Join Us in Orlando

Transforming Care
The Future in Focus

2016 Press Ganey National Client Conference

Don’t Miss the Early Bird Registration Rate!

Only $1,125 through Sept. 9, 2016
Regular Registration Rate is $1,375 after Sept. 9, 2016

Register Online!
I’m pleased to invite you to the 2016 Press Ganey National Client Conference, *Transforming Care: The Future in Focus*, to be held November 2-4 at the World Center Marriott in Orlando, Florida. We’ve made great strides in reducing patient and caregiver suffering and advancing initiatives to help improve the overall safety, quality and experience of care. I hope to celebrate our collective progress and focus our sights on the future when we meet this November.

This year’s event will explore how to advance compassionate, connected care and better meet patient needs through deep data, analytics and segmentation. Thought leaders from across the industry will share their experiences and insights on the current and emerging market forces that will drive industry leadership. You will gain a clear understanding of strategies to deliver long-term competitive success around such pressing issues as reducing serious safety events, addressing consumerism and adopting High Reliability methods for sustainable improvement.

We are proud to host two distinguished keynote speakers, both of whom are pioneers in their respective areas of expertise. Dr. Condoleezza Rice, one of the nation’s foremost diplomats and renowned academics, will share her insights for aiding transformational reform across the globe. Dr. Abraham Verghese, professor at Stanford University School of Medicine and best-selling author, will offer his rich perspective as a leading voice for compassion and empathy in the delivery of exceptional patient care.

In recognition of our clients’ achievements towards advancing care, we will introduce the class of 2016 award winners and honor their successes. To acknowledge the importance of coordinated care in providing an exceptional patient-centered experience, I am thrilled to announce that we will present the inaugural Team of the Year award to an organization that has demonstrated exemplary teamwork in delivering safe, quality, patient-centered care. We will continue to recognize the extraordinary achievements of our improvement award winners and the recipients of our annual Press Ganey Innovator, Nurse of the Year, and Physician of the Year awards.

Featuring more than 80 breakout sessions eligible for continuing education units, this year’s conference offers the widest range of actionable content to impact your organization. Combined with social activities, as well as formal and informal gatherings, our conference provides unparalleled opportunities to expand your knowledge, network, and learn from the industry’s foremost thought leaders.

We are honored to partner with your organization, and I look forward to welcoming you in November as we put *The Future in Focus*!

Sincerely,

Patrick T. Ryan
CEO
Condoleezza Rice is currently the Denning professor in Global Business and the Economy at the Stanford Graduate School of Business; the Thomas and Barbara Stephenson senior fellow on public policy at the Hoover Institution; and a professor of Political Science at Stanford University. She is also a founding partner of RiceHadleyGates, LLC.

From January 2005-2009, Rice served as the 66th Secretary of State of the United States, the second woman and first African American woman to hold the post. Rice also served as President George W. Bush’s assistant to the President for national security affairs (National Security Advisor) from January 2001-2005, the first woman to hold the position.

Rice served as Stanford University’s provost from 1993-1999, during which she was the institution’s chief budget and academic officer. As provost, she was responsible for a $1.5 billion annual budget and the academic program involving 1,400 faculty members and 14,000 students. In 1997, she also served on the Federal Advisory Committee on Gender-Integrated Training in the Military.

From 1989 through March 1991, Rice served on President George H.W. Bush’s National Security Council staff. She served as director; senior director of Soviet and East European Affairs; and, special assistant to the President for national security affairs. In 1986, while an international affairs fellow of the Council on Foreign Relations, Rice also served as special assistant to the director of the Joint Chiefs of Staff.

As professor of Political Science, Rice has been on the Stanford faculty since 1981 and has won two of the highest teaching honors—the 1984 “Walter J. Gores Award for Excellence in Teaching” and the 1993 “School of Humanities and Sciences Dean’s Award for Distinguished Teaching”.


In 1991, Rice cofounded the Center for a New Generation (CNG), an innovative, after-school academic enrichment program for students in East Palo Alto and East Menlo Park, California. In 1996, CNG merged with the Boys and Girls Club of the Peninsula (an affiliate club of the Boys and Girls Clubs of America). CNG has since expanded to local BGCA chapters in Birmingham, Atlanta and Dallas. She remains an active proponent of an extended learning day through after school programs.

Since 2009, Rice has served as a founding partner at RiceHadleyGates, LLC, an international strategic consulting firm based in Silicon Valley and Washington, D.C. The firm works with senior executives of major companies to implement strategic plans and expand in emerging markets. Other partners include former National Security Advisor Stephen J. Hadley and former Secretary of Defense Robert M. Gates.

Rice currently serves on the board of Dropbox, an online-storage technology company, C3, an energy software company, and Makena Capital, a private endowment firm. In addition, she is a member of the boards of the George W. Bush Institute, the Commonwealth Club, the Aspen Institute, and the Boys and Girls Clubs of America. Previously, Rice served on various additional boards, including: KIOR, Inc.; the Chevron Corporation; the Charles Schwab Corporation; the Transamerica Corporation; the Hewlett-Packard Company; the University of Notre Dame; the John F. Kennedy Center for the Performing Arts; and, the San Francisco Symphony Board of Governors.

In 2013, Rice was appointed to the College Football Playoff Committee (CFPC), formerly the Bowl Championship Series (BCS). In 2015, The National Football Foundation (NFF) & College Hall of Fame named Rice the 2015 recipient of the organization’s highest and most prestigious honor, the “NFF Gold Medal”, citing her “significant contributions to our country and her love of the game of college football.” Rice is the first woman to ever be nationally recognized by the NFF.

Born in Birmingham, Alabama, Rice earned her bachelor’s degree in Political Science, cum laude and Phi Beta Kappa, from the University of Denver; her master’s degree from the University of Notre Dame; and her Doctor of Philosophy degree from the Graduate School of International Studies at the University of Denver.

Rice is a fellow of the American Academy of Arts and Sciences and has been awarded 11 honorary doctorates. She currently resides in Stanford, California.
Dr. Abraham Verghese is a nationally bestselling author and a prominent voice in medicine with a uniquely humanistic view of the future of health care. His memoirs and novels on medical themes have sold millions of copies, topped bestseller lists, and earned major movie deals, while his New York Times articles arguing for greater focus on the physical patient have made waves in the medical community. His warmth and vision as well as his world-class gifts as a storyteller make him a powerful speaker both to health care professionals and the patient in all of us.

Abraham sees a future for health care which marries technological innovation with the traditional doctor-patient relationship. He has a deep understanding of the new tools being placed in doctors’ and patient’s hands, but he also has a deep faith in the human hand itself as one of the most powerful tools in a doctor’s kit. He grounds his vision of technological progress in a humanistic commitment to listening to the patient’s story and providing what the patient most wants—a true caregiver. This dual-pronged approach, incorporating both an appreciation of tech developments and a profound commitment to the relationship between doctor and patient, makes Abraham a leading voice in the discussion about what quality care means now and in the future.

In addition to being a deep thinker about the future of health care, Dr. Verghese is a phenomenally successful author with tremendous popular appeal. His most recent novel, Cutting for Stone, was a runaway hit, topping the New York Times bestseller list for over two years and earning a movie deal.

His first book, My Own Country, a memoir about treating AIDS in rural Tennessee, was a finalist for the National Book Critics Circle Award for 1994 and was made into a movie. His second book, The Tennis Partner, was a New York Times notable book and a national bestseller. His upcoming novel, The Maramon Convention, is highly anticipated.

Most recently, Dr. Verghese wrote the Forward to the current bestseller When Breath Becomes Air by Paul Kalanithi, a memoir by a young neurosurgeon faced with a terminal cancer diagnosis. Dr. Verghese is also well-known for his New York Times articles “Treat the Patient, Not the CT Scan” and “Restoring the Lost Art of the Physical Exam”, which coined the term “iPatient” for the electronic records which often receive more attention than the actual patient. He has published extensively in the medical literature, and his writing has appeared in The New Yorker, Sports Illustrated, The Atlantic Monthly, Esquire, Granta, The New York Times Magazine, The Wall Street Journal and elsewhere.

Dr. Verghese has served on the faculty of many universities, including the University of Texas Health Sciences Center, San Antonio, where he was the founding director of the Center for Medical Humanities and Ethics.
The 2016 Press Ganey National Client Conference Celebration | Thursday, Nov. 3 | 7-10 p.m.

An Evening of Fun & Adventure—Reserved Exclusively for You!

Admission to the celebration is included in the conference attendee’s registration fee. Guest passes are available for $150 and may be purchased at Press Ganey’s conference information desk. Everyone who attends this event must have a conference name badge or a guest pass to board the bus—no exceptions. Entry to the event will be strictly controlled and you will be required to show a photo ID as proof of age before being served alcohol. Please note: You must be 21 years or older to attend this event. Buses load 6:30 – 7:00 p.m.
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 session.

- **Building Patient-Centered Care**

  Patient- and family-centered care is defined by the delivery of safe, high-quality care delivered by empathic caregivers. Explore approaches that use deep patient insights to identify patient needs and reduce suffering, facilitate greater accountability, and improve key drivers of superior experiences to earn patient loyalty. Hear successful strategies from top organizations and learn new, proven approaches to driving improvement and delivering caring behaviors in your organization.

- **Building Patient-Centered Care in Medical Practices**

  Explore approaches that use deep patient insights to facilitate greater accountability, drive targeted strategies, improve key drivers of exceptional experiences to earn patient loyalty and present objective performance data for consumer transparency. Speakers from leading organizations will share successful and innovative approaches to driving improvement within your medical practice.

- **Creating a Culture that Reduces Patient and Caregiver Suffering**

  To build a strong patient-centered culture, organizations must 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.

- **Delivering Compassionate, Connected Nursing Care**

  The roles of nursing and nursing leadership are pivotal in reducing patient suffering and improving the patient experience. In these sessions, you’ll explore unique aspects of nursing roles and proven strategies for supporting frontline caregivers. Learn how nursing leaders are developing approaches to deliver what matters most to patients—care coordination, communication and empathy.

- **Developing Excellence and High Reliability in Safety and Quality**

  Achieving safe, high-quality and efficient value-based care relies on effective nursing strategies, quality improvement programs and a commitment to the goal of zero harm. Without continuous refinement, process failures in these areas may lead to patient suffering and serious harm. Explore this focus area to learn best practices for building a High Reliability culture and improving clinical processes, quality measures and safety outcomes.

- **Inspiring Physician Leadership and Effectiveness**

  Increased consumer demand for physician performance results underscores the critical need to understand 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—including tactics and strategies to actively engage and partner with physicians.

- **Special Topic Forums**

  Join your peers in exploring topics specific to unique patient populations. These special limited-seating forums engage attendees in focused discussion and facilitate networking with those of similar interests. Forums are available for home health, post-acute care and dental services. Join for an entire series or just one session to explore these select topics.

- **Making the Most of Press Ganey Solutions, Reporting and Insights**

  Press Ganey’s solutions offer deep data and targeted insights to drive action. Attend these sessions to learn about the key statistical concepts and Press Ganey tools that provide the foundation for performance improvement. Experts will demonstrate notable features of the tools and share best practices for efficient and effective use of Press Ganey solutions. Advisors and other subject matter experts will be on hand to answer questions and help you optimize Press Ganey resources.
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. Learn about new features and recent enhancements of Press Ganey solutions through live demonstrations, pick up a copy of our latest research in white papers and other thought leadership resources, and connect with your Press Ganey account team to learn how to maximize your organization’s investment in patient experience, engagement, safety and process improvement.

New this year: Featured breakout session speakers and award winners will be available in the Pavilion to share their proven best practices and answer your questions.

Stop by the Pavilion to learn about the innovative strategies that can help your organization reduce serious safety events, increase engagement and improve the patient experience.

HOURS

Wednesday
9:00 a.m.–Noon
2:00–5:30 p.m.

Thursday
7:15–8:30 a.m.
10:30 a.m.–3:00 p.m.

Friday
7:30–11:30 a.m.

The daily schedule of featured participants and events will be posted onsite.

Preconference

To facilitate networking and best practice sharing for groups that face unique challenges, Press Ganey offers several focused preconference meetings. Held on Wednesday morning, these optional sessions offer speakers and topics built to provide solutions for specific care settings, departments or roles including nursing, pediatrics, major teaching hospitals and academic medical centers, and rural and small community hospitals.

Meet and connect with peers at a preconference meeting to dive deeper into content that matters to you and make it easier to network throughout the event.

SCHEDULE

AMC
Wednesday, Nov. 2, 9:00 a.m.–12:30 p.m.

Nursing
Wednesday, Nov. 2, 10:00 a.m.–12:30 p.m.

Pediatrics
Wednesday, Nov. 2, 10:00 a.m.–12:30 p.m.

Rural and Small Community Hospitals
Wednesday, Nov. 2, 10:00 a.m.–12:30 p.m.

Sign up for these optional sessions when you register for conference. Registration fee for the Academic Medical Centers/Major Teaching Hospitals meeting is $89 and includes lunch; the fee for the other preconference meetings is $69. Space is limited so register early!

For full details, visit the conference website at pressganey.com/conference.

Continuing Education Credits

This activity is worth 9 contact hours. (Additional hours are available through preconference.)

ACHE: Press Ganey is authorized to award qualified continuing education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward qualified credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

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

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

If you have questions regarding continuing education at Press Ganey events, email continuingeducation@pressganey.com
Texas Health Physician’s Group is a 2016 Press Ganey Success Story Award® winner.

Meet patient expectations. The organization provided an exceptional patient experience using Press Ganey data from both CGCAHPS and Press Ganey questions to guide their internal transparency efforts, and data-driven coaching to help physicians engage your patient-experience department in person-centered tactics. Speakers will share how to sustain your advisory council by developing a strong culture as the foundation between advisory councils and caregivers. Attendees will learn how to engage patients and staff in the development of a patient and family advisory council and the importance of self-care and introduces positive psychology into the workplace. Trinity Health administered a combined colleague engagement and safety culture survey. To assess the impact of burnout on work unit culture, the safety culture survey asked four burnout questions based on a subset of the Maslach Burnout Inventory. At-risk teams were identified by using the combination of burnout scores and action planning readiness. Together, the survey results and action plan have helped to support those teams with interventions uniquely targeted to their needs. The transition away from burnout to resilience helps reframe action plans to be more mindful of self-care and introduces positive psychology into the workplace. Trinity Health is a 2016 Press Ganey Success Story Award® winner.

The number of regulatory patient experience surveys demanding the attention of hospital leaders continues to increase dramatically. In this session, the speakers will provide the latest updates on HCAHPS, Child HCAHPS, ED CAHPS and OAS CAHPS, and review of the most recent rules and regulations for each setting. A dynamic panel of experts in performance improvement and regulatory changes will answer questions. Attendees will leave with knowledge of the timing for implementation and administration details, as well as a clear understanding of what actions they should take to prepare their organizations and staff.

Learn how a large physician group implemented an internal transparency program. Attendees will hear how Texas Health Physician’s Group created a stepwise approach that focused on four themes: leadership (alignment), culture (engagement), partnership (collaboration), and process advancement (consistency). This approach resulted in a win-win strategy for both the health care system and physicians. Speakers will share how the organization provided an exceptional patient experience using Press Ganey data from both CGCAHPS and Press Ganey questions to guide their internal transparency efforts, and data-driven coaching to help physicians meet patient expectations. Texas Health Physician’s Group is a 2016 Press Ganey Success Story Award® winner.

Learn how to create a culture that inspires innovation and communication. Incorporating the values of your organization’s staff into improving the patient experience can improve staff and provider communication, both inter-professionally and with patients. Targeting specific goals in patient experience and enforcing positive behaviors rather than focusing on poor performers provided this organization the framework on which to build a culture of ownership to drive patient experience improvement in its emergency department.

In this session, attendees will learn how to engage patients and staff in the development of a patient and family advisory council and the importance of a strong culture as the foundation between advisory councils and caregivers. Speakers will share how to sustain your advisory council by engaging your patient-experience department in person-centered tactics.
2:30–3:30 p.m. cont’d.

PHYSICIAN COMMUNICATION TRAINING IMPROVES PATIENT SATISFACTION, EMPATHY AND BURNOUT
Katie Neuendorf, MD, Director, CEHC, Cleveland Clinic
- Inspiring Physician Leadership and Effectiveness

Physicians today have many task and time pressures. In consideration of these challenges and the expectations of patients, a course on health care communication is not only a worthwhile investment of their time—it is essential. In this session, the speaker will review the data that show the positive improvements on patient experience scores, physician levels of empathy and physician burnout following a mandatory communication training session at a large academic institution.

EMPLOYING LEAN METHODS TO REDUCE HOSPITAL-ACQUIRED PRESSURE ULCERS
Micaela Monks, BSN, RN, Quality Performance Nurse, Arnot Health
- Developing Excellence and High Reliability in Safety and Quality

Learn how to use a lean process-improvement approach utilizing skin assessments in the emergency department prior to admission to prevent hospital-acquired pressure ulcers. Speakers will share how NDNQI® tools and data were used to inform workflow implementation steps for real-time assessments, create documentation templates for EMR, and develop nurse education presentations as well as communication and accountability strategies for both physicians and nurses.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
- Making the Most of Press Ganey Solutions, Reporting and Insights

In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

GIVING BACK TO THE COMMUNITY AND ITS INFLUENCE ON THE PATIENT EXPERIENCE
Charity Bohnhoff, MBA, Vice President of Marketing, Heartland Dental
- Special Topic Forums

Charitable giving and community involvement continue to be important to the growing millennial generation and are equally important to members of older generations, who are spending more money on health care than they have in previous years. In this session, attendees will learn how community involvement activities such as Free Dentistry Days build brand reputation and goodwill with patients while contributing to the greater good of the community.

4:00–5:00 p.m.

A SIMPLE TOOL TO BUILD DEEPER PATIENT CONNECTIONS: G.R.E.A.T.
Julie Danker, MSW, LCSW, Director, Patient Experience, Edward Elmhurst Health
- Building Patient-Centered Care

In the era of value-based health care, doing a good job interacting with patients is not enough. In 2015, G.R.E.A.T. was created by the Patient Experience team at Edward-Elmhurst Health to remind staff of the key components needed to connect with patients on a deeper level and achieve exceptional patient experiences. The G.R.E.A.T. training program is easy to learn, fun to practice and useful in all types of encounters. Speakers will share an abbreviated version of the training program and all the tools necessary to launch this program in your own organization.

LEVERAGING BEST PRACTICES TO REVERSE EHR-DRIVEN DECREASE IN PATIENT EXPERIENCE
Lisbeth Coulombe, RN-C, NE-C, MSN, Director Outpatient Care Clinical Services, UNC Healthcare
Mary Ann Minsley, RN, MBA, Associate Vice President Outpatient Care Services, UNC Healthcare
- Building Patient-Centered Care

Following the implementation of an electronic medical record system, ambulatory patient experience scores at an academic medical center plummeted. Staff and providers had become more focused on learning the new technology rather than on maintaining relationships with their patients. By leveraging key components of a successful inpatient customer service program, outpatient areas used a multidisciplinary approach based on the Press Ganey domains to restore their patients’ trust in them and drive improved patient experience scores.

PRESS GANEY UPDATE: PATIENT EXPERIENCE
Jim Merlino, MD, President and Chief Medical Officer, Press Ganey Strategic Consulting Division, Press Ganey
Corinne Kereszturi, Vice President, Product Management, Patient Experience Solutions, Press Ganey
Stacie Pallotta, Partner, Patient Experience Consulting, Press Ganey
- Building Patient-Centered Care

Attend this session to learn more about recent enhancements and plans for future developments in Press Ganey solutions that measure and improve patient experience. Presented by Press Ganey leaders, speakers will share key priorities and plans for continued development. Learn more about the advanced capabilities in the new Press Ganey Online, patient needs reporting, and transparency and online brand analytics; opportunities to support physician coaching and Compassionate Connected Care®, and plans to examine the relationships between safety, quality and patient experience data.
4:00–5:00 p.m. cont’d.

IMPROVED PATIENT EXPERIENCES START WITH IMPROVED CAREGIVER EXPERIENCES
Marisa Alack, LOT, Vice President, J2E, Lafayette General Health
■ Creating a Culture that Reduces Patient and Caregiver Suffering
By designing an approach that focuses first on employees, then on patients, Lafayette General Health has improved both employee engagement and patient experience from the 38th percentile to the top decile, and driven consistent five-star HCAHPS performance. Responsibility for creating an engaging, high-performing work environment cannot rest solely on the leadership team. Achieving and maintaining excellent performance requires innovative enhancements to evidence-based practices to ensure staff feel empowered to facilitate, change and champion the cause. Speakers will share how innovations such as the staff evaluation manager, engagement and experience expos, and J2EU have brought stability to sustaining success.

ACHIEVING CONSISTENT PATIENT EXPERIENCES IN A MULTI-HOSPITAL SYSTEM
Susan Robel, RN, BSN, MHA, NEA-BC, EVP, System CNO / Patient Experience Officer, Geisinger Health System
Denise A. Venditti, DNP, MHA, RN, NEA-BC, FACHE, Vice President, Patient Experience, Geisinger Health System
■ Delivering Compassionate, Connected Nursing Care
ProvenExperience® is the Geisinger promise to every patient to deliver the best care and experience during every encounter. Attendees will learn the Geisinger approach to standardizing patient experience improvement efforts through the application of a bundle of nursing best practices. Attendees will hear strategies for gaining consensus and setting direction within a large multi-hospital health system. Speakers will share the tools used to implement the nursing bundle, educate staff and measure compliance and outcomes.

INITIATING AND SUSTAINING A PATIENT EXPERIENCE PROGRAM AT A LARGE, MULTISPECIALTY GROUP
Ashley Padilla, BSN, RN, Associate Administrator of Patient Experience, Centura Health Physician Group
Anna Barth, MHA, Administrator, Operations and Strategy, Centura Health Physician Group
■ Inspiring Physician Leadership and Effectiveness
Learn how a large multispecialty group made patient experience a focus and accelerated performance by utilizing several principles of lean improvement and high reliability organizations. Leveraging these principles, Centura Health conducted rapid improvement events on leadership standards work to decrease variation and implemented true north strategy boards to foster a culture of excellence. Attendees will learn how Centura Health engaged and recognized front-line care teams through transparency of provider data, inspection and coaching on service behaviors, and action plan development utilizing evidence-based tactics.

INSIGHTS FROM OTHER INDUSTRIES: THE CONTINUING JOURNEY TO HIGHLY RELIABLE CARE
Gary Yates, MD, Partner, Press Ganey Strategic Consulting
Craig Clapper, PE, CMQ/OE, Partner, Press Ganey Strategic Consulting
■ Developing Excellence and High Reliability in Safety and Quality
A growing number of health care organizations have embraced organizing principles derived from approaches used in High Reliability industries, such as aviation and nuclear energy, to reduce patient harm and improve multiple domains of performance. The potential to continue to learn from these industries by thoughtfully adapting concepts and approaches to health care’s unique setting is enormous. In this session, speakers will share several examples of concepts being applied from outside the health care industry, including the theory behind them, how early adopters are using them and lessons learned from their application in health care. Attendees will learn how High Reliability Organizing (HRO) enables organizations to share safety data confidentially and contribute to a national forum to advance safety initiatives, and how to expand learning opportunities for their organizations without repercussions.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey
■ Making the Most of Press Ganey Solutions, Reporting and Insights
In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

USING PATIENTS’ VOICES: RESTRUCTURING PRACTICE MODELS TO IMPROVE THE PATIENT EXPERIENCE
Anthony Vastardis, MBA, CEO, Dental Associates Family & Specialty Care, LLC
Christina Vallarreal, Patient Experience Specialist, Dental Associates Family & Specialty Care, LLC
■ Special Topic Forums
Digging into their survey comments, Dental Associates Family & Specialty Care leaders discovered their Dental Health Management Operation model made patients feel like they were part of an “assembly line”. Realizing that patients needed to feel a connection with their dentists, they created a practice-within-a-practice dental team model to help humanize the care experience. In this session, speakers will explain the steps they took to implement the model, measure success and address pushback from clinicians. They will also explore how they utilized both the newly created Patient Experience Specialist role and the Press Ganey 101 Roadshow developed in-house to improve internal education, survey return rates and patient experience scores.
families and each other. Recognize and celebrate the compassion caregivers share with patients, their facilitation conversations about compassion. The goal of the program is to facilitate conversations about compassion. Beebe Healthcare will demonstrate the interactive program developed to facilitate conversations about compassion. The goal of the program is to recognize and celebrate the compassion caregivers share with patients, their families and each other.

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11:00 a.m.–Noon cont’d.

PATIENT EXPERIENCE MAPPING: A ROADMAP FOR CREATING HIGH RELIABILITY IN AMBULATORY CARE
Alison Tothy, MD, Chief Experience and Engagement Officer, University of Chicago
Sue Murphy, RN, Chief Experience and Innovation Officer, University of Chicago

Inspiring Physician Leadership and Effectiveness
University of Chicago Medicine is on a lean journey, harnessing best practices to influence process improvement and productivity. Looking to fully adapt lean management tools to shape the patient experience, University of Chicago Medicine designed a patient mapping approach that identifies improvement opportunities in communication, physical environment and emotional support while managing patient perceptions through the standardization of service delivery. Speakers will share more about this process and how it takes the patient voice one step further in prioritizing key initiatives.

STRATEGIES TO INCREASE NURSE SURVEY RESPONSE RATES DURING ORGANIZATIONAL CHANGE
Jackline Opollo, PhD, RN, MSN, MPH, Director of Professional Practice & Nursing Research, Parkland Health & Hospital System
Joanne Muturi, MSN, MHA, RN, Program Manager Professional Practice, Parkland Health & Hospital System

Developing Excellence and High Reliability in Safety and Quality
Learn how one organization used the NDNQI® RN satisfaction survey to assess nurse engagement levels before and after major organizational change, employing practical strategies and tactics to maximize participation to gain meaningful results. Speakers will also share the nurse engagement initiatives developed as a result of the survey.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

Making the Most of Press Ganey Solutions, Reporting and Insights
In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

IMPLEMENTING SENIOR LEADERSHIP “ROUNDING” IN A HOME CARE SETTING
Lois Bentler-Lampe, MS, RN-BC, CNO/VP Clinical Operations, OSF Home Care Services
AJ Querciagrossa, President, OSF Home Care Services

Special Topic Forums
Learn how OSF Home Care leadership adapted the acute care practice of face-to-face rounding to their home care patients. An electronic system enables scheduling of phone calls between OSF leadership and patients as well as logging of feedback and details of the follow-up required. Attendees will learn the steps taken to implement this practice and how the data were organized and analyzed. They will also learn how the insights gleaned from the analysis were used to improve the care process and boost employee morale at the same time.

1:30–2:30 p.m.

INTERACTIVE EMPATHY: ACHIEVING COMFORT, PROFESSIONALISM AND RESPECT
Beth Bacher, MBA, CEO, HealthSouth
Beth Mooney, MBA, BSN, RN, CRRN, Regional Chief Nursing Officer, HealthSouth

Building Patient-Centered Care
Attendees will learn strategic approaches to teaching and practicing empathy, including an interactive exercise to demonstrate how empathy can create a culture of comfort, professionalism and respect. The speakers will demonstrate a mindfulness component that provides staff several stress-reducing tools to help them enter into the moment and connect with themselves, patients and each other.

SUSTAINING A CULTURE OF EXCEPTIONAL FRONT-LINE EXPERIENCE
Julie Risk, PhD, Director, Service Excellence, Cleveland Clinic
Dan Bokar, Systems Analyst II, Patient Experience Intelligence, Cleveland Clinic

Building Patient-Centered Care
In addition to physicians and nurses, many other employees are involved in the delivery and experience of care and greatly influence the patient experience. In this session, speakers will address strategies to promote exceptional front line experiences through service excellence sustainment training for all employees who contribute to the patient experience. Cleveland Clinic is a 2016 Press Ganey Success Story Award® winner.

PHYSICIAN BURNOUT: WHY IMPROVING PATIENT EXPERIENCE IS THE ANSWER
Thomas Howell, MD, FACOG, CPE, Medical Director, Patient Experience, Mayo Clinic
Pam Prissel, MSMCHS, Patient Experience Manager, Mayo Clinic

Inspiring Physician Leadership and Effectiveness
In this session, attendees will learn how and why physician burnout is such a critical issue. Using Press Ganey data, speakers will discuss where opportunities exist in relationships with patients and explore concepts included in Dr. Thomas H. Lee’s book, An Epidemic of Empathy in Healthcare. Attendees will leave with a hopeful paradigm that incorporates insights from Press Ganey data, recent studies and psychology to approach burnout in a practical way that resonates with physicians. Mayo Clinic is a 2016 Press Ganey Success Story Award® winner.

JOIN THE ONLINE CONVERSATION!
Follow us on Twitter, Facebook and LinkedIn for the latest conference updates and to share your thoughts. #NCC16
BEYOND THE DASHBOARD: USING KEY DRIVERS TO ENGAGE FRONT-LINE TEAMMATES & IMPROVE PATIENT EXPERIENCE
Jennifer Gruber, Patient Experience Coordinator, Carolinas HealthCare System
Linda Johnson, RN, MSN, CPHQ, Performance Improvement Coordinator, Quality Department, Continuing Care Division, Carolinas HealthCare System
Cristine Jimenez, Physical Therapist Team Lead, Union Regional Home Care

■ Special Topic Forums
Learn how to turn Home Health CAHPS data into actionable efforts. Using the Press Ganey Priority Index and Improvement Portal resources, Carolinas HealthCare System Healthy@Home patient experience performance improvement teams engage frontline staff to listen, understand and respond to the patient voice. Speakers will share lessons learned, key resources and stories that demonstrate how to include, inform and inspire every person, every encounter, every time.

ADDRESSING CAREGIVER BURNOUT THROUGH WELLNESS PROGRAMS AND ENGAGEMENT STRATEGIES
Tom Jenike, MD, SVP, Chief Human Experience Officer, Novant Health
Tammy Wright, Director, Senior Director, Voice of the Customer, Novant Health

■ Creating a Culture that Reduces Patient and Caregiver Suffering
Health care delivery in America has undergone seismic shifts and continues to change at an ever-increasing pace. Nationwide, physician burnout has risen to epidemic levels. Burnout is a threat not only to the welfare of caregivers, but also to the safety, quality and patient experience of care, and can also compromise access to the care patients need. To keep burnout at bay, Novant Health determined that a proactive approach to preventing burnout was needed and instituted programs to aid in provider resiliency, wellness, professional development and engagement with the organization. Novant Health is a 2016 Press Ganey Success Story Award® winner.

PROVIDING HOLISTIC CARE IN ONCOLOGY TO SUPPORT A POSITIVE PATIENT EXPERIENCE
Nina Rodriguez, BSN, RN, Nurse, University of Texas MD Anderson Cancer Center
Buenagracia P. Dela Cruz, MSN, BSN, RN, OCN, Associate Director, University of Texas MD Anderson Cancer Center

■ Delivering Compassionate, Connected Nursing Care
Join this session to explore the importance of providing holistic care in the oncology department. The Caregiver and Patient Activities for Recreation Enjoys committee at MD Anderson Cancer Center is an interdisciplinary team that focuses on promoting patient social interactions to reduce avoidable suffering. Speakers will share their goal of improving the patient experience and how it led them to develop creative ways to design a collaborative and joyful experience for patients and their caregivers during a stressful time. The University of Texas MD Anderson Cancer Center is a 2016 Press Ganey Success Story Award® winner.

PREVENTING HOSPITAL FALLS THROUGH NURSE AND PATIENT ENGAGEMENT
Ma Gemma Esmalla, DM, MS, HSA, RN, RN Manager/PI Coordinator, Presence Saints Mary and Elizabeth Medical Center
Linda Rakoski, BSN, RN, Presence Saints Mary and Elizabeth Medical Center

■ Developing Excellence and High Reliability in Safety and Quality
Preventing falls is critical to maintaining patient safety and improving care. Fall prevention also serves as a basic measure of nursing quality. Learn how Presence Saints Mary and Elizabeth Medical Center empowers both nurses and patients to prevent falls through a comprehensive initiative focused on increased staff awareness and patient engagement through transparency, communication tools and education. Presence Saints Mary and Elizabeth Medical Center is a 2016 Press Ganey Success Story Award® winner.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

■ Making the Most of Press Ganey Solutions, Reporting and Insights
In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

HIGH IMPACT: DECONSTRUCTING THE RELATIONSHIP BETWEEN PATIENT EXPERIENCE, ENGAGEMENT AND SAFETY
Jim Merlino, MD, President and Chief Medical Officer, Strategic Consulting Division, Press Ganey
Nell Buhlman, MBA, Senior Vice President, Clinical and Analytic Services, Press Ganey

■ Building Patient-Centered Care in Medical Practices
Patient experience, caregiver engagement and patient safety are inextricably linked as key dimensions of patient-centered care. Analyses of these data also validate the relationships between these areas in improving operational, clinical and financial performance. The speakers will discuss the relationships between and ROI resulting from patient experience, engagement and safety initiatives. They will specifically explore fundamental safety analytics that serve as an early warning system and how to identify conditions that create the potential for safety incidences. Organizations armed with deeper data and more meaningful insights across domains can more easily identify, prioritize and act on opportunities to reduce patient and caregiver suffering and improve the safety, quality and experience of care.

PRESSGANEY.COM/CONFERENCE
3:00–4:00 p.m.  

COMMUNICATIONS STRATEGIES TO POSITIVELY AFFECT PATIENT EXPERIENCE IN AN AMBULATORY CARE SETTING  
Dawna Jennings, RN, BSN, Administrative Director, Huguley Surgery Center, Texas Health Huguley Hospital  
Annie Broyles, LTC, Licensed Professional Counselor, Texas Health Huguley Hospital

■ Building Patient-Centered Care

Learn how an ambulatory surgery center (ASC) tackled communication challenges during and after an organizational change—with great success. By engaging leaders and team members, communication became second nature. A strong connection between employee engagement and patient experience was identified. The strategy to improve communication, celebrate successes and work collaboratively on opportunities has led to continued improvements and climbing patient experience rankings.

THE CORRELATION BETWEEN EMPOWERED CONSUMERS AND SATISFIED PATIENTS  
Preston Gee, MBA, VP of Strategic Marketing, CHRISTUS Health  
Lauren Goodman, Director of Market Research, CHRISTUS Health

■ Building Patient-Centered Care

To more fully understand consumer needs when selecting a health care facility, as well as competitive positioning in the marketplace, CHRISTUS Health tested 42 health care drivers. The results revealed that the top drivers for choosing a facility were predominantly emotional factors. This consumer intelligence research affirmed findings that Press Ganey and patient experience research have been advocating for some time. Join this session to hear more about the findings and learn the key drivers impacting loyalty in this age of consumerism.

CREATING A SUCCESSFUL WEBSITE AND APPEAL PROCESS FOR TRANSPARENCY  
Susan Conigliasta, DNP, MPA, RN, Assistant Vice President Patient Experience, Northwell Health Physician Partners  
Peter Sanzone, Director of Technology and Innovation Digital Marketing Strategy, Northwell Health Physician Partners

■ Building Patient-Centered Care in Medical Practices

Learn how a large physician practice in the New York Metro area chose to become the honest broker of valid consumer health care information to stand out among the large number of consumer rating sites that post unverified comments and ratings on physician performance. Their transparency program is a trusted source of valid information about their doctors, enabling physician peace-of-mind and exceptional patient experiences. The speakers will share how they developed their data warehouse and tools, and use transparency as an innovative approach to continuously improve the quality and delivery of care. Northwell Health Physicians Partners is a 2016 Press Ganey Success Story Award® winner.

ACHIEVING CAREGIVER RESILIENCE  
Thomas H. Lee, MD, Chief Medical Officer, Press Ganey

■ Creating a Culture that Reduces Patient and Caregiver Suffering

To reduce the suffering of patients and caregivers, provider organizations need to do more than fight the causes of burnout—they need to build resilience that can sustain their personnel. This means drawing on tools such as Appreciative Inquiry and the lessons from psychology research on how passion and perseverance combine to cultivate the grit needed to address complex challenges on a sustained basis. The speaker will provide examples of how to use these tools and insight from health care and other sectors.

STAY AHEAD, KNOW YOUR MEDS: AN INNOVATIVE APPROACH TO PATIENT EDUCATION  
Emily Emma, MSN, RN-BC, ONC, Nurse Manager, John T. Mather Memorial Hospital  
Anne M. Lasota, BSN, RN-BC, ONC, Assistant Nurse Manager, John T. Mather Memorial Hospital

■ Delivering Compassionate, Connected Nursing Care

Keeping patients and their families well-educated throughout the hospital stay can have a significant influence on patient experience scores. Additionally, patients who are well-informed of their medications will be adherent to the medication regime at home. In this session, speakers will describe how clinical nurses and nursing management collaborated to create an interactive patient experience while providing medication education. Attendees will learn how to integrate this innovative medication education tool, which benefits patients, their families and clinical staff, into their organization’s practice.

MD TO MD COACHING: WHAT WORKS, WHAT DOESN’T  
Ghazala Sharieff, MD, MBA, Senior Director, Scripps Health

■ Inspiring Physician Leadership and Effectiveness

Learn how Scripps Health addressed physician burnout to improve overall engagement and patient experience scores. The organization conducted a series of pilot studies to assess which training techniques were the most successful in improving both individual and group physician experience scores. Attendees will learn more about the results of the pilot study and the programs that were implemented as a result. Scripps Health is a 2016 Press Ganey Success Story Award® winner.

DON’T MISS THE EARLY BIRD REGISTRATION RATE!  
Only $1,125 through Sept. 9, 2016  
Regular Registration Rate is $1,375 after Sept. 9, 2016  
Register Online!
CORRELATIONS OF TECHNOLOGY AND SAFETY BURDEN ON PATIENT EXPERIENCE

Henry Pitt, MD, Chief Quality Officer, Temple University Health System

In this session, the speaker will review an analysis of academic and community hospitals based on 12 high-technology services and the degree of safety-net burden. Results of the analysis indicated patient experience was statistically better when high-technology hospitals were compared to those with medium or low technology. Additionally, high safety-net burden hospitals had significantly worse patient experiences. The speaker will share why patient experience scores should be risk-adjusted for both technology and safety-net burden.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE

Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

ADAPTING PATIENT EXPERIENCE STRATEGIES TO ENHANCE THE HOME HEALTH ENVIRONMENT

Rebecca Skrine, MS, CCC-SLP, COS-C, CHCE, Director of Business Development: Home Care, Baptist Health
Rebecca Cartright, MSW, MHA, MBA, FACHE, Executive Director, Baptist Health Care System Home, Hospice, and Infusion Care

In this special topic forum, attendees will hear about setting new expectations and aligning processes across multiple disparate locations. Learn about home care-specific models for teach back, rounding on staff, virtual rounding on patients/caregivers and Compassionate Connected Care®. These initiatives can standardize operational and clinical processes and enable delivery of patient-centered care that positively impacts the patient experience in the home care environment.

CONSUMERISM IN HEALTH CARE: CURRENT AND FUTURE IMPLICATIONS

Ramu Potarazu, President and CEO, Binary Fountain
Patricia Cmielewski, Chief Marketing Officer and Chief of Staff, Press Ganey

In this session, you’ll hear ideas around building provider engagement, how to include, engage and recognize the clinical care team, and suggestions to sustain momentum within patient satisfaction enhancement efforts.
4:15–5:15 p.m. cont’d.

PATIENT THROUGHPUT PROMOTES PATIENT EXPERIENCE IN THE EMERGENCY DEPARTMENT
Dawn Moeller, MHA, BSN, RN, CEN, Clinical Manager for Emergency and Trauma Services, Advocate Good Shepherd Hospital
Roseanne Niese, MBA, BSN, RN, NE-BC, Director of Emergency and Trauma Services and Medical-Surgical Services, Advocate Good Shepherd Hospital

■ Delivering Compassionate, Connected Nursing Care
In this session, the speakers will share the story of how Advocate Good Shepheard Hospital’s Emergency Department restructured the patient flow through the department. Their ED redesign model improved length of stay measures and also positively affected ED patient experience scores. There is a direct correlation with improved efficiency and patient experience. Attendees will learn details on the flow and movement of patients through the system and receive an overview of the key metrics.

FOCUSING ON WHAT YOU CAN CONTROL TO IMPROVE PERFORMANCE AND THE PATIENT EXPERIENCE
Colleen LaCroix, RN, BSN, Director of Quality and Compliance, Stern Cardiovascular Foundation

■ Inspiring Physician Leadership and Effectiveness
Join this session to learn how to pinpoint opportunities for improvement that will impact the patient experience. Using a data-driven approach, the Stern Cardiovascular Foundation ensured they were comparing apples to apples and monitoring trends. They then targeted the lowest-performing locations, providers and areas, creating individualized performance improvement strategies for each. Attendees will leave this session with an understanding of the processes and timeline required to implement this approach and the individualized performance improvement strategies.

METHODS TO INCREASE SAFETY THROUGH NURSING BEDSIDE SHIFT REPORTING
Kristen Kremer, MPH, MA, Manager of Patient Experience, Boston Medical Center
Nicole Lincoln, MSN, RN, APRN-BC, CCRN, Nursing Professional Development Specialist, Boston Medical Center

■ Developing Excellence and High Reliability in Safety and Quality
By moving to the bedside and engaging patients, nurses can deliver more patient-centered care during shift handoffs. Boston Medical Center’s quality improvement project implemented a standard approach to bedside shift reporting with the goal of increasing the accuracy of communication and enhancing patient safety and experience of care. Attendees will leave understanding the IPASS with SAFETY model and how to implement it in their own organizations.

PRESS GANEY PATIENT EXPERIENCE REPORTING FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

■ Making the Most of Press Ganey Solutions, Reporting and Insights
In this session, attendees will learn how to set up and use the most popular features of Press Ganey patient experience reporting tools. Press Ganey experts will demonstrate how to navigate through the tools while participants follow along on their own computers (provided). Press Ganey patient experience advisors will be on hand to answer questions and help attendees optimize the learning experience.

A PRIMARY PALLIATIVE CARE INTERVENTION: FACILITATING GOALS OF CARE CONVERSATIONS ACROSS SETTINGS
Catherine Arnold, MSW, LICSW, Clinical Social Worker, Brigham & Women’s Hospital
Arjun Rangarajan, MBBS, MPH, Project Manager, Brigham & Women’s Hospital
Rebecca Berger, Project Coordinator, Brigham & Women’s Hospital

■ Building Patient-Centered Care
This session is for organizations interested in implementing a systematic program to improve the lives of people with serious illnesses. Learn about our SAGE program, Speaking About Goals and Expectations, an inpatient-based interdisciplinary palliative care program, and how this approach can facilitate and enhance conversations about patients’ values and priorities. Speakers will share key implementation techniques, innovative program strategies and lessons learned from implementing palliative care programs in multiple care settings. Brigham & Women’s Hospital is a 2016 Press Ganey Success Story Award® winner.

WHO SHOULD ATTEND
Health care professionals across the continuum of care responsible for:

• Patient Experience
• Patient and Family Services or Advocacy
• Quality
• Safety
• Operations
• Human Resources
• Performance Improvement
• Marketing

Or are a:

• Front-Line Caregiver
• Nurse or Nurse Leader
• Physician
• Clinician
• Hospital Administrator
FRIDAY, NOV. 4

8:30–9:30 a.m.

USING POINT OF CARE REAL-TIME SURVEYING ACROSS A LARGE SYSTEM
Shon Tackett, MHA, PMP, Process Improvement Consultant, Baylor Scott & White Health
Maggi Savo, PhD, PMP, Director, Patient Experience, Baylor Scott & White Health

Building Patient-Centered Care

Baylor Scott & White Health began using the Press Ganey point of care tool as a way to enhance rounding by capturing immediate feedback. This real-time feedback is used to support service recovery interventions, process improvement initiatives and employee recognition. Learn a governance process that can optimize usage of the tool across hospitals, clinics and other settings. Presenters will review an implementation tool kit and approved set of core questions to guide local tool utilization. Baylor Scott & White Health is a 2016 Press Ganey Success Story Award® winner.

SEGMENTATION INSIGHTS TO DRIVE PATIENT-CENTERED CARE AND PERFORMANCE
Deirdre Mylod, PhD, SVP, Analytics/Solutions, Press Ganey and Executive Director, The Institute for Innovation

Building Patient-Centered Care

Data segmentation has the power to provide insights around patient expectations and needs to help your organization advance patient-centered care to build and protect market share. In this session, the speaker will explore the insights derived from segmentation analyses of three unique patient populations, (e.g., service line, elderly, oncology and obstetrics), to understand the micro-differences in experiences driven by patient characteristics varying care needs. The speaker will demonstrate how deeper data enable you to pinpoint the issues that matter most to patients and help focus your organization’s improvement strategies and resources.

OUR PATIENT EXPERIENCE TRANSPARENCY JOURNEY
Simone Holder, MHA, Director of Performance Optimization, Virginia Hospital Center Physician Group
Pamela J. Kane, FACHE, CMPE, Vice President, Chief Operating Officer, Physician Services Virginia Hospital Center Health System

Building Patient-Centered Care in Medical Practices

During this session, attendees will learn how this medical practice prepared both the organization and physicians for the launch of its provider transparency initiative, including the initial discussions with providers, and the challenges encountered prior to going live. The raw data shared with providers, as well as the criteria used to determine how information would be displayed to the public, will also be discussed.

COLLABORATIVE CAREGIVER ENGAGEMENT STRATEGIES TO IMPROVE RESULTS
Carol Jennings, BS, MS, VP Education & OD, Memorial Hermann Health System
Kit Exum, OD Consultant, Memorial Hermann Health System

Creating a Culture that Reduces Patient and Caregiver Suffering

Bridging patient experience and employee engagement in an organization is a formidable challenge. Starting in 2012, Memorial Hermann began a journey to move from employee satisfaction to employee engagement while correlating patient experience and employee engagement. Learn how they started to break down silos by utilizing existing resources, including some offered by Press Ganey. Attendees will leave with an implementation tool to take back to their organizations.

GREEN BELT SOLUTIONS TO PREVENT PRESSURE ULCERS IN INTENSIVE CARE UNITS
Sheryl Durr, DNP, MSN, CRRN, CWOCN, COCN, Nursing Supervisor, Wound/Ostomy Department, Grady Health System

Developing Excellence and High Reliability in Safety and Quality

As a level 1 Trauma Center, patients are admitted to Grady Health System with serious intensive care conditions. In this session, attendees will learn how to leverage green belt solutions to prevent hospital-acquired pressure ulcers in the surgical intensive care unit and medical intensive care unit. Speakers will share how Grady has reduced incidence of pressure ulcers by using a system approach to culture change and focusing on green belt strategies.

TRANSFORMING WHITE BOARDS INTO COMMUNICATION BOARDS
Stephen Weinberg, MN, RN, CNS (OR), Clinical Manager, VA Portland Health Care System
Jennie Fleischmann, BSN, RN, Unit Shift Leader, VA Portland Health Care System

Delivering Compassionate, Connected Nursing Care

Attendees will learn how the nursing staff of an acute care medical unit transformed a traditional, poorly utilized white board into a dynamic and well-used, patient-driven communication board as a strategy to better inform and engage hospitalized patients in their plan of care. The communication board functions as a catalyst that drives intra-professional communication and improve relationships between caregiver and patient, as evidenced by improved performance in the Press Ganey item “The nurses kept me informed.”
8:30–9:30 a.m. cont’d.

IMPROVING PHYSICIAN-PATIENT COMMUNICATION THROUGH AN INPATIENT PHYSICIAN COACHING PROGRAM
Zane Magers, MBA, Six Sigma Black Belt, Director of Service Excellence, Centura Health
Dr. Shelley Clyne, Inpatient Physician, St. Anthony North Health Campus
Ashley Padilla, Associate Administrator of Patient Experience, Centura Health

Inspiring Physician Leadership and Effectiveness
In this session, the speakers will provide an overview of the inpatient physician shadow coaching pilot program at St. Anthony North Health Campus. Attendees will learn how coaches help each physician use their patient feedback to identify and target areas for improvement, and how communication and learning preference training helps coaches build stronger relationships with physicians. Attendees will learn strategies to set up a pilot program at their own organizations as well as discover how St. Anthony North Health Campus’ coaching program garners support and enthusiasm from physicians. Experience the momentum that builds as physicians begin to see how simple changes in communications drive a better physician and patient experience.

UNDERSTANDING YOUR PRESS GANEY PATIENT EXPERIENCE, EMPLOYEE AND PHYSICIAN DATA AND LEVERAGING IMPROVEMENT RESOURCES
Press Ganey Faculty

Making the Most of Press Ganey Solutions, Reporting and Insights
This session is for everyone, from novice data users to those with years of experience. A Press Ganey patient experience or engagement advisor will lead small groups in an overview of Press Ganey reporting and then delve more deeply into how to identify priority areas for improvement overall, and at the unit, specialty and clinician level. The presenter will review the valuable improvement resources available through the Press Ganey online tool. Participants will also have the opportunity to ask questions and get additional guidance from their presenter.

9:45 – 10:45 a.m.

IMPROVING THE NICU PATIENT EXPERIENCE BY EMPOWERING FAMILIES
Kristy Lozina, BSN, RNC-NIC, CLC, Registered Nurse; Parent Education Coordinator, New York-Presbyterian
Regina Valencia-Companioni, BSN, RN, New York-Presbyterian

Building Patient-Centered Care
The NICU is a particularly stressful place for families, and as evidenced by its Press Ganey survey scores in that setting, New York-Presbyterian needed to do something differently to prepare families for success after discharge. After analyzing feedback from parents about their perceptions of the discharge process, a program was created to better address their needs with the goal of ensuring that families are discharged with competence and confidence. Attendees will learn about the implementation of a dedicated resource nurse and the measurable impact this team member has on families.

LOWER뷰NG THE VOLUME, INCREASING THE SCORES: A MULTIDISCIPLINARY APPROACH
Pamela Boyd, MSN, RN, CNOR, Sr. Program Manager, Patient Experience, Christiana Care Health System
Elenie Lochonic, MSN, RN-BC, Assistant Nurse Manager, Christiana Care Health System

Building Patient-Centered Care
Quiet at Night is a multidisciplinary effort at Christiana Care to reduce noise and improve the patient experience. Attendees will learn how the team at Christiana Care developed and deployed more than 10 unique solutions to address noise volume by engaging staff who worked during those hours, and ultimately drove system-wide improvement. Speakers will reveal an innovative, customizable model and solutions to address process, behavioral and physical barriers to improving this important domain in the HCAHPS survey.

PREPARING FOR MIPS: CAHPS UPDATES FOR MEDICAL GROUP LEADERS
Mary Grace Kane, Manager, Patient Experience, Press Ganey
Sarah Ponder, Product Manager, Press Ganey
Emily Fischer, Policy Analyst, Press Ganey

Building Patient-Centered Care in Medical Practices
Beginning with 2017 performance, CMS will transition to the new Merit-Based Incentive Payment System (MIPS). Is your medical group ready? During this session, the speaker will review the patient experience survey options available to meet your organization’s MIPS reporting requirements. The speaker will also outline how performance on the survey will impact reimbursement. A panel of experienced subject matter experts will share insights to help attendees prepare for this new program.

HIRING AND COACHING STRATEGIES FOR IMPROVED EMPLOYEE AND PATIENT ENGAGEMENT
Grace Greenan, MA, Director Talent Utilization, Virginia Hospital Center
Lisa Steeves, RN, MSN, Director of Education, Virginia Hospital Center

Creating a Culture that Reduces Patient and Caregiver Suffering
Engaged, high performing employees are at the core of the patient experience. Virginia Hospital Center strongly believes there are parallels between how we hire and empower employees and how employees in turn connect with and empower patients. At Virginia Hospital Center several teams work together to positively impact the patient experience. In this session, attendees will learn about Virginia Hospital Center’s journey and leave with tangible tools for implementing these techniques at their organizations.

IDENTIFYING STRENGTHS IN ORGANIZATIONAL CULTURE TO IMPROVE THE PATIENT EXPERIENCE
Suzanne Sterchi, MSN, RN, CNOR, Assistant Vice President of Patient Care, Rush-Copley Medical Center
Laurel Ris, Director, Patient Experience, Rush-Copley Medical Center

Delivering Compassionate, Connected Nursing Care
Evaluate and understand the culture within your organization to identify values and cultural characteristics that you can align with the patient experience. Rush-Copley’s “Promise” is a set of behavioral-based values developed in the early 1990s and deeply ingrained across the organization as part of its culture. Learn about Rush-Copley’s efforts to align its culture with its patient experience goals and how to identify and capitalize on your organization’s strengths to improve employee engagement and increase patient experience scores.
9:45– 10:45 a.m. cont’d.

HIGH INTENSITY HIGH RELIABILITY: SAFETY AT THE SHARP END
Kate Kovich, Vice President Patient Safety, Advocate Health Care
■ Developing Excellence and High Reliability in Safety and Quality

In this session, the speaker will share Advocate’s strategic approach to High Reliability and their journey to improving the delivery of safe, high quality patient care. Specifically, attendees will receive a high-level overview of the leadership foundation required to implement reliability practices; explore methods to translate strategy into action; and learn proven approaches to instituting a High Reliability Unit program among physicians and clinical teams.

ACTIVATING PHYSICIAN CULTURE WITH PHYSICIAN COACHING ON RELATIONSHIP-CENTERED CARE
Laura Cooley, PhD, Executive Director, The American Academy on Communication in Healthcare (AACH)
Larry H. Hollier Jr., MD, FACS, FAAP, Chief, Division of Plastic Surgery, Texas Children’s Hospital
Calvin Chou, MD, PhD, FAACH, Vice President for External Education, AACH; Professor of Clinical Medicine, UCSF
Inspiring Physician Leadership and Effectiveness
Communication is a top driver of patient loyalty. Overcoming hurdles and improving physician communication is imperative to a patient-centered approach that meets patient needs. Learn new techniques for increasing physician understanding, engagement and ownership of the patient experience. Attendees will learn best practices and practical insights, including identifying development needs, explaining the importance of good communications, successful use of open-ended questions and building relationships through patient-centered communication.

SIGNIFICANT INCREASE: AN INTRODUCTION TO THE STATISTICS OF PATIENT EXPERIENCE
Kristopher Morgan, PhD, Manager, Health Care Metrics, Press Ganey
■ Making the Most of Press Ganey Solutions, Reporting and Insights

In this popular session, the speaker will review the basic statistics used in reporting patient experience data. Each type of statistic used in Press Ganey reporting will be explained with straightforward examples and stories to make statistical concepts memorable and easy to understand. After this session, novice audience members will feel comfortable reading and understanding statistics, and experienced data crunchers will be better equipped to explain statistics to their colleagues.

11:00 a.m.– Noon

COMING TOGETHER TO IMPROVE THE PATIENT EXPERIENCE ACROSS A COMPLEX HEALTH SYSTEM
Lisa Allen, PhD, Chief Patient Experience Officer, Johns Hopkins Medicine
Deborah Miller, MS, RN, Director Cultural Transformation, Howard County General Hospital
Denise Remus, PhD, RN, Senior Director, Patient Safety and Quality, Johns Hopkins All Children’s Hospital
Sheree Riley, Director Patient Experience, Johns Hopkins Bayview Medical Campus
Dawn Hohl, RN, PhD, Director of Customer Service, Johns Hopkins Home Care Group
Heather Webb, Senior Project Administrator, Johns Hopkins Health System
Cynthia Daniels, MHS, Patient Experience Data Analyst, Johns Hopkins Health System
■ Building Patient-Centered Care

Patient- and family-centered care is a key strategic priority at Johns Hopkins Medicine. Learn how they have come together as a system of academic and community hospitals, children’s hospitals, ambulatory care and home health to reach their goal to improve the patient experience. Review the JHM accountability model of declaring goals, building capacity, engaging front line staff, clinicians and patients, and reporting transparently. Speakers will present strategies to set up a pilot program at your facility and elicit support and excitement from physicians as they begin to see how simple changes in communication drive a better physician and patient experience.

CREATING A FAMILY-CENTERED EXPERIENCE THROUGH SURVEY COMMENT TRANSPARENCY
Shannon Grad, BSN, MSN, NEA-BC, Senior Director of Family Experience & Professional Practice, Connecticut Children’s Medical Center
Cheryl B. Hoey, RN, BSN, MBA, CENP, Chief Nursing Officer, Senior Vice President, Patient Services, Connecticut Children’s Medical Center
■ Building Patient-Centered Care

In an effort to break away from the departmental approach to evaluating and improving scores, an organizational commitment to service inspired the creation of the Connecticut Children’s Patient and Family Experience Committee. All disciplines came together through collaborative executive leadership and chartered the committee mission: to improve the patient experience by listening to voices of their families through survey comments. The committee focuses on using comments to reinforce service behaviors and recognition. Attendees will learn key tactics of the approach which has increased the organization’s overall percentile rank by 122%. Connecticut Children’s Medical Center is a 2016 Press Ganey Success Story Award® winner.
11:00 a.m.–Noon cont’d.

HOURLY Rounding: Creating the Foundation for Lasting Change and Successful Outcomes
Bethany Simpson, MSN, EdD, RN, NE-BC, ONC, Manager, Acute Care Services, Northwestern Medicine Lake Forest Hospital
David Chilicki, BSN, RN, ONC, Nurse Clinician, Northwestern Medicine Lake Forest Hospital
■ Building Patient-Centered Care
In this session, presenters will outline the history behind the need for change in rounding practices on an inpatient unit, the change methodologies embraced and the barriers encountered during the process. Speakers will share lessons learned and solutions for the successful implementation of an hourly rounding methodology. The approach is founded on Northwestern Medicine’s iCARE model, which is a proactive technique to address patient needs, prevent falls, reduce call lights and improve overall quality of patient care.

ENGAGING FRONT-LINE CARE TEAMS TO IMPROVE PATIENT EXPERIENCES
Carrie Desimone, CPXP, Program Manager, Patient Experience, Group Health Cooperative
Carrie Adelman, Program Analyst, Patient Experience Program Officer, Group Health Cooperative
■ Building Patient-Centered Care in Medical Practices
Learn how a small program team was tasked by the EVP of a large medical practice to make significant improvement in the overall patient experience—in 24 months. Speakers will share the tactics and tools developed to engage cross-functional, interdisciplinary teams (providers, RN, LPN, MA and business office staff) to make quick improvements at the local level. Participants will leave with a clear guide and a practical tool-kit to facilitate immediate implementation.

LEVERAGING LEADERSHIP ROUNDING TO IMPROVE THE PATIENT EXPERIENCE
Shannon Hancock, MSN, RN, Director of Nursing, Morton Plant North Bay Hospital
Michelle Hennessy, Quality Manager, Morton Plant North Bay Hospital
■ Creating a Culture that Reduces Patient and Caregiver Suffering
Leadership rounding to improve the patient experience yields real-time data from patients and team members and enables elimination of delays in solution implementation. Discover Morton Plant North Bay Hospital’s approach to leadership rounding and how it can unify team members to work toward the common goal of improving the patient experience.

IMPROVING THE PATIENT EXPERIENCE AND NURSING SENSITIVE INDICATORS THROUGH A BUNDLED APPROACH
Mary Del Guidice, MSN, RN, CENP, Chief Nursing Officer, Pennsylvania Hospital
Kathryn Farrell, MSN, RN, Professional Practice Implementation Consultant, Pennsylvania Hospital
■ Delivering Compassionate, Connected Nursing Care
In order to improve the patient experience at Pennsylvania Hospital, a team led by the organization’s chief nursing officer transformed the culture from a culture of compliance to a culture of commitment. With this transformation, leadership recognized the need for defined structures and processes to support staff efforts to improve the patient experience. Utilizing Press Ganey resources and the framework of relationship-based care, a change-of-shift bundle was developed to include a safety huddle, standardized bedside report and patient goal-setting.

CURO CONVERSATIONS: ENHANCING PATIENT RELATIONSHIPS THROUGH EFFECTIVE COMMUNICATION
Gieselle Poveromo, MS, Manager, Patient Experience, Carolinas HealthCare System
Yolanda Moore, RN, CPXP, Patient Experience Consultant, Carolinas HealthCare System
Justin F. Haynie, MD, FACC, FSCAI, Patient Experience Executive Provider Consultant, Medical Director, Southern Region, Sanger Heart & Vascular Institute, Carolinas HealthCare System
■ Inspiring Physician Leadership and Effectiveness
CURO is a framework for effective communication comprising four elements: Caring, Understanding, Reveal and Relate, and Outcomes. Learn about this physician-led and physician-sponsored approach to improving communications that incorporates educational sessions, videos, interactive discussions and activities on the techniques, benefits and challenges of implementing the model. Speakers will share examples of key techniques, how to position CURO conversations from the patient and provider perspectives, and how the model can create positive outcomes on both sides

PRESS GANEY UPDATE: NURSING PERFORMANCE AND CLINICAL QUALITY
Nell Buhlman, MBA, Senior Vice President, Clinical and Analytic Services, Press Ganey
Christy Dempsey, MSN, MBA, CNOR, CENP, Chief Nursing Officer, Press Ganey
Carlyn Woods, Product Manager, Nursing Performance, Press Ganey
■ Developing Excellence and High Reliability in Safety and Quality
Attend this session to learn more about recent enhancements and upcoming developments in Press Ganey solutions to measure and improve clinical quality and nursing performance. Presented by Press Ganey leaders, speakers will share key priorities and plans for continued development. Attendees will learn about opportunities we are exploring for visualizing nursing quality data in actionable ways to meet Magnet Recognition Program® requirements in the new nursing performance solution and continued examination of relationships between nursing quality and patient experience data.

2016 PRESS GANEY SUCCESS STORY AWARD® WINNERS
Brigham and Women’s Hospital, Boston, Mass.
BSWH Office of Patient Experience, Dallas, Texas
Cleveland Clinic, Cleveland, Ohio
Connecticut Children’s Medical Center, Hartford, Conn.
John Muir Health, Walnut Creek, Calif.
Mayo Clinic, Faribault, Minn.
MD Anderson Cancer Center, Houston, Texas
Methodist Le Bonheur Healthcare – Physician Alignment, Memphis, Tenn.
Northwell Health Physician Partners, Manhasset, N.Y.
Novant Health, Charlotte, N.C.
Novant Health, Cornelius, N.C.
Presence Saints Mary and Elizabeth Medical Center, Chicago, Ill.
Scripps Health, San Diego, Calif.
Texas Health Physicians Group, Arlington, Texas
Trinity Health, Livonia, Mich.
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Regular Registration Rate is $1,375 after Sept. 9, 2016
Register online at conference.pressganey.com

CONFERENCE PRICING
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To cancel your registration you must send an email to conference@
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 regis-
terred attendee fails to attend, the full registration fee will be charged.

ATTIRE
In November, the temperature in Orlando is typically in the low 80s dur-
ding the day and low 70s in the evening. Business casual attire is appro-
priate for all sessions and evening functions. Casual attire is appropriate
for the Celebration on Thursday evening at Universal Orlando Resort™. It
is difficult to control the meeting room temperature, so you may want to
bring a sweater or jacket to the sessions. Press Ganey will do its best to
make room conditions comfortable.

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Conference is a valuable educational opportunity with more than 80 ses-
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The justification letter makes it easy for you to explain the benefits and
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Orlando World Center Marriott
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8701 World Center Drive | Orlando, FL 32821
Phone: 407.239.4200 | Toll-free: 800.621.0638

HOTEL ROOM RATES
$259/night plus taxes. Reservations must be made by Sept. 27, 2016.
Reserve Online

HOTEL RESERVATIONS
To make your hotel reservation, book online or call (888) 789-3090 and
ask for the Press Ganey room block. Reservations must be made by
Sept. 27, 2016.

HOTEL PAYMENT
When making your reservation, a credit card will be needed to guarantee
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tration payment. You may pay for your hotel with a check, cash or credit
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up to 14 days prior to your arrival with your confirmation number.

HOTEL CHANGES/CANCELLATIONS
To make changes to your hotel reservation, please contact Enhanced
Group Reservations Center at 888-789-3090. Changes must be made
no fewer than three business days before your arrival.

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 Resort.
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
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HOTEL PARKING RATES
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**AGENDA**

**Tuesday, Nov. 1**

Registration........................................4:30–7:00 p.m.

**Wednesday, Nov. 2**

Registration & Preconferences...........8:00 a.m. – 12:30 p.m.
Lunch........................................11:30 a.m. – 12:30 p.m.
Welcome Remarks & Opening Keynote: Condoleezza Rice...........12:45 – 2:00 p.m.
Networking and Innovation Break...........2:00 – 2:30 p.m.
Breakout Sessions..........................2:30 – 3:30 p.m.
Networking and Innovation Break...........3:30 – 4:00 p.m.
Breakout Sessions..........................4:00 – 5:00 p.m.
Networking and Innovation Break...........5:00 – 5:30 p.m.
Welcome Reception: Orlando World Center Marriott...........5:30 – 7:00 p.m.

**Thursday, Nov. 3**

Breakfast........................................7:15 – 8:15 a.m.
CEO Panel and Keynote:
Dr. Abraham Verghese...........................8:30 – 10:30 a.m.
Networking and Innovation Break...........10:30 – 11:00 a.m.
Breakout Sessions..........................11:00 a.m. – Noon
Break...........................................Noon – 12:15 p.m.
Networking Lunch & Awards Recognition..12:15 – 1:15 p.m.
Breakout Sessions..........................1:30 – 2:30 p.m.
Networking and 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.
Load Buses.....................................6:30 – 7:00 p.m.
The Celebration....................................7:00 – 10:00 p.m.
Universal’s Islands of Adventure™ at Universal Orlando Resort™

**Friday, Nov. 4**

Breakfast........................................7:15 – 8:15 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/Box Lunch Pick-Up...................Noon

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