Join us at the 2017 Press Ganey National Client Conference

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

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Early Bird Registration Rate

$1,150 through Sept. 8
Robin Roberts is co-anchor of ABC’s “Good Morning America.” Under her leadership, the broadcast has won five Emmy Awards for Outstanding Morning Program and the 2017 People’s Choice Award for Favorite Daytime TV Hosting Team.

Roberts has been honored with the Walter Cronkite Award for Excellence in Journalism, was inducted into the Broadcasting & Cable Hall of Fame as well as the Sports Broadcasting Hall of Fame, and named one of Glamour’s Women of the Year. She was voted the “Most Trusted Person on Television” by a Reader’s Digest poll in 2013.

Roberts founded her own production company, Rock’n Robin Productions, which creates original broadcast and digital programming for ABC and other networks, ranging from informational shows and documentaries, to live special events.

Roberts was diagnosed with breast cancer in June 2007, and five years later, she was diagnosed with MDS. Roberts underwent a bone marrow transplant, her sister Sally-Ann was a perfect match. Her story triggered an outpouring of support from across the nation. She joined forces with Be the Match to inform the public about the need for more donors, and since her diagnosis, the bone marrow registry has seen a tremendous increase.

Her battle has been recognized with awards and honors from organizations around the country, including The Susan G. Komen Foundation and The Congressional Families Cancer Prevention Program. Roberts was also honored with a George Foster Peabody Award and Gracie Award. Additionally, Roberts was recognized with the Arthur Ashe Courage Award at the ESPY’s in July 2013 for the strength and courage she has displayed throughout her life and career.

Roberts was named co-anchor of “Good Morning America” in May 2005. She began contributing to the morning program in June 1995, and prior to that, she was a contributor to ESPN as a host on “SportsCenter” and contributor to “NFL PrimeTime.” Roberts has worked in broadcasting for more than 30 years.

Roberts graduated cum laude from Southeastern Louisiana University with a Bachelor of Arts degree in communications. She was a standout performer on the women’s basketball team, ending her career as one of the school’s all-time leading scorers and rebounders. In 2012, Roberts was named an inductee to the Women’s Basketball Hall of Fame.

Roberts is the author of *From the Heart: 7 Rules to Live By* and her memoir *Everybody’s Got Something*, in which she tells the story of her battle against a life-threatening illness, learning life’s hardest lessons, and her inspiring return to the GMA anchor desk.

Roberts is a native of the Mississippi Gulf Coast and currently resides in New York City.
Atul Gawande’s bold visions for improving performance and safety in health care have made him one of the most sought-after speakers in medicine. His first three books, *Complications*, *Better*, and *The Checklist Manifesto*, have all been highly praised inside and outside the medical community. His latest book is *Being Mortal: Medicine and What Matters in the End*. *Time* placed him among the world’s 100 most influential thinkers.

Atul Gawande is a MacArthur “Genius” Fellowship winner, a *New Yorker* columnist, an author—but, most of all, a physician, with a practitioner’s grasp of the everyday challenges of health care delivery.

Atul explains that medical practice and philosophy have not kept pace with the changes in health care over the last hundred years. We need reform—and Atul is on a lifelong search to discover what shape that reform should take. What does an effective health care system look like in the 21st century? How can we improve quality, manage risk and measure performance more effectively? Atul brings an eloquence and an intellect to these questions that allow him to offer deeply considered and beautifully expressed solutions with implications for health care and beyond.

Gawande is broadly known for his influential articles, two of which won him the National Magazine Award. He has written about the shift from lone-ranger physicians to teams of cooperating specialists, and the new values this shift requires. He popularized the checklist as a means of coordinating complex work in hospitals. His ideas about how to rein in health care costs while increasing efficiency and quality have transformed the national discussion of these issues. His writing sets itself apart by its depth of thought and research, but also by its willingness to look outside of health care and see how other fields have delivered high-quality service in complex industries.

He is a general and endocrine surgeon at Brigham and Women’s Hospital in Boston, and a professor in both the Department of Health Policy and Management at Harvard School of Public Health and the Department of Surgery at Harvard Medical School. Gawande is also the Executive Director of Ariadne Labs, a joint center for health systems innovation, and chairman of Lifebox, a non-profit making surgery safer globally. He has won Academy Health’s Impact Award for highest research impact on health care, and the Lewis Thomas Award for Writing about Science.
The 2017 Press Ganey National Client Conference Celebration
Thursday, Nov. 2 | 7:30-10:30 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 at 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.

**Patient Experience Strategies and Best Practices**

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.

**Patient Experience Strategies and Best Practices**

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 compassionate, connected care in your organization.

**Patient Experience Strategies—Medical Practice, Ambulatory Settings**

Explore approaches that use deep patient insights to facilitate greater accountability, drive targeted strategies, improve key drivers of patient loyalty and present objective performance data for consumer transparency. Speakers from leading organizations will share successful and innovative approaches to drive improvement and optimize the care experience in medical practice and ambulatory settings.

**Caregiver Engagement and Workplace Culture**

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.

**Nursing Leadership**

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.

**Physician Leadership**

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 through physician coaching, communication and resilience strategies and programs.

**Quality, Safety and High Reliability Practices**

Achieving consistent performance in quality and safety requires culture and processes that support high reliability and continuous refinement. Explore this focus area to learn best practices for building a High Reliability culture and improving clinical processes to eliminate avoidable suffering and deliver quality care.

**Special Topic Forums**

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

**Press Ganey 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. 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 and analysis 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, caregiver excellence, safety and process improvement.

Preconference Content

Maximize your conference experience by attending one of our optional preconference offerings. New Consulting Workshops are interactive, consultant-led sessions that provide education, strategies and tactics in a small group setting.

Preconference meetings provide targeted content to AMCs, nursing, and rural and small community hospitals. They are also great for peer-to-peer networking and best practice sharing.

CONSULTING WORKSHOP SCHEDULE

Led by senior Press Ganey consultants, Consulting Workshops provide attendees with focused courses dedicated to a specific topic or theme:

- **Relationship-Centered Communication for Physicians**
  Delivered by The Academy of Communication in Healthcare (ACH)*
  Begins Tuesday, Oct. 31, 1:00–5:00 p.m.
  Continues Wednesday, Nov. 1, 7:30–11:30 a.m.

