for understanding the convergence of these factors, prioritizing decisions and ultimately leading to the organizational transformation that is required to improve health care delivery.

**ENGAGING STAFF IN SAFETY AND COMPASSION THROUGH A PATIENT EXPERIENCE STRATEGY**

Mindy Spigel, RN, MSN, CPHQ, CPNP
Director of Patient Experience
CHRISTUS Santa Rosa Health System

**Focus Area: Patient Experience: In-Care Experience**

Engaging staff through the Press Ganey Compassionate Connected CareTM model increases levels of quality and safety of services within the complexity of a health care organization. In this session, presenters will discuss how they established front-line teams to lead patient experience, quality and safety initiatives for each hospital in the CHRISTUS Santa Rosa Health System. Attendees will learn how to create a culture of ownership far beyond accountability, and how to implement a program that unites the chief quality officer and the director of patient experience to bring about improvements across the board.

**APPLICATION STRATEGIES TO THE AMBULATORY PHYSICIAN ENVIRONMENT**

Jack Soterakis, MD, FACP, FACG
Vice President, Performance Improvement & Physician Clinical Services
Catholic Health Services of Long Island

Eileen Esposito, DNP, MPA, RN-BC, CPHQ
Vice President, Ambulatory Clinical Practice
Catholic Health Services of Long Island

Lesli Giglio, RN, MPA, CPHRM, CPPS
System Vice President, Risk Management, Patient Safety
Chief Privacy Officer
Catholic Health Services of Long Island

**Focus Area: Patient Experience: Medical Practice & Consumerism**

Measurably improving patient experience requires physician engagement and buy-in. In this session, attendees will hear how the physician division of UC Health increased the number of its survey responses to increase N, organized its internal process, recognized top performers and created a culture of transparency that propelled the organization from the bottom quartile to above-average performance. Attendees will also hear how the program positively affected patient experience, physician engagement and transparency.

**ENGAGING PHYSICIANS: BENEFITS FOR PHYSICIANS AND PATIENTS**

Megan Sullivan, MSBA
Director of Quality Improvement
UC Health UC Physicians

Lori Mackey, MBA
Chief Operating Officer
UC Health UC Physicians

**Focus Area: Patient Experience: Across the Continuum**

Attend this session to hear about Spectrum Health’s transformational effort to move all inpatient and outpatient facility data to one electronic health record using Epic. This movement was grounded in culture change, single-owner decision making and patient-centric care coordination across the health system’s 12 hospitals and nearly 200 care sites. Attendees will gain insight on how to improve their organization’s self-awareness, sharpen trust and collaboration skills, and inspire others throughout the organization to become better leaders, collaborators and care providers.

**TRANSFORMING PATIENT-CENTRIC CARE BY INSPIRING LEADERSHIP AT EVERY LEVEL**

Brian Brasser, MSA, BSN, RN, FACHE
Senior Vice President and Chief Operating Officer
Spectrum Health
TUESDAY, NOV. 13  3:00–4:00 P.M.

CRAFTING A SUCCESSFUL PATIENT AND FAMILY EXPERIENCE: PATIENT EXPERIENCE IS THE BRAND

Marie Elivert, RN, BSN, MPA  
Chief Experience Officer  
NYC Health + Hospitals/Queens

Christopher Roker, MBA  
Chief Executive Officer  
NYC Health + Hospitals/Queens

Vincent Rizzo, MD, MBA, FACP, CPE  
Associate Director, Internal Medicine  
NYC Health + Hospitals/Queens

Focus Area: Clinical Excellence: Physician Leadership to Advance Compassionate Connected Care

The patient experience journey for NYC Health + Hospitals/Queens began with leadership defining the patient and family experience and including it as one of the organization’s top five strategic priorities. Attend this session to learn how to elevate the importance of patient and family experience across all care settings at your organization. Presenters will describe the various aspects of this process, including generating, collecting and sharing ideas and proven best practices, as well as engaging a broad range of voices and views of patient and family. Attendees will realize the impact that the entire health care team can have on the patient and family experience as a result.

ED ACCESS STRATEGY FOR SUSTAINABLE IMPROVEMENT

Richard Nordahl, MBA-HCA  
Chief Executive Officer  
Sanford Sheldon Medical Center

Sara Zolle, MD  
Lead Physician  
Sanford Sheldon Medical Center

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

As health care evolves, providers can no longer expect consumers to meet their organization’s scheduling needs. Instead, organizations must meet consumers’ needs using up-to-date access approaches. Attend this presentation to learn how Sanford Sheldon Medical Center implemented a 24/7 ED strategy to enhance service excellence and improve its performance in multiple domains. Presenters will describe how the strategy both reduced ED visits to lower the overall cost of care, and met patients where they needed to be met with primary care hours when they needed them.

UNDERSTANDING THE CHANGES OF THE FUTURE WORKFORCE 2025

Joseph Moscola, PA, MBA  
Senior Vice President and Chief People Officer  
Northwell Health

Focus Area: Workforce and Engagement: Aligning to the Mission

The healthcare workforce is changing at an exponential rate; thus introducing new, and highly complex challenges for today’s employer. Yet, with every challenge comes opportunity and executives responsible for building, managing and sustaining a successful human capital strategy we must identify ways to capitalize on those opportunities. During this session, Joe will address the key drivers shaping the future of the healthcare workforce and share examples of Northwell Health’s approach to workforce readiness.

SAFETY AND PATIENT EXPERIENCE: HIGH RELIABILITY PRACTICES IN PURSUIT OF INTEGRATED EXCELLENCE

Gia DeMichele, MA  
Program Manager, Culture of Safety  
Dignity Health

Karen Byrnes, MSN, RN, CPXP  
Director, Patient Experience  
Dignity Health

Focus Area: Safety: Cultural Transformation

Even though Dignity’s Chandler Regional and Mercy Gilbert Medical Centers had excellent quality outcomes and good patient experience scores, preventable errors still occurred, resulting in serious harm to patients. The CEO recognized the disparity and initiated a High Reliability journey across the organization. Leaders soon recognized the error prevention tools that were developed could prevent any error within any aspect of care. They began discussing safety and patient experience issues at daily reliability huddles, and consistently tracking HCAHPS and Serious Safety Event Rate® data. Attend this session to learn how Dignity overcame the silos that were preventing the organization from approaching safety and patient experience in integrated ways.

HIGH RELIABILITY EDUCATION: CATERING TO THE DIVERSE NEEDS OF PHYSICIANS

Brian Kaminski, DO, CPPS  
Vice President of Quality and Patient Safety  
ProMedica Health System

Focus Area: Safety: Learning & Collaboration

Physicians are key to establishing and sustaining a culture of safety. Like many health systems, ProMedica employs many types of physicians: affiliated, contracted, academic and private group physicians. In order to engage such a variety of physicians with unique needs, ProMedica demonstrated the value of a High Reliability program for each individual, regardless of their employment status. Learn how ProMedica designed an educational curriculum and peer-to-peer training that is geared specifically for physicians and is offered on a flexible implementation schedule that is considerate of their busy work lives.

PATIENT RESPONSIBILITY: PATIENT-CENTERED PROCESS IMPROVEMENT IN THE REVENUE CYCLE

Kellie Olmstead, MBA  
Vice President, Continuous Improvement  
Nemours Children’s Health System

Bill Britton  
Operational Vice President, Finance  
Delaware Valley Nemours

Focus Area: Patient Experience: Across the Continuum

In 2016, Nemours embarked on a systemwide improvement effort focused on the revenue cycle—specifically, patient responsibility (PR). With today’s evolving health care environment, patients are becoming more financially responsible for their care and are often unaware of their significant financial obligations beyond monthly premiums. This session provides an overview of the continuous improvement (CI) approach Nemours has taken with PR, balancing ROI with patient-centeredness. Presenters will discuss successes, failures and learnings of the PR work, which impacts six states, more than three dozen sites and more than 800 revenue cycle associates.
USING AN INNOVATION MINDSET TO CREATE BEST PRACTICES AND IMPACT PATIENT EXPERIENCE

Chaise Camp, MBA, MA, MS, MA
Executive Director, Patient Experience
Nebraska Medicine

Jeremy Carr, MBA
Patient Experience Advisor
Nebraska Medicine

Focus Area: Patient Experience: Medical Practice & Consumerism

By January 2017, Nebraska Medicine had experienced multiple years of stagnant or declining patient experience scores across the system. Simultaneously, staff engagement was declining, which made sustainable improvement increasingly difficult. In response, the system implemented a radical change in its approach to one based on innovative techniques and key social-scientific principles. This session will focus on how Nebraska Medicine used Press Ganey insights to understand the drivers of patients’ overall impressions of their care and the innovative process it deployed to better understand the dynamic relationships between patients and staff that was shaping the experience of both. The speaker will describe how the system engaged staff in solving their own challenges and managed the disruptions of change, as well as share examples and outcomes from the medical clinic.

CREATING AND SUSTAINING ACCOUNTABILITY AND ENGAGEMENT WITHIN YOUR ORGANIZATION

Ashley Holmstrom, DNP, MSN, RN, NE-BC
Vice President of Nursing
Metropolitan Methodist Hospital

Denzil Ross, MBA, MHA
Chief Operating Officer
Metropolitan Methodist Hospital

Ulondia Lee, DNPc, MSN, CENP, RN
Chief Nursing Officer
Metropolitan Methodist Hospital

Focus Area: Patient Experience: In-Care Experience

A culture that lacks engagement, has weak accountability and has no communication plan between physicians and front-line staff results in a culture of mistrust and an overall poor reputation. In this session, leaders from Metropolitan Methodist Hospital will describe how they created transformational change by focusing on patient- and family-centered care with their WOW program to foster an inviting and engaged workforce. Attendees will learn how they can implement their own program to go above and beyond patient and family expectations, beginning with the small details that lead to major changes in patient experience improvement.

REACHING ORGANIZATIONAL GOALS BY BREAKING FREE FROM ENDLESS TACTICS

Wanda Sharp
Director of Patient Relations and Patient Experience
Queen’s Medical Center

Jason Chang, MBA
Executive Vice President/Chief Operating Officer
Queen’s Medical Center

Focus Area: Patient Experience: In-Care Experience

Like many organizations, Queen’s Medical Center was struggling with its efforts to improve the patient experience, burdened by the weight of endless strategies, tactics and initiatives that had little desired, long-lasting effect. This session’s presenters will discuss how their partnership with Press Ganey helped create a powerful organizational narrative, establish leader support and change the organization’s approach to data usage. Attendees will leave with insights on how the key components of the Press Ganey perspective can be used to develop a communication strategy that transforms behavioral standards and engages staff.

FOCUS ON SAFETY AND THE EXPERIENCE: NURSING’S AVENUE TO ALWAYS IN WOMEN’S AND INFANTS’ SERVICES

Patricia Haresign, MS, BSN, RN-BC
Patient Experience Nurse Specialist
Sibley Memorial Hospital

Ryan Garvey, MBA, BSN, RN
Director, Women’s and Infants’ Services
Sibley Memorial Hospital

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

Every woman who chooses to deliver her baby at Sibley Memorial Hospital should have an excellent experience. Yet, a complex array of factors play into how a labor and delivery patient perceives her care experience. The clinical team is caring for both mother and baby at a critical point in their lives; therefore, ensuring collaboration across teams and hardwiring sustainable improvement strategies across units are key factors for success. Attend this session to learn how Sibley Memorial Hospital focused on leveraging the relationship between patient experience, safety and communication skills to improve patients’ care experience in labor and delivery.
4:15–5:15 p.m. cont’d

Physician Burnout, Resilience and Grit in Health Care

Thomas H. Lee, MD
Chief Medical Officer
Press Ganey

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Health care’s burnout crisis is a complex problem that requires multidimensional solutions -- but also offers multi-dimensional opportunities to tackle safety, quality and patient experience. Dr. Lee will discuss interventions based upon a framework that breaks down the causes of physician burnout and thoughts on building resilience, integrating new insights on the importance of grit – i.e., passion and perseverance for the goal of meeting patients’ needs and reducing their suffering. He will describe how effectiveness can be enhanced at the individual, team, and overall organization levels if providers define integrated goals, are consumed by the desire to improve, and display resilience and flexibility.

Cultural as a Catalyst for Improving Workforce Commitment

Lois Bentler-Lampe, MS, RN-BC
CNO–VP, Clinical Operations
OSF Home Care & Post-Acute Services
OSF Healthcare – Home Care

AJ Querciagrossa, RPh, MS, MBA
President, Home Care & Post-Acute Services
OSF Healthcare – Home Care

Focus Area: Workforce and Engagement: Aligning to the Mission

Organizational culture can have a powerful impact on workforce commitment. OSF Home Care & Post-Acute Services has been on a five-year journey to improve workforce commitment with its employees, known as Mission Partners. In 2016 OSF Home Care & Post-Acute Services reached the 95th percentile in engagement, and in 2017 it reached the 96th percentile. This session will focus on how leadership—with a commitment to establishing a foundation of engaged Mission Partners—approached the task of improving the organization’s overall culture in order to improve in other key areas, such as patient experience and quality.

Continuing Education Credits

This activity is worth 10 contact hours. (Additional hours are available through preconference meetings.)

CPXP: We will offer Patient Experience Continuing Education credits (PXEs) through the Patient Experience Institute (PXI). PXEs can be applied towards Certified Patient Experience Professional (CPXP) applications and/or to maintain certification designation.

CPHQ: This activity will be submitted to the National Association for Healthcare Quality for CPHQ CE credit.

Nursing, Medicine, & Pharmacy: In support of improving patient care, Press Ganey is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare profession. If you have questions regarding continuing education, email continuingeducation@pressganey.com.

Accreditation Statement: This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of the University of Arkansas for Medical Sciences (UAMS) Office of Continuing Education and the American Academy on Communication in Healthcare. The UAMS Office of Continuing Education is accredited by the ACCME to provide continuing medical education for physicians. Designation Statement: The UAMS Office of Continuing Education designates this live activity for a maximum of up to 7.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.
6:30 – 9:30 a.m.

**ORGANIZATIONAL CULTURE: REINVIGORATING AND SUSTAINING YOUR SAFETY COACHES**

- **Focus Area: Safety: Cultural Transformation**
  In 2016, Valley View Hospital engaged its workforce to be intricately involved in strengthening its organizational culture by establishing a Safety Coaching Program. Safety coaches were tasked with sharing insights on what was working, what wasn’t working and what was needed to sustain a culture of safety and reliability. However, by 2017, participation in the program started to suffer, and so did the hospital’s safety culture. Attend this session to learn how Valley View Hospital reinvigorated the program, recruited 49 safety coaches to participate from only 56 total departments/clinics and inspired the entire workforce to connect both professionally and personally.

- **Focus Area: Safety: Learning & Collaboration**
  Methodist Le Bonheur Healthcare implemented High Reliability error prevention training across six hospitals, more than 50 provider-based clinics and multiple ambulatory settings. With the challenges of ensuring a comprehensive curriculum while being realistic about the scheduling and training of 12,000 associates and 2,500 medical staff, leaders developed an innovative strategy to train all associates and providers through a blend of technology and traditional classroom training. Attend this session to learn about their innovative approach, the challenges of completing a large-scale implementation, holding groups accountable to deadlines and the need for constant reinforcement upon completion.

8:30 – 9:30 a.m.

**BEYOND BRICKS AND MORTAR: BUILDING A CULTURE OF EXCELLENCE**

- **Focus Area: Patient Experience: Medical Practice & Consumerism**
  In May 2012, Penn Medicine Princeton Health replaced its acute care hospital with a state-of-the-art facility less than five miles away. The move resulted in an immediate, statistically significant increase in overall inpatient experience scores; however, outpatient experience scores were slow to improve. This session’s presenters will share how they utilized Press Ganey insights to identify priorities and develop and implement a multiyear strategic plan to increase patient experience in the outpatient setting. The speakers will also describe how the plan identified and addressed four key areas of opportunity for the organization: leadership accountability, way finding, staff interactions and hiring strategies.

**UNDERSTANDING YOUR PRESS GANEY PATIENT EXPERIENCE DATA AND LEVERAGING IMPROVEMENT RESOURCES FOR CAREGIVER ENGAGEMENT**

- **Focus Area: Patient Experience: Press Ganey Reporting and Insights**
  This session is for everyone, from novice data users to those with years of experience. Press Ganey advisors will lead small groups in an overview of Press Ganey reporting, with some groups focusing on how to quickly dive into and analyze engagement data. Participants will have the opportunity to ask questions and get additional guidance from their group leader.
8:30–9:30 a.m. cont’d

UNDERSTANDING YOUR PRESS GANEY PATIENT EXPERIENCE DATA AND LEVERAGING IMPROVEMENT RESOURCES FOR PATIENT EXPERIENCE

Press Ganey Advisors

▸ Focus Area: Patient Experience: Reporting and Insights
This session is for everyone, from novice data users to those with years of experience. Press Ganey advisors will lead small groups in an overview of Press Ganey reporting, with some groups focusing on how to quickly dive into and analyze patient experience data. Participants will have the opportunity to ask questions and get additional guidance from their group leader.

REDUCING WAIT TIMES IN THE ER WITH AN EFFECTIVE ADMISSION STRATEGY

Dawn Moeller, MHA, BSN, RN, CEN
Clinical Manager of Emergency and Trauma Services
Advocate Good Shepherd Hospital

Yvonne Miller, BSN, RN, NE-BC
Clinical Manager of Oncology/Surgical Services
Advocate Good Shepherd Hospital

▸ Focus Area: Patient Experience: Across the Continuum
Wait times in the ER are a critical component of the patient experience and, depending on the length, can hinder or progress a patient’s hospital stay. In this session, Advocate Good Shepherd Hospital will describe how the Press Ganey patient experience survey questions were used to engage its nursing departments to focus on the timely movement of new admissions from the emergency department to the inpatient nursing unit. Attendees will learn about this evidence-based strategy and how to assess readiness to manage the hands of time using face-to-face bedside handovers partnered with a timely admission process.

SUPPORT SERVICES WORKERS: THE UNSUNG HEROES IN PATIENT EXPERIENCE

Thomas “Dusty” Deringer, PhD, MS
Vice President, Patient Experience
Compass One Healthcare

▸ Focus Area: Patient Experience: In-Care Experience
Health care organizations that truly create an exceptional patient experience deliver safe, high-quality care in an environment of compassion, empathy and respect. Organizations that limit their focus to only clinical care miss a critical opportunity to leverage the wider team—namely, support services—to ensure that patients and their families experience compassionate connected care at each point in the delivery system. This session’s presenter will discuss the research, strategies and tactics behind a multiyear partnership between Compass One Healthcare and Press Ganey that was designed to understand and enhance the value that support services workers in areas such as environmental services, food and nutrition services, and patient transport bring to the caregiver team. Strategies, tactics and lessons learned will be shared with attendees to provide key educational opportunities for any organization committed to improving the patient experience.

BUILDING A PARTNERSHIP BETWEEN NURSING AND SUPPORT SERVICES

Deborah Fulbrook, EdM, MHS, BSN, RN, NEA-BC
Chief Nursing Officer
Inova Fair Oaks Hospital

Tammy Razmic, MHA
Chief Operating/Financial Officer
Inova Fair Oaks Hospital

▸ Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care
Learn how Inova Fair Oaks Hospital bridged the teamwork gap between nursing and support services to better meet patient needs. Starting with a strong commitment to maintaining a culture that inspires all staff and ensures staff engagement in the patient experience, the organization developed a leadership model to foster alignment between the two teams. This session will focus on how this model improved collaboration and resulted in improved purposeful rounding on patients. Strategies for measurement, accountability, real-time problem solving and sustainment will be shared, along with results from the ongoing program.

“Invigorating. The conference is a great opportunity to learn from leaders facing the same challenges you are at your organization. I always come back energized and ready to take on new projects.”

- 2017 Conference Attendee
LEVERAGING THE ORGANIZATION’S CORE IDENTITY TO DEVELOP A CULTURAL STRATEGY

Joan Zoltanski, MD, MBA, FAAP
Chief Experience Officer
University Hospitals of Cleveland

Jennifer Lorenz, MSN, MHA, RN
Director of Patient Experience & Quality Analytics
University Hospitals Health System

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

University Hospitals of Cleveland recently went through a transformation change to position the organization for the 21st century. Leaders sought a strategy that would make greatness consistent and failings a zero event. To begin, they looked inward to their founding principles to create a sustainable strategy that resonated with employees. Then they focused on equity of advanced medicine and equity of experience excellence, for every patient, every time. Attend this session to learn how the organization operationalized new initiatives, overcame cultural barriers and sustained improvement in patient experience across the organization.

COMMON THREADS: ALIGNING YOUR WORKFORCE AROUND THE PATIENT PROMISE

Joseph Cabral, MS
Chief Human Resource Officer & President Workforce Solutions
Press Ganey

Mary Jo Assi, DNP, RN, FNP-BC, NEA-BC, FANN
SVP, Clinical Excellence Solutions & Associate Chief Nursing Officer
Press Ganey

K. Kelly Hancock, DNP, RN, NE-BC
Executive Chief Nursing Officer, CCHS and Chief Nursing Officer, Main Campus
Cleveland Clinic

Focus Area: Workforce and Engagement: Aligning to the Mission

To deliver on your mission, you need every employee to understand and deliver on the patient promise of safe, high-quality, patient-centered care every day. In this session, Joe will discuss how to attract and align talent around your mission, vision and priorities. He will present how to identify common threads that touch the critical areas of patient experience, clinical quality and safety to support shared improvement goals. Further, Joe and Mary Jo will explore how HR leadership can partner with key executives, such as nursing leadership, to support alignment in each of these key areas across your organization.

Innovation & Networking Pavilion

The Innovation & Networking Pavilion is a centrally located learning and networking area where attendees can meet with peers from leading health care organizations as well as Press Ganey subject matter experts, advisors and consultants. Connect with your Press Ganey account team to learn about the Transformational Principles, new assessment tools and high-value tactics that support an integrated approach across the interdependencies of safety, quality, experience and workforce engagement. Pick up a copy of the latest Press Ganey research and analysis in white papers and other thought leadership resources. Hear about new features and recent enhancements of Press Ganey solutions through live demonstrations.

“Sharing stories that make a heartfelt connection makes the difference. This is the best conference I’ve attended.”

- 2017 Conference Attendee
HOW TO GIVE YOUR SAFETY COACHING PROGRAM MORE MUSCLE

Nancy Curdy, MSN, MS, RN, CPHQ, CPPS
Director of Patient Safety
Piedmont Healthcare

Michael Todd, RTT
Quality and Safety Specialist
Piedmont Healthcare

Deborah Armstrong, FACHE
Chief Executive Officer
Piedmont Henry Hospital

Focus Area: Safety: Cultural Transformation

In January 2017, Piedmont had 167 safety coaches across a six-hospital system. By March 2018, it had a total of 435 safety coaches. Not only did the number of safety coaches increase by 62%, but based on the results of their Safety Coach Effectiveness scores, those safety coaches are now more engaged and effective at changing the cultures of their hospitals. Learn how Piedmont refreshed its program for creating robust staff-level safety champions in clinical and nonclinical departments, resulting in an improvement in culture and a decrease in serious safety events across the system.

ENGAGING EXECUTIVE OWNERSHIP OF ROOT CAUSE ANALYSIS (RCA)

Steve Mrzowski, MHA, NRP, CPPS
Director, Patient Safety
Penn State Health, Hershey Medical Center

Focus Area: Safety: Learning & Collaboration

Penn State Health, Hershey Medical Center did not have a standardized approach in place for root cause analysis (RCA). The output of an RCA depended on the location/unit on which the event occurred, or it varied based on the RCA methodology that was used and on how the RCA facilitator was trained. Lack of a centralized repository for RCA documentation and inconsistent senior executive engagement had led to action item density and failure to track action item timeliness and completion status. Attend this session to learn a framework for identifying, training and maintaining competencies for RCA executive owners, as well as the first steps that are required for establishing an RCA program.

BUILDING TEAM ENGAGEMENT TO IMPROVE PATIENT EXPERIENCE

David Perez, MBA, RTT
Director of Service Excellence
Baylor Scott & White Health

Radha Mahale, MD
Physician and Medical Director
Baylor Scott & White Health

Focus Area: Patient Experience: Medical Practice & Consumerism

Historically, Baylor Scott & White’s Pflugerville Clinic had low employee engagement and low patient engagement scores. The team went through multiple programs, including communication coaching and process improvement initiatives, to improve those scores, but to short-term gain. After investigating the issue, the leadership team realized that the low level of teamwork had a negative impact on not only the patient experience, but also the overall clinic culture. In this session, attendees will learn how an experimental program that integrated organization development theory and Lean methodology enabled the Pflugerville Clinic to build and improve teamwork, which led to improved employee engagement and increased patient engagement scores.

REWARDS AND RECOGNITION IN AN ERA OF IMPROVEMENT OPPORTUNITIES

Rebecca Guess, MS
Practice Optimization Quality Analyst - Team Lead
Baptist Health Medical Group

Focus Area: Patient Experience: Across the Continuum

In 2017, the Baptist Health Medical Group (BHMG) rolled out the Rewards and Recognition program within the Medical Group. The Rewards and Recognition program consists of three awards, each given to medical practices that achieve a top-box score improvement on the question “Recommend Provider Office.” These awards include the Discover Award, Improve Award, and Sustain Award. In the 12 months from program inception to program implementation, the Medical Group raised its ranking from the 49th percentile to the 65th percentile. In this session, attendees will learn how BHMG leaders implemented the program, as well as how they engaged staff in participating in it and acknowledged their successes.

PATIENT COMMENTS: IS YOUR ORGANIZATION LISTENING?

Margaret Muir, MSN, RN, CNML
Strategic Services Associate, Patient Experience
Duke Regional Hospital

Heather Mitchell, MHA, BSN, RN, NC-BC
Interim Manager Patient Placement and Interpreter Services
Duke Regional Hospital

Focus Area: Patient Experience: In-Care Experience

Today’s complex and overwhelming amount of patient feedback has created the need for a manageable strategy that allows leaders to group their organization’s problems and create actionable plans. In this session, Duke Regional Hospital leaders will discuss how to use Press Ganey categorized comments in the Improvement Portal and InfoEdge to hear the customer’s voice and develop a specific improvement process around this important information. Attendees will learn how to track negative patient comments into an Excel format of the specific patient areas of concern and create a plan to track the number of concerns in each category every month, and subsequently every quarter.

MAGNET RECOGNITION PROGRAM NETWORKING WORKSHOP

Press Ganey Advisors

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

This cooperative learning session is designed for attendees to connect with and learn from peers on topics related to the Magnet Recognition Program®. Interactive roundtable discussions will be led by Press Ganey Magnet experts on a series of themes related to current standards and updates to Magnet requirements for nurse satisfaction, patient experience and nurse sensitive clinical indicators. This session is appropriate for attendees that are considering a Magnet journey, already on the journey or those that have already achieved Magnet status and are looking to sustain performance and recertify.
9:45–10:45 a.m. cont’d

INTEGRATING A COMPREHENSIVE WORKFORCE AND ENGAGEMENT STRATEGY

Tammy Wright, RRT, MS
Senior Director, Voice of the Customer
Novant Health

Giselle Krieger, RN, BSN, MS
Chargé de Cabinet, Director of Patient Safety
CHS PSO

Focus Area: Workforce and Engagement: Aligning to the Mission

After seeing a decline in engagement, Novant Health recognized the need to prioritize engagement and support team members by assessing key elements of daily work, including resilience, perceptions of safety, nursing quality and engagement. Attend this session to learn how Novant Health used an integrated approach to monitoring aspects of the health care work environment to provide a platform for measuring the impact that its caregivers have on the overall experience of care, promoting team member engagement and increasing leadership development.

IMPROVING ACCESS AND ADOPTING INNOVATION WITH SHARED MEDICAL APPOINTMENTS

Marianne Sumeggi, MD
Director, Shared Medical Appointments/Staff Physician
Cleveland Clinic

Terrie Van Buren, RN, BSN, MBA
Vice President, Patient Safety Officer
CHS PSO

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Driven by the need to reevaluate care delivery and provide access in a cost-effective, high-quality way, Cleveland Clinic leadership investigated the potential of the shared medical appointment (SMA), a 90-minute appointment during which multiple patients with a common condition are seen at the same time. This session will provide an overview of their journey, including how they created awareness of the program and developed an SMA best practice model and associated workflows, while also overcoming hurdles and driving change and adoption in the organization. Attendees will see data on quality, access and patient satisfaction gained from feedback and experience, and will leave with the knowledge necessary to transform this little-known concept into a new standard of care.

SITUATIONAL AWARENESS: CRUCIAL CIRCUMSTANCES THAT LEND THEMSELVES TO HIGH RELIABILITY

Hazel Pennington, RN
Manager, Corporate Quality
Vidant Health

Focus Area: Safety: Cultural Transformation

In FY2015, 20% of Vidant Health’s serious safety events were contingent on the inability to recognize clinical deterioration resulting in delayed treatment of care. After a succession of unrecognizable cases, the opportunity for a systemwide solution was apparent. A multidisciplinary team comprising the assistant medical informatics officer (AMIO), an executive sponsor, hospitalists and nurse managers, among many others, convinced executives through a detailed plan to recognize patient deterioration at the vulnerability stage instead of at the catastrophic stage. Learn how this cross-functional team developed the plan, which includes real-time coaching, daily feedback and monthly executive summaries.

IMPROVING YOUR SERIOUS SAFETY EVENT RATE® (SSER) WHEN REDUCTIONS HAVE FLATLINED

Giselle Krieger, RN, BSN, MS
Chargé de Cabinet, Director of Patient Safety
CHS PSO

Focus Area: Safety: Learning & Collaboration

The Community Health Systems PSO noticed that its serious safety event rate (SSER) reductions had reached a plateau. To understand why, the PSO analyzed the frequency and severity of serious safety events and conducted a common cause analysis to identify individual and system failures. The PSO began to align tactics to improve the patient experience with error prevention behaviors such as leader rounding, hourly rounding, bedside shift reports and nurse leader rounding. It also simplified policies, checklists and protocols relative to surgical counts, as well as fall and suicide risk prevention. Attend this session to gain insights and specific action items you can use to reduce your organization’s SSER.

JUSTIFICATION LETTER

The National Client Conference is a valuable educational opportunity with more than 100 CE accredited sessions. The justification letter makes it easy for you to demonstrate to your manager the benefits and ROI of attending conference.
11:00–Noon cont’d

BEYOND ROUNDED: CREATING A CULTURE OF CONNECTION

Catherine Sokoloff, MPH
Senior Manager, Patient Experience
NYU Langone Hospital—Brooklyn

Catherine Manley-Cullen, MS, RN
Vice President, Nursing & Patient Care Services
NYU Langone Health

Jenny Rozenberg, MHA
Patient Experience Improvement Specialist
NYU Langone Health

Focus Area: Patient Experience: In-Care Experience

In this presentation, attendees will learn how a culturally diverse community teaching hospital in urban southwest Brooklyn, N.Y., improved its inpatient experience and HCAHPS scores by creating a culture of empathy and compassion. Embarking on a massive culture shift, staff moved from task-based “rounding” to connecting with self, patients, families and one another in order to deliver a world-class experience to every patient, every time. In this session, attendees will review the strategy development, program creation and implementation processes that led NYU Langone Hospital—Brooklyn to see significant improvement in its Press Ganey scores within one year.

WORKING WITH HEALTH CARE TEAMS TO IMPROVE THE EXPERIENCE OF PATIENTS

Summer Allen, MD
Director, Patient Experience
Mayo Clinic Health System

Sheryl Nemec, MS
Patient Experience Manager
Mayo Clinic Health System

Focus Area: Patient Experience: Medical Practice & Consumerism

Mayo Clinic Health System (MCHS) piloted a multidisciplinary care team improvement model that engaged all disciplines (clinician, nursing and desk staff) within a care team to improve a shared goal and impact patient care. Using leadership and team engagement tactics, patient experience insights and point of care insights about operational measures, combined with a structured improvement cycle process, teams were able to improve and achieve set goals for patient experience improvement within six months. In this session, attendees will learn how MCHS used the care team improvement model to improve patient care and the staff work environment.

PATIENT EXPERIENCE: MAKING PERFORMANCE IMPROVEMENT MORE MEANINGFUL THROUGH CULTURAL TRANSFORMATION

Nikole Devries, MSN, RN, CPHQ
Director, Performance Improvement and Patient Engagement
Southwest Healthcare System

Focus Area: Patient Experience: In-Care Experience

Cultural transformation in this large health care organization was the foundation for understanding and utilizing data to engage staff and foster a better patient experience. Attend this session to learn how Southwest Healthcare System leveraged its partnership with Press Ganey to dive into its data and review opportunities for performance improvement. Attendees will also learn the importance of creating a foundation for improvement and how to utilize various Press Ganey solutions to implement patient-centric practices and drive measurable improvement in patient experience scores.

JOURNEY TO ENGAGEMENT: STRATEGIES TO IMPROVE PATIENT AND STAFF EXPERIENCE

Cassandra Cuesta, MHA, CPXP
Senior Manager, Patient Experience
Temple University Hospital

Roxana Tavela, MHSA
Administrative Director, Oncology Services
Temple University Hospital

Focus Area: Patient Experience: Across the Continuum

This session will detail how Temple University Hospital Cancer Center improved the patient experience and positively impacted the level of employee engagement among its staff and leadership. This complex, high-volume, accredited cancer center embarked on a journey to improve its subpar and stagnant outpatient experience scores by engaging front-line staff. Attendees will learn how the outcome of this effort led to dramatic improvement in patient experience scores and created a new sense of collaboration between radiation oncology and infusion staff with a similar impact on cancer center employee engagement, specifically NDNQI® nursing engagement.

IMPROVING COMMUNICATION WITH NURSES THROUGH THE COMPASSIONATE CONNECTED CARE MODEL

Kellie Barr, BSN, RN
Patient Experience Manager
Sinai Hospital of Baltimore

Katie Starkey, MS
Director, Patient Experience
Sinai Hospital of Baltimore

Focus Area: Clinical Excellence: Nursing Leadership to Advance Compassionate Connected Care

Committed to delivering consistent, high-quality patient experiences, Sinai Hospital was troubled by declining scores in nurse communication. Learn how those scores were improved through implementation of Press Ganey’s Compassionate Connected Care™ model, with a focus on rounding. Attendees will hear how Sinai consistently focused on rounding to connect with the patient using empathy, with an emphasis on coaching and mentoring employees; adopted mandatory behaviors to improve the patient experience; and reduced patient and family suffering.

USING TRANSPARENCY TO ENHANCE THE PATIENT-DOCTOR EXPERIENCE

Barry Goldberg, MD, MBA, FACC, FAPAP, FASE
Chief, Pediatric Cardiology – Southside Hospital
Northwell Health Physician Partners

Focus Area: Clinical Excellence: Physician Leadership to Across the Continuum of Care

Improved patient-physician interactions result in improved patient compliance, decreased suffering and improved outcomes. To strengthen connection to its patient, Northwell Health posts patient experience survey scores (star ratings) and comments on the hospital’s website. During this session, attendees will hear about the journey to transparency from a physician’s perspective, including overcoming physician resistance, the importance of giving the physician a voice, peer mentoring of low performers during the comment appeal process, and rewarding high performers.
CONFERENCE PRICING
Don’t Miss the Early Bird Registration Rate
Only $1,150 through Oct. 12, 2018
Regular Registration Rate $1,400 after Oct. 12, 2018

Register online at conference.pressganey.com

ATTENDEE SUBSTITUTION
If you have registered for the conference and can no longer attend, you must cancel your registration by emailing events@pressganey.com and register the new person online.

CONFERENCE CANCELLATION
To cancel your registration you must send an email to events@pressganey.com. Cancellations must be made in writing by Oct. 12 to receive a full refund. If cancellations are made after Oct. 12, or if a registered attendee fails to attend, the full registration fee will be charged.

ATTIRE
In November, the temperature in Orlando is typically in the low 80s during the day and low 70s in the evening. Business casual attire is appropriate for all sessions and evening functions. Casual attire is appropriate for The Celebration on Tuesday evening at Universal’s Islands of Adventure®.

Please Note: It is difficult to control the temperature in the meeting rooms. We recommend bringing a sweater or light jacket to the sessions.

WHO SHOULD ATTEND
Health care executives, including:
Chief Executive Officers, Chief Operating Officers, Chief Nursing Officers, Chief Medical Officers, Chief Experience Officers, Chief Marketing & Communication Officers, Chief Quality & Safety Officers, Chief Human Resources Officers, Hospital Administrators and other senior leaders.

Health care professionals and clinicians including:
Front-Line Caregivers, Practice Leaders, Service Line Managers, Nurses or Nurse Managers, Physicians and Clinicians

Health care management responsible for:
Patient Experience, Service Excellence, Patient and Family Services or Advocacy, Quality, Safety, Operations, Human Resources, Talent Acquisition & Development, Caregiver/Workforce Engagement, Performance Improvement, Marketing and Communications

ABOUT OUR CONFERENCES
This year, we are proud to host our National Client Conference, Executive Leadership Conference and HPI Press Ganey Safety Summit concurrently. We will convene leadership from across the patient journey to address the interdependencies of safety, quality, patient experience and engagement.

Professionals from across health care and representing multiple care domains will convene for this unparalleled three-day event to learn best practices and proven approaches that will enable the alignment of people, processes and strategies around a shared mission to advance the safety, quality and experience of patient-centered care.

HOTEL INFORMATION

ORLANDO WORLD CENTER MARRIOTT RESORT AND CONVENTION CENTER
8701 World Center Drive | Orlando, FL 32821
Phone: 407.239.4200 | Toll-free: 800.621.0638

HOTEL ROOM RATES
$265/night plus taxes. Reservations must be made by Oct. 12, 2018. Reserve Online

HOTEL RESERVATIONS
To make your hotel reservation, book online or call (407) 239-4200. Be sure to ask for the Press Ganey room block when booking. Reservations must be made by Oct. 12, 2018.

HOTEL PAYMENT
When making your reservation, a credit card will be needed to guarantee a hotel room. Please note that hotel payment is not included in conference registration fee.

HOTEL CHANGES/CANCELLATIONS
Changes and cancellations must be made no fewer than three days before your arrival. Any cancellations made within 72 hours (three days) prior to arrival will incur a one night room and tax fee.

GROUND TRANSPORTATION
Shuttle Service to Orlando World Center Marriott Resort
The recommended shuttle service from the Orlando International Airport (MCO) to the hotels is Mears Transportation. The shuttle runs 24 hours a day, 7 days a week, departing approximately every 30 minutes. This is a “Share-a-Ride” service and will stop at other hotels before dropping guests off at the Orlando World Center Marriott.

The regular rate is $37 + tip (round trip). The discounted conference rate is $33 + tip (round trip). You may make your reservation online and obtain the discounted rate at www.mearstransportation.com, using priority code #552875550. Advance reservations are recommended, but if you choose to buy your shuttle ticket at the Orlando airport, please proceed to the Mears Motor Shuttle ticket counter and on the 1st level present the $4 coupon to the Mears counter attendant. Presenting the coupon on a mobile device will not be accepted. Download and print this coupon prior to traveling.

For more information, call Mears Transportation at 800-759-5219.

HOTEL PARKING RATES
Overnight & Daily Valet: $17.50 + 6.5% tax
Overnight & Daily Self Park: $11.00 + 6.5% tax

TAXI FARES
Orlando International Airport (MCO): $55 + tip (one way)
Kissimmee Gateway Airport (ISM): $39 + tip (one way)
Join Us in Orlando

Join the Celebration at the 2018 Press Ganey National Client Conference
Tuesday, Nov. 13 | 7:30-11:00 p.m.
An Evening of Fun & Adventure – Reserved Exclusively for You

Admission to The Celebration is included in the conference registration fee. Should you wish to bring a guest who is not attending the conference, guest passes are available for $150/person and may be purchased using a credit card at the Press Ganey Conference Information Desk. Guest passes will not be available for purchase prior to the conference. Shuttle services to and from the event will be provided by Press Ganey beginning at 7:00 p.m. at the Convention Center Entrance. All participants must have their conference name badge or guest pass in order to board the shuttle – no exceptions. You must be 21 years or older to attend this event. Entry to the park will be strictly controlled and you will be required to show a photo ID as proof of age upon arrival.

What a night we have planned for you. We’re throwing a party at Universal’s Islands of Adventure® where you’ll have exclusive access to enjoy some of the park’s most thrilling rides and sensational attractions. It’s a night of unforgettable excitement, and it’s all waiting for you.
Join Us in Orlando

**CONFERENCE VENUE**

Orlando World Center Marriott Resort and Convention Center
8701 World Center Drive | Orlando, FL 32821
Phone: 407.239.4200 | Toll-free: 800.621.0638

To make your hotel reservation, [book online](#) or call 407.239.4200 and ask for the Press Ganey room block. To receive the discounted room rate of $265/night plus taxes, reservations must be made by Oct. 12, 2018.

**DON’T MISS THE EARLY BIRD REGISTRATION RATE**

Only $1,150 through Oct. 12, 2018
Regular Registration Rate is $1,400 after Oct. 12, 2018

[Register Online](#)

**JUSTIFICATION LETTER**

Conference is a valuable educational opportunity with more than 100 sessions, and all qualify for continuing education credits. The justification letter makes it easy for you to demonstrate to your manager the benefits and ROI of attending conference.

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**AGENDA**

**Sunday, Nov. 11**
Registration .................................................. 4:00 – 7:00 p.m.

**Monday, Nov. 12**
Registration, Preconferences & Workshops .......................... 7:00 a.m. – 12:15 p.m.
Lunch .......................................................... 11:15 a.m. – 12:15 p.m.
Welcome & Keynote: Sanjay Gupta, MD .......................... 12:30 – 2:15 p.m.
CEO Panel .......................................................... 2:15 – 3:00 p.m.
Networking and Innovation Break ................................. 3:00 – 3:30 p.m.
Breakout Sessions ........................................... 3:30 – 4:30 p.m.
Break ..................................................................... 4:30 – 4:45 p.m.
Breakout Sessions ........................................... 4:45 – 5:45 p.m.
Welcome Reception: Orlando World Center Marriott, Falls Pool Deck .................. 6:00 – 7:15 p.m.

**Tuesday, Nov. 13**
Breakfast .......................................................... 7:30 – 8:30 a.m.
Keynote Address .................................................. 8:30 – 9:45 a.m.
Networking and Innovation Break ................................. 9:45 – 10:15 a.m.
Breakout Sessions ........................................... 10:15 – 11:15 a.m.
Break ..................................................................... 11:15 – 11:30 a.m.
Breakout Sessions ........................................... 11:30 a.m. – 12:30 p.m.
Lunch .............................................................. 12:30 – 1:30 p.m.
Breakout Sessions ........................................... 1:30 – 2:30 p.m.
Networking & Innovation Break ................................. 2:30 – 3:00 p.m.
Breakout Sessions ........................................... 3:00 – 4:00 p.m.
Break ..................................................................... 4:00 – 4:15 p.m.
Breakout Sessions ........................................... 4:15 – 5:15 p.m.
Networking & Innovation Break ................................. 5:15 – 5:45 p.m.
Shuttle Bus Departures .............................................. 7:00 p.m.
The Celebration .................................................. 7:30 – 11:00 p.m.
The Celebration .................................................. 7:30 – 11:00 p.m.

**Wednesday, Nov. 14**
Breakfast .......................................................... 7:30 – 8:30 a.m.
Breakout Sessions ........................................... 8:30 – 9:30 a.m.
Break ..................................................................... 9:30 – 9:45 a.m.
Breakout Sessions ........................................... 9:45 – 10:45 a.m.
Break ..................................................................... 10:45 – 11:00 a.m.
Breakout Sessions ........................................... 11:00 a.m. – Noon
Conference Concludes .............................................. Noon

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