- **Optimal Strategies for Advancing Caregiver Engagement**
  Wednesday, Nov. 1, 8:00–11:00 a.m.

- **Innovative Physical Environment Design for Improved Patient Experiences**
  Wednesday, Nov. 1, 8:00–11:00 a.m.

- **Building Patient Experience Efforts across Departments**
  Wednesday, Nov. 1, 8:00–11:00 a.m.

Registration fee for the ACH workshop is $899; the fee for the other consulting workshops is $299.

For full details regarding preconference meetings and workshops, visit the conference website*.

PRECONFERENCE MEETINGS SCHEDULE

- **Academic Medical Centers & Major Teaching Hospitals**
  Wednesday, Nov. 1, 9:00 a.m.–12:15 p.m.

- **Nursing Leadership**
  Wednesday, Nov. 1, 9:30 a.m.–12:15 p.m.

- **Rural and Small Community Hospitals**
  Wednesday, Nov. 1, 10:00 a.m.–12:15 p.m.

Sign up for these optional sessions when you register for conference. Registration fee for each preconference meeting is $89. Space is limited so register early!

Continuing Education Credits

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

**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 nursing education by the American Nurses Credentialing Center’s Commission on Accreditation. 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.
OUTPATIENT PROVIDER SHADOWING: A CATALYST FOR CULTURE CHANGE
Kelley Dillon, MA, OD, Director, Physician Communication & Peer Support, Henry Ford Health System
Carol Bridges, Physician Communication Consultant, Henry Ford Health System
Matt Jernigan, Physician Communication Consultant, Henry Ford Health System
■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings
In mid-2016, Henry Ford Health System launched the Physician Communication & Peer Support (PCPS) department and strategy with the goal of partnering with physicians to improve their communication with patients and staff by providing best practices and learning methods. This presentation will review the provider shadowing process, lessons learned and early successes seen in the Press Ganey Physician Communication Quality scores for Cardiologists as a result of this program.

TIER 3 RX: A PRESCRIPTION FOR HEALTHY TEAMS
Amy Walker, BS, Employee Engagement Program Manager, Cook Children’s Health Care System
■ Focus Area: Caregiver Engagement and Workplace Culture
Ongoing research supports the concept of highly engaged employees and their ability to generate better patient outcomes. Increases in engagement levels produce further benefits, such as improved quality and safety of services, better employee health and well-being, lower absenteeism and turnover, and better financial results. With the high amount of complexity in today’s health care environment, engagement is critical to success. Attend this session to learn how to develop strategies for improving engagement within Tier 3 work units, the greatest group of untapped potential needed to grow and sustain an engaged workforce.

ENGAGING FRONT-LINE STAFF IN INNOVATIVE NURSING STRATEGIES
Elena Memoracion, DNP, RN, NEA-BC, Senior Administrative Director, North Shore University Hospital
Mary Anne McNamee, RN-BC, Director of Nursing Education & Professional Development, North Shore University Hospital
■ Focus Area: Nursing Leadership
North Shore University Hospital launched an innovative program centered on engaging front-line staff in creating an environment of shared problem solving around processes, and implementing a systematic approach to accelerate the application of evidence-based practices across the nursing organization. In addition to discussing this program, session presenters also will highlight how new strategies employed across a variety of processes empowered staff to focus on improving safety, engagement and patient experience, resulting in nurse and patient outcomes that outperformed the national benchmark.
CREATING A CULTURE THAT SUPPORTS YOUR PHYSICIANS’ PURSUIT OF EXCELLENCE

Thomas H. Lee, MD, Chief Medical Officer, Press Ganey
Deirdre Mylod, PhD, Executive Director, Institute for Innovation; SVP, Research and Analytics, Press Ganey
■ Focus Area: Physician Leadership
Addressing physician burnout and cultivating the pursuit of excellence are significant challenges for many health care organizations. Deirdre Mylod, PhD will present an actionable framework for deconstructing the stresses and rewards of the contemporary physician’s work life into those that are inherent to the role of caregiving and those that are external to the role, with a description of the different approaches that should be applied for each. Dr. Lee will discuss emerging insights into “organizational grit”—the creation of a culture that supports passion and perseverance—for physicians in the pursuit of excellence.

CREATING A CULTURE OF SAFETY: AN ORGANIZATIONAL TRANSFORMATION

Kim Hollon, President and CEO, Signature Healthcare
■ Focus Area: Quality, Safety and High Reliability Practices
A simple human error can change the lives of many forever. In this session, presenters will discuss Signature Healthcare’s journey to zero harm and how the organization transformed its safety culture with a goal to reduce sentinel events by 60% to 80%. Specifically, attendees will learn how a diagnostic assessment of harm events led to the establishment of a safety bundle of tools, staff training and accountability actions, and how to implement these changes to build a positive, sustainable safety culture in their own organizations.

THE PURSUIT OF A ROBUST MANAGEMENT SYSTEM

Skip Steward, MBA, Chief Improvement Officer, Baptist Memorial Health Care
■ Focus Area: Special Topic Forums
In this session, attendees will learn how the various elements of the Baptist Management System are connected, with a specific focus on the organization’s principles of purpose, people and process.

WELCOME RECEPTION

WEDNESDAY, NOV. 1, 5:30 – 7:00 P.M.
Orlando World Center Marriott Resort
Kick off the event by connecting with fellow attendees while enjoying light hors d’oeuvres and beverages poolside.
4:00–5:00 p.m. cont’d

ENGAGING LEADERS, PHYSICIANS AND STAFF IN THE TRANSPARENCY JOURNEY
Mendy Goonnan, MBA, Patient Experience Manager, Norton Medical Group
Dawn Robbins, MBA, Advisor, Press Ganey
■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings
In this session, attendees will learn how to engage managers, physicians and employees across large, multispecialty provider groups in a transparency journey. This session will show attendees how to recognize and overcome common barriers to implementation of patient-centric practices in the workforce. Speakers will also share strategies for applying patient feedback to create sustainable cultural change that focuses on accountability and transparency, and discuss how to create staff and physician buy-in via specific best practices such as targeted leader and staff coaching and regular goal-based reporting.

IMPROVING AMBULATORY PATIENT EXPERIENCE WITH A MULTIDISCIPLINARY TEAM
Natalie Sanchez, RN, MSN, PCCN, CNML, CPXP, Assistant Nurse Manager, MD Anderson Cancer Center-Katy
Kimberly Hermis, DNP, RN, OCN, Nurse Manager, MD Anderson Cancer Center-Katy
■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings
This session will focus on how an off-site ambulatory center improved satisfaction scores in the Moving through Your Visit domain. The center’s multidisciplinary Patient Satisfaction Committee focused on this domain after analyzing data and comments from patients to determine priority areas that would enhance the overall patient experience. Attendees will learn about the tactics undertaken to implement the process, how the tactics were structured and how they impacted scores related to information about delays and speed of registration.

INNOVATING WITH GENERATIONAL DIVERSITY TO DEVELOP LEADERS AT ALL LEVELS
Carol Jennings, BS, MS, VP Education & OD, Memorial Hermann Health System
Barbara Reilly, PhD, Senior Vice President, Employee, Nurse & Physician Engagement, Press Ganey
■ Focus Area: Caregiver Engagement and Workplace Culture
Millennials comprise the largest living generation of people in the United States, and they now, or soon will, represent the largest percentage of the workforce in many health care systems. At the same time, hospitals across the country are reporting increased turnover rates among this cohort. Analyses of the industry’s largest database of caregiver engagement data indicate clear differences in generational expectations regarding health care organizations. Attend this session to learn how to take the uniqueness of this diversity among different generations to develop leaders at all levels.

SENIOR NURSE LEADER ROUNDDING TO CREATE A CULTURE OF ENGAGEMENT AND TRUST
Lynn Hennessy, MS, MBA, RN, NEA-BC, Vice President, Nursing Services/Chief Nursing Executive, Advocate Christ Medical Center
Jennifer Dynia, MBA, Advocate Experience Coach, Advocate Health Care
■ Focus Area: Nursing Leadership
This session’s presenters will share how purposeful weekly rounding can be a catalyst to transform leadership influence and culture. Recognizing the need to better understand current state at the bedside and reduce barriers to providing consistently great care, Advocate implemented a nurse leader and patient experience coach weekly rounding initiative. Results included increased collaboration between leaders and staff to identify root cause, the establishment of more effective accountability structures, and the opportunity to role-model expected behaviors and recognize stories that connect leaders and staff to their shared purpose of reducing patient suffering.

UPDATE—PHYSICIAN BURNOUT: WHY IMPROVING PATIENT EXPERIENCE IS THE ANSWER
Thomas Howell, MD, Medical Director for Patient Experience, Mayo Clinic Health System
Deirdre Mylod, PhD, Executive Director, Institute for Innovation; SVP Research & Analytics, Press Ganey
■ Focus Area: Physician Leadership
In this session, attendees will hear an update to a session presented at the 2016 National Client Conference on understanding physician satisfaction and burnout. The survey has been fielded, and speakers will present an analysis of the responses and physician demographics, along with the concepts of provider “Activation” and “Decompression.” 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.

CONTINUOUSLY IMPROVING SERVICE (AND ALL MEASURES) AT BSWH: A NEW MODEL
Steve Hoeft, BSIE/OR, MBA, PMP, SVP, Chief of Operations Excellence, Baylor Scott & White Health
■ Focus Area: Special Topic Forums
Baylor Scott & White Health is building a wide and deep culture of continuous improvement in which every person, every day, has the ability to improve every important measure. Attend this session to learn more about the BWSH commitment to continuous improvement, as well as how to assess your organization’s performance and develop a strategy to ensure the delivery of safe, high-quality, compassionate patient care.

“This was an amazing experience and I am so lucky to have attended. I am excited to bring back some new ideas for my facility to address the very common issues out there. The variety of topics and issues covered was excellent.”
- 2016 Conference Attendee
THURSDAY, NOV. 2

Breakfast.................................................................7:30 – 8:30 a.m.
Leadership Panel & Keynote: Dr. Atul Gawande... 8:30 – 10:30 a.m.
Networking and Innovation Break.............10:30 – 11:00 a.m.
Breakout Sessions ..............................................11:00 a.m. – Noon
Lunch...........................................................Noon – 1:30 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 ...........................................................7:00 p.m.
The Celebration .................................................7:30 – 10:30 p.m.
The Wizarding World of Harry Potter™ – Diagon Alley™ and New York at Universal Orlando Resort™

THURSDAY, NOV. 2

TEACHING MEDICAL RESIDENTS AND NURSES TO COMMUNICATE MORE EFFECTIVELY

Laurie Rack, DNP, RN, NEA-BC, Clinical Director, Medicine Services, UPMC Presbyterian
Carla Spagnoletti, MD, MS, Associate Professor of Medicine, Director of Patient Experience, Division of General Internal Medicine, UPMC Presbyterian
Jennifer Corbelli, MD, MS, Associate Professor of Medicine, Director of Patient Experience, University of Pittsburgh School of Medicine, UPMC Presbyterian
Jill Allenbaugh, MD, Fellow, Academic Clinician Education Scholars Program, Instructor of Medicine, UPMC Presbyterian

Focus Area: Patient Experience Strategies and Best Practices

In this session, attendees will hear details of an innovative curriculum for teaching residents and nurses on how to best communicate with patients in an inpatient setting. This curriculum focuses on clear health communication, using health literacy principles. Attendees will see examples of the components, including didactic material, video demonstrations of “bad” and “good” provider-patient discussions and role-play scenarios that participants used to practice key communication skills. An evaluation overview of the curriculum and outcomes data also will be shared.

A KAIZEN APPROACH TO IMPROVING COMMUNICATION ABOUT MEDICATION SIDE EFFECTS

Sara Sluder, MPH, Program Director, Patient Experience, Legacy Health

Focus Area: Patient Experience Strategies and Best Practices

Initiatives focused on communication about medication side effects have the opportunity to improve the safety, quality and experience of care for patients. Equipping front-line staff with tools to better communicate medication information to patients and families can be a catalyst for improvement. In this session, attendees will learn about a kaizen approach that uses rapid process improvement events to assess the current state, identify variations from the standard and leverage a multidisciplinary team to brainstorm solutions. Tools that improve patients’ understanding of side effects also will be discussed.

A SYSTEMATIC APPROACH TO GUARANTEE EXCEPTIONAL PATIENT EXPERIENCE

Annamari Dietrichson, BS, Director of Service Excellence, CHRISTUS Trinity Mother Frances Health System
Karen Pollard, iCARE Project Manager, CHRISTUS Trinity Mother Frances Health System

Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings

Explore CHRISTUS Trinity Mother Frances Health System’s step-by-step approach to implementing a cultural transformation designed to enhance the patient experience, including laying the foundation for change, creating alignment and accountability, fostering engagement and getting buy-in from front-line staff, leadership and physicians. Attendees will walk away from this presentation equipped to introduce at least one change initiative that will positively impact the patient experience in their medical practice, and will be positioned to immediately leverage the tactics they learn to achieve and sustain results within their organizations.

INVOLVING TEAM MEMBERS TO CONSTRUCT AND EXECUTE ENGAGEMENT INITIATIVES

Allen Coulter, EdD, MBA, MA, Manager, Workforce Development, Medical University of South Carolina Physicians
Michelle Wiles, Chief Human Resources Officer, Medical University of South Carolina Physicians

Focus Area: Caregiver Engagement and Workplace Culture

Transforming a workplace culture and changing the way engagement is perceived by leaders and other team members is no simple task. To achieve sustainable outcomes and move the organization forward, Medical University of South Carolina Physicians knew engagement measurement needed to be an ongoing process involving team members at all levels. Engagement does not reside in a single silo, but is entrenched across an entire organization. The session will show how listening to care team members and giving them a voice in the strategic plan can increase accountability, improve scores, alter leaders’ outlooks and create a culture of inclusion and collaboration.
11:00 a.m.–Noon cont’d

**PRACTICES AT TOP-PERFORMING HOSPITALS: THE ROLE OF NURSE MANAGERS ON PATIENT AND NURSE OUTCOMES**

Mary Jo Assi, DNP, RN, FNP-BC, NEA-BC, FAAN, Associate Chief Nursing Officer, Press Ganey
Nell Buhlman, MBA, Chief Strategy Officer, Press Ganey

**Focus Area: Nursing Leadership**

Nurse managers play a critical role in fostering an optimal work environment, which is the very foundation for ensuring the best possible patient and caregiver experiences. Drawing from the data of two thousand NDNQI participants, and leveraging integrated findings from RN surveys and nursing quality measures, Press Ganey shares new analyses that examine the impact of nurse managers on nurse outcomes such as intent to stay, and on patient outcomes, such as patient experience, missed care and falls. We explore how nurse managers may impact these outcomes through their effect on important aspects of the work environment, such as professional relationships and staffing. This empirical evidence will be paired with best practices research—uncovering the differentiating practices of high performers. Session attendees will come away with recommendations for how to ensure their nurse managers are optimally resourced and prepared to foster high performance on key performance metrics.

**RELATIONSHIP-CENTERED CARE: BUILDING UP PHYSICIANS TO BETTER ENGAGE WITH PATIENTS**

Dale Glenn, MD, Patient Experience Physician Leader, Hawaii Pacific Health

**Focus Area: Physician Leadership**

In this session, attendees will hear how Hawaii Pacific Health implemented a unique, two-step, relationship-centered approach to coaching that emphasizes the shared nature of both the staff and the patient experience. Through data and case stories about specific physician achievements, participants will learn how to replicate this process and how to apply the 12 rules of physician engagement and a checklist of evidence-based behaviors that build relationships. Participants also will receive copies of all rounding tools, physician checklists, reporting templates and other reference materials.

**DEVELOPING A PATIENT AND FAMILY HIGH RELIABILITY TOOLKIT**

Yolanda Milliman-Richard, RN, MSN, NEA-BC, Vice President and Associate Chief Nursing Officer, Surgical Services, Boston Children’s Hospital
Julie Kirby, MBA, Program Manager, Patient Care Operations, Boston Children’s Hospital
Courtney Cannon, MBA, Vice President, Business Operations and Strategy for Nursing/Patient Care Operations, Boston Children’s Hospital

**Focus Area: Quality, Safety and High Reliability Practices**

Designing highly reliable behaviors and tools to reduce preventable harm supports the continued effort to improve patient safety in health care. Although studies have shown that patients are willing to participate in providing safe care, they require education on what they can do to promote their safety and apply these skills with members of the care team. During this session, presenters will explain how educating patients and families on the implementation of safety toolkits can reduce preventable harm and improve the quality of care in pediatric academic medical centers and other care settings.

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

Kristopher Morgan, PhD, Director of Health Care Metrics, Press Ganey

**Focus Area: Press Ganey Reporting and Insights**

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

1:30–2:30 p.m.

**CULTIVATING PATIENT EXPERIENCE LEADERS AND INFLUENCERS**

Sven Gierlinger, Chief Experience Officer, Northwell Health
Agnes Barden, DNP, RN, Vice President, Patient & Customer Experience, Northwell Health

**Focus Area: Patient Experience Strategies and Best Practices**

Every health care organization has key staff members that influence the culture and have the ability to make a definitive impact on their colleagues, the environment and processes. Attend this session to learn how to leverage your influencers to inspire and challenge staff to deliver patient-centered care. Discover how accountability, education, networking and support can drive your influencers to become leaders and innovators in reducing avoidable suffering and promoting excellence in health care. Learn how these innovators and the Northwell Health C.A.R.E. model can be the keys to success in the patient experience.

**CREATING A CENTRALIZED DISCHARGE CENTER**

Ida Anderson, MSN, RN, ONC, Executive Director of Nursing, WellStar Kennestone Regional Medical Center
Robert M. Lubitz, MD, MP, MACP, Vice President of Medical Affairs/Chief Medical Officer, WellStar Kennestone Regional Medical Center

**Focus Area: Patient Experience Strategies and Best Practices**

A well-designed discharge process can significantly improve a patient’s experience of care and a hospital’s bottom line. Discharge centers create an opportunity to address gaps in care processes and outcomes. The WellStar Kennestone Discharge Center provides services that are unavailable on traditional inpatient units and improves the patient experience while reducing hospital readmissions. Attend this session to learn how to create a hospital-based discharge center to improve patient flow, experience and quality outcomes.

“The conference was great! One of the major strengths is the diversity of people and different backgrounds that I was able to network with. Also, all the information and best practices shared by the different healthcare institutions around the nation, was phenomenal!”

- 2016 Conference Attendee
1:30–2:30 p.m. cont’d

IMPROVE PATIENT EXPERIENCE WITH A COMPREHENSIVE LEADERSHIP STRUCTURE
Stephen Miller, MHA, Service Line Manager, Women’s Cancers, City of Hope
Dawn Neuhauser, MSN, RN, NEA-BC, OCN, Clinical Nurse Manager, Women's Center and DEM, City of Hope
■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings

This session outlines how an outpatient oncology women’s center was able to identify performance improvement opportunities and drive patient experience through establishing a triadic leadership model comprising physicians, nursing and operations. Presenters will provide an overview of the structure used to gain alignment between disciplines and facilitate collaboration throughout the clinic. In addition, they will explain how the team came together to understand and leverage data to inform decision making and performance improvement within the clinic.

CONNECTING WITH MILLENNIALS: THE KEY TO SUSTAINED NURSING IMPROVEMENT
Chrystal Moore, RN, BSN, Nursing Director/Medical Surgical, Baptist Health Paducah
Stacey Young, BS, Lean Six Sigma Green Belt, Director, Patient Relations, Baptist Health Paducah
■ Focus Area: Nursing Leadership

Understanding how to effectively connect with the millennial workforce is a daunting task for many nurse leaders. Based on an understanding of what is important to millennial nurses, Baptist Health Paducah used shared governance, empowerment, data transparency and engagement strategies to connect with millennial nurses, strengthen relationships and drive positive patient outcomes. Attend this session to learn more.

BACK TO BASICS: A HOSPITALIST AND CLINICAL NURSE LEAD COLLABORATION
Rosalind Washington, PhD, MBA, MHSM, RRT, CHES, Director, Service Excellence, Texas Health Physicians Group
Adam Myers, MD, FACHE, CHCOM, CPHRM, Senior Vice President/Chief Medical Officer/Operating Officer, Texas Health Physicians Group
Aisha Hicklen, MHA, RRT, Black Belt Six Sigma, Clinical Outcome Specialist, Texas Health Physicians Group
■ Focus Area: Physician Leadership

Despite advances in technology and improved functional roles in health care, preventable medical errors still occur and clinician-patient communication continues to be ineffective. In this session, attendees will hear how an improved communication process—enhanced with “Role Chartering” and other care team High Reliability tools—engaged a hospitalist, clinical nurse lead and registered nurse at Texas Health Physicians Group in a collaborative effort that led to improved Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey scores and decreased length of stay.

AN INNOVATIVE APPROACH TO ADDRESSING SERIOUS CONSEQUENCES OF OPIOID SUBSTANCE USE DISORDER
Ann Quinlan-Colwell, PhD, RNBC, DAAPM, Doctor, New Hanover Regional Medical Center
Sarah Arthur, MSW, LCSW, Social Worker, New Hanover Regional Medical Center
■ Focus Area: Quality, Safety and High Reliability Practices

Along with the highest percentage of patients suffering from prescription opioid abuse and misuse in the country, New Hanover also has a significant population of patients with IV substance use disorder. In this session, attendees will learn how this organization created a multidisciplinary, holistic approach and process to effectively care for patients who are hospitalized for extended periods of time with serious medical conditions resulting from these disorders. Emphasis will be placed on how the New Hanover team—representing the areas of medicine, pain management, social work, pharmacy, case management and substance abuse—uses a consistent approach to develop effective individual care plans.

CHANGING THE CULTURAL NARRATIVE THROUGH STORY-BASED RECOGNITION
Erika Diaz, CCLS, Child Life Specialist, Texas Children’s Hospital
Maggie Weimer, MHA, Senior Project Manager, Texas Children’s Hospital
■ Focus Area: Patient Experience Strategies and Best Practices

In this session, attendees will learn how to harness the power of storytelling to drive staff engagement and promote a positive patient experience. Speakers will share how regularly utilizing stories to recognize outstanding staff and highlight best practices helped Texas Children’s reduce avoidable patient suffering. They will also explain how to construct behavior-specific praise and implement this strategy in your own organization.

POSITIONING WORKFORCE SAFETY AND ENGAGEMENT AS A CORE ELEMENT OF PATIENT EXPERIENCE
Emily Halu, Consultant, Press Ganey
Shannon Vincent, MA, Manager, Consulting, Press Ganey
■ Focus Area: Caregiver Engagement and Workplace Culture

The physical and psychological safety of your workforce matters for so many reasons! But did you know that it could impact your patients’ care experience? This session’s speakers will offer insight on how the physical and psychological safety of your workforce impacts their level of engagement, which in turn affects their ability to provide an optimal patient experience.
3:00–4:00 p.m.

**IMPROVE COMMUNICATION AND THE PATIENT EXPERIENCE WITH WELCOME ROUNDS**

Suzanne Smith, MS, Senior Director, Patient Experience, Mercy Health System

- **Focus Area: Patient Experience Strategies and Best Practices**

Through collaboration with a Patient and Family Advisory Council, Mercy Health System identified an overwhelming need for clear initial communication to set expectations for what to expect upon admission. Attend this session to discover the benefits of Welcome Rounds, which are designed to improve patient-caregiver communication by outlining what a patient should expect from their care team within the first 24 hours. Also, learn how to improve the patient experience by reviewing care from the point of admission, introducing the members of the care team, outlining general timelines and teaching patients how to voice their concerns.

**CREATING A CULTURE OF COMPASSION FOR PATIENTS, FAMILIES AND CAREGIVERS**

Sean Keyser, VP Office of Patient Experience, CXO, Novant Health

John Linkous, RN, BSN, Patient Experience Manager, Novant Health

- **Focus Area: Patient Experience Strategies and Best Practices**

An organizational commitment to compassion has a direct correlation to sustained improvements in patient care, patient experience and caregiver engagement. In this session, presenters will reveal their strategies for delivering compassionate, connected care that have increased caregiver joy in the workplace and placed patients at the center of care. Ways in which these strategies can be customized and implemented to support other patient experience initiatives also will be discussed.

**HOW TO MAKE AN ONLINE PHYSICIAN RATINGS AND REVIEWS PROGRAM A REALITY**

Karina Jennings, AVP Marketing, Providence Health & Services

Sunita Mishra, MD, Medical Director, Innovation, Providence Health & Services

- **Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings**

Providence Health & Services saw an opportunity to become a more trusted voice in the provider selection process and help consumers make informed health care decisions. This session’s presenters will discuss how the organization’s marketing team directed its transparency initiative, leveraging patient experience surveys to create trusted reviews and helping to inform and guide patient choice. They’ll also share their experiences and best practices for reviewing and publishing survey data to physician profile pages and present consumer insights they’ve uncovered.

**RELATIONSHIP-BASED CARE AT WORK: ACTUALIZING MISSION AND VALUES**

Laura Walczak, MBA, RN, VP, Patient Care Services, SSM Health St. Mary’s Hospital–Janesville

- **Focus Area: Nursing Leadership**

Relationship-based care is a powerful tool used to bring staff, teams and patients together to develop a shared mental model of care delivery. This presentation will explore a unique and innovative approach to bringing relationship-based care to life in a 50-bed community hospital, and how doing so actualized the organization’s mission, vision and values. Ways in which the organization shifted daily focus from operations and the day-to-day activities to improving safety, quality and patient experience scores also will be discussed.

**JOIN THE ONLINE CONVERSATION!**

Follow us on Twitter, Facebook and LinkedIn for the latest conference updates and to share your thoughts. #PGNCC17
3:00–4:00 p.m. cont’d

INTEGRATING PATIENT EXPERIENCE INTO PHYSICIAN CLINICAL COMPETENCIES
Ryan Flint, DO, Associate Program Director, Centura Health
Travis Bernardy, Business Systems Analyst, Centura Health
Physician Group

Focus Area: Physician Leadership
This session’s presenters will explain how the St. Anthony North residency programs in Colorado improved overall patient experience outcomes from the 8th to the 73rd percentile in just 18 months. Attendees will learn how the organization utilized Press Ganey improvement tools, transparency of data outcomes and a videotape-based training platform to enhance its continuous improvement efforts, and how it incorporated the data into its Accreditation Council for Graduate Medical Education (ACGME) clinical competency milestones to enhance its resident evaluation process.

IMPROVING DISCHARGE READINESS AND UTILIZATION OUTCOMES
Martha Kronk, RN, Director of Quality and Care Management, Shriners Hospitals for Children
Ryan Abernethy, MHA, Service Excellence Manager, Shriners Hospitals for Children

Focus Area: Patient Experience Strategies and Best Practices
The key to reducing readmissions and improving patient outcomes can be found through a focus on care management, especially as it relates to transitions to home. In this session, attendees will discover a strategy for deploying a standardized care management program across a system that focuses on discharge planning and the transition to home. Attend this session to learn how to implement mutually negotiated discharge plans that improve patient readiness, outcomes and safety as well as understand how to work with individual hospitals, both on-site and remotely, to make the initiative a success across the entire system of care.

WHAT DOES IT REALLY TAKE TO GET TO ZERO?
Craig Clapper, PE, CMQ/OE, Partner, Press Ganey Strategic Consulting, Press Ganey
Gary Yates, MD, Partner, Press Ganey Strategic Consulting, Press Ganey

Focus Area: Quality, Safety and High Reliability Practices
Our presenters, both recognized experts in High Reliability and safety science, will assess the present state of patient safety and explore evidence-based methods for reducing events of patient harm. They will challenge the audience to rethink the current siloed approach to safety measurement and chart a course for the industry toward a more holistic view of patient safety across the entire patient experience. They will discuss harm measurement and reporting, the advantages of transparency and how technology can facilitate reaching the goal of zero harm. They will also offer case studies of successful safety initiatives, including the resultant ROI of doing well by doing right.

4:15–5:15 p.m.

STARTING OVER: ACHIEVING EXCELLENCE FROM THE BOTTOM DECILE
Mitchell Winnik, RRT, MBA, Chief Operating Officer, Corona Regional Medical Center
Kim Colonelli, RN, BSN, MA, NE-BC, Chief Nursing Officer, Corona Regional Medical Center

Focus Area: Patient Experience Strategies and Best Practices
Poor patient experience scores can be detrimental not only to the experience of care, but also to employee engagement and financial outcomes. At Corona Regional Medical Center, a new executive leadership team, who had all spent time at the bedside, took it upon themselves to put the patient at the center of care. Attend this session to learn how updating the work environment, physician alignment and a culture of safety can improve patient experience and engagement scores, and how a strong leadership team that truly partners with staff, physicians, patients, families and the community can achieve excellence.

MANAGING MULTIPLE PRIORITIES TO MAINTAIN FOCUS ON THE PATIENT EXPERIENCE
Karen Byrnes, MSN, RN, CPXP, Patient Experience, Mercy Gilbert and Chandler Regional Medical Centers, Dignity Health
Sandra Rush, BSN, MA, System Sr. Director, Patient Experience, Dignity Health

Focus Area: Patient Experience Strategies and Best Practices
Maintaining focus on patient experience initiatives can be difficult—especially when they are competing for quality, safety, staffing and productivity initiatives. In this session, attendees will learn how to heighten the focus on patient experience through weekly focus meetings with key departments, as well as create a dynamic agenda that drives action from the core group throughout the hospital.

COMPREHENSIVE ONLINE REPUTATION MANAGEMENT AT AN ACADEMIC SUBSPECIALTY PRACTICE
Samantha Reeves, MA, Director, Web Strategy, National Jewish Health
Jeffrey Downing, MS, RN, Chief Nursing Officer, National Jewish Health

Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings
National Jewish Health built a comprehensive reputation management program that is driving the transition to patient-centered care in the medical practice. In the past, consensus didn’t exist around the meaning of outstanding patient experience, and departments viewed service excellence differently. Attendees will learn how National Jewish Health created an effective partnership between its marketing and clinical departments and how the teams addressed those issues. Speakers will also explain how they launched a transparency model using patient feedback to better define service excellence from the patient point of view and drive other improvements.

“This conference offers something for everyone! The individual breakout sessions have a topic that has value for everyone in healthcare. The opening speakers were excellent and it was very inspiring to hear what they had to say. I enjoyed our speakers very much this year!”

- 2016 Conference Attendee
The Antidote to Suffering: How Compassionate Connected Care Can Improve Safety, Quality and Experience

Christy Dempsey, MSN, MBA, RN, CNOR, CENP, FAAN, SVP & Chief Nursing Officer, Press Ganey

Focus Area: Nursing Leadership

Building on her new book, *The Antidote to Suffering: How Compassionate Connected Care Can Improve Safety, Quality and Experience*, Christy Dempsey, RN will lead an interactive discussion of how putting compassionate connected care into practice provides real results in terms of safety, quality and the experience of care for both patients and caregivers. In addition to exploring the evolving data related to suffering and resilience and highlighting innovative strategies for teaching compassionate and connected care, she will discuss how to improve project and care teams, how organization leaders can drive reductions in suffering and what each of us needs to do to ensure that this work translates into future populations.

Improving Nurse Communication Through Accountability: Identifying the “Always” Nurse

Cathy Ward, PhD, RN, NEA-BC, Chief Nursing Officer, Ronald Reagan UCLA Medical Center

Renee Appleby, MSN, RN, Inpatient Adult Nursing Director, Ronald Reagan UCLA Medical Center

Focus Area: Nursing Leadership

Improving nurse communication is a top priority for many organizations. This session’s presenters will share best practices that focus on individual accountability and providing metrics at the unique nurse level to boost the effectiveness of communications. Learn how an “Always Report,” created from the electronic health record and Press Ganey patient satisfaction data, became a powerful tool to improve communication, inspire consistent behaviors in nursing staff and contribute to patient experience improvement.

Bringing Engagement Front and Center: Involving Leaders to Drive Accountability

Edwin Trouba, PhD, Director, Talent and Organization Development, Aurora Health Care

Dawn Faucett, VP, Human Resources Business Partner, Aurora Health Care

Focus Area: Nursing Leadership

In an industry where physician and caregiver engagement directly impacts the quality of care patients receive, engagement initiatives can no longer exist solely as a once-a-year HR project. Engagement must be treated and executed as a core function of how a facility or system improves on a variety of strategic goals. With that level of importance, sponsorship is necessary from the organization’s executive leadership all the way to frontline caregivers. Attend this session to learn how to bring engagement front and center with leadership through involvement of key stakeholder groups, leader communications, hands-on experience and integration with key business and people strategies.

Achieving an Exceptional Patient Experience for Inpatient Rehabilitation

Jennifer Torosian, RN, MSN, NEA-BC, Associate Chief Nursing Officer, Catholic Medical Center

Anastasia Luby, MS, Director, Office of Patient Experience, Catholic Medical Center

Focus Area: Patient Experience Strategies and Best Practices

The Centers for Medicare & Medicaid Services is currently developing the Inpatient Rehabilitation Facility Consumer Assessment of Healthcare Providers and Systems (IRF CAHPS) experience of care survey. Voluntary participation in IRF CAHPS is forthcoming, so it is prudent to gain insight on this program now. Attend this session to learn the benefits of using a setting-specific CAHPS survey tool and developing a baseline to help your organization prepare for regulations, as well as how adding real-time point-of-care surveys can support ongoing assessment of current initiatives.

Putting the Patient at the Center of Physician Onboarding and Training: A Personal Care Experience

Rana Awdish, MD, FCCP, Medical Director, Care Experience, Henry Ford Health System

Focus Area: Physician Leadership

This presentation will focus on what is needed to heal medicine—putting the patient first, building physician resilience and forming community—and how medical training distances physicians from patients. The speaker will talk about her transformation from critical care physician to critically ill patient, touching on lessons that can be applied to physician onboarding, training and acculturation as well as organizational changes that were made to establish a culture of caring.

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Who Should Attend

Health care executives, including:

- Chief Executive Officers, Chief Operating Officers, Chief Nursing Officers, Chief Medical Officers, Chief Experience Officers, Chief Marketing Officers, Chief Quality Officers, Chief Human Resources Officers, Hospital Administrators and other leadership

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, Patient and Family Services or Advocacy, Quality, Safety, Operations, Human Resources, Caregiver/Workforce Engagement, Performance Improvement and Marketing
MAINTAINING PATIENT SATISFACTION IN A COLLABORATIVE OUTPATIENT SETTING
Erin Kistler, MHA, Director of Imaging and Cardiology, Mass General North Shore Center for Outpatient Care
Frank Gullotto, Director of Patient Satisfaction, Mass General North Shore Center for Outpatient Care

■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings

Mass General North Shore Center for Outpatient Care is a collaboration between Massachusetts General Hospital, a large academic medical center, and North Shore Medical Center, a community hospital. During this session, presenters will discuss how their blend of clinical cultures offers unique challenges in the delivery of care. Attendees will learn how leaders and caregivers from both hospitals work side by side using best practices to achieve the common goal of providing academic medical center quality of care in a community setting.

AN ECONOMICAL APPROACH TO EFFECTIVELY ENGAGING CAREGIVERS
Donna Geiss, RN, NNP, MSN, Director, Patient Experience, NYC Health + Hospitals/Jacobi
Christopher Mastromano, MBA, Chief Executive Officer, NYC Health + Hospitals/Jacobi

■ Focus Area: Caregiver Engagement and Workplace Culture

Financial support for major initiatives does not always exist, even when focused improvement is needed most. Although monetary support can be a critical factor to jumpstart improvement, simply identifying themes from survey results allows cross-functional leaders to focus on the areas that matter most to employees and their level of workplace satisfaction. Attend this session to learn the keys to focusing on acknowledgment, communication, kindness and respect in order to economically transform engagement.

RECONNECTING THE PASSION IN HEALTH CARE: MODEL UNIT TRAINING
Suzanne Sterchi, MSN, CNOR, NEA-BC, Assistant Vice President, Patient Care, Rush Copley Medical Center
Laurel Ris, MBA, Director, Patient Experience, Rush Copley Medical Center
Katie Moore, BSN, RNC-OB, Labor and Delivery Registered Nurse, Rush Copley Medical Center

■ Focus Area: Nursing Leadership

Recognizing that opportunities existed to enhance patient communication, show respect and listen more carefully, Rush Copley Medical Center implemented a model unit training program designed to energize and engage its nurses in improving the patient experience by connecting the dots between caring theory, key service behaviors and internal motivations to become a nurse. Attend this session to learn how this program serves the organization’s clinical and emotional requirements to promote healing and dignity in alignment with its mission.

8:30–9:30 a.m.

POSITIVELY IMPACT CONNECTIONS IN THE RADIOLOGY DEPARTMENT
Becky Allen, MSRS, CRA, RT, Enterprise Director of Radiology, UC Health University of Cincinnati Medical Center

■ Focus Area: Patient Experience Strategies and Best Practices

The University of Cincinnati Medical Center’s radiology team continuously went above and beyond to exceed patients’ needs and expectations, yet its patient experience scores were not reflecting this behavior. So UC Health built a transformative program to define the expected behaviors, ensure that caregivers had the resources they needed to implement the program and ensure that leaders/managers were committed to holding themselves and their teams accountable to the desired performance behaviors. The result was improved experiences for staff as well as patients.

LEVERAGING ED CAHPS TO IMPROVE THE PATIENT EXPERIENCE
Walter Stewart, Emergency Department, Trauma & Surgical Services Operational Lead, Lancaster General Health/Penn Medicine
Erin Comman, RN, BSN, Assistant Nurse Manager, Lancaster General Health/Penn Medicine

■ Focus Area: Patient Experience Strategies and Best Practices

Improving the experience of care can be a goal that is difficult to define. By analyzing quantitative data, comparing that data against qualitative comment data and identifying actionable areas of opportunity, however, organizations can identify their greatest opportunity in this area. Attend this session to learn how one emergency department improved its performance in multiple domains by increasing its scores on just one ED CAHPS survey question, and how to identify unmet needs by acknowledging current patients’ perceptions.
8:30–9:30 a.m. cont’d

A PANEL DISCUSSION ON BUILDING PHYSICIAN RESILIENCE

Moderators:
Thomas H. Lee, MD, Chief Medical Officer, Press Ganey
Deirdre Mylod, PhD, Executive Director, Institute for Innovation; SVP, Research and Analytics, Press Ganey

Panelists:
Thomas Howell, MD, Medical Director for Patient Experience, Mayo Clinic Health System
Dale Glenn, MD, Director, Hawaii Pacific Health Patient Experience Team
Ghazala Sharief, MD, MBA, Corporate Vice President, Chief Experience Officer, Scripps Health, San Diego
Rana Awdish, MD, Director Pulmonary Hypertension Program and Medical Director of Care Experience, Henry Ford Health System

■ Focus Area: Physician Leadership

Dr. Lee and Dr. Mylod will moderate a panel discussion with physician leaders on the concepts related to burnout and grit that were featured in their earlier presentation, Creating a Culture That Supports Your Physicians’ Pursuit of Excellence, with a focus on steps organizations can take to pursue improvement.

THE QUEST FOR HIGH RELIABILITY: EVERYONE IS A CAREGIVER

Thomas “Dusty” Derringer, Vice President, Patient Experience
Compass One Healthcare

■ Focus Area: Patient Experience Strategies and Best Practices

Delivering an exceptional patient experience safely, reliably and consistently is a primary focus of leading health care organizations. However, that responsibility doesn’t fall only on the shoulders of the organization’s clinical staff. Staff members in every department throughout a health care facility play a critical role in advancing the patient experience. This session’s presenters will discuss the research, strategies and tactics behind a recent partnership between Virginia Mason Medical Center, Compass One Healthcare and Press Ganey that was designed to leverage the medical center’s environmental services and patient transport staff in delivering an exceptional experience to patients. Lessons learned will be shared with attendees to provide key educational opportunities for any organization committed to improving the patient experience.

THE TEAM (TEACH, ENGAGE, APPRECIATE, MOTIVATE) APPROACH TO IMPROVING PATIENT EXPERIENCE

Kristen Barboza, PT, MBA, Director of Rehabilitation Services, Carolinas HealthCare System—Carolinas Rehabilitation Mount Holly
Tammie Adkins, DPT, Clinical Coordinator, Carolinas HealthCare System—Carolinas Rehabilitation Mount Holly

■ Focus Area: Patient Experience Strategies and Best Practices

In this session, speakers will share how leadership ownership of the patient experience process helped an outpatient rehabilitation team focus and improve. Leadership support, team member empowerment to actively contribute to the greater goal of building a better, more supportive team and a structured approach set the stage for success. Attendees will learn about the steps used during this process: team member education, knowledge sharing and involvement in department decision-making and activities; and leadership recognition and appreciation.

UNDERSTANDING PRESS GANEY PATIENT EXPERIENCE, EMPLOYEE ENGAGEMENT DATA AND IMPROVEMENT RESOURCES

Press Ganey Faculty

■ Focus Area: 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 patient experience data and others on how to effectively analyze engagement data. Participants will have the opportunity to ask questions and get additional guidance from their group leader.

9:45–10:45 a.m.

CREATING A STRATEGIC AND SUSTAINABLE PATIENT EXPERIENCE PLAN

Kira Bowers, MBA, Director, Patient Experience & Communications, Providence Little Company of Mary Medical Center, South Bay

■ Focus Area: Patient Experience Strategies and Best Practices

Competing patient experience initiatives within one organization can lead to failure. In order to make actionable, sustainable patient experience improvements, caregivers must have a clear view of the organization’s strategy and individual tactics. In this session, attendees will learn how to create a patient experience strategic plan, measure and share successful improvements, and encourage sustainability. Methods for training department managers to use the Press Ganey Priority Index to create a strategic plan that aligns with the organization’s goals also will be discussed.

EXTENDING PATIENT EXPERIENCE TO MISSION, VISION AND VALUES

Karla Schardin, MBA, Director, Clinical Operations and Systems, Planned Parenthood Minnesota, North Dakota, South Dakota
Chris Matuseski, Director of Organizational Effectiveness, Planned Parenthood Minnesota, North Dakota, South Dakota

■ Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings

In this session, attendees will hear how a mid-size health system focused on behavioral changes reinforced by a point-of-care survey to improve the patient experience. Speakers will discuss how they identified patient experience opportunities based on the Priority Index and developed three primary tactics to create a patient-centered culture. Attendees will learn how they implemented these tactics, including a system of daily accountability, a mission-based culture to communicate patient experience expectations and data sharing based on the Priority Index.
9:45–10:45 a.m. cont’d

IDENTIFYING BURNOUT AND BUILDING RESILIENCE TO REDUCE CAREGIVER SUFFERING
Sandra Tobar, RN, BSN, MSBA, Director, Clinical Transformation, Trinity Health
Ashley Guidroz, PhD, Senior Culture, Change & Engagement Consultant, Trinity Health
■ Focus Area: Caregiver Engagement and Workplace Culture
Assessing caregiver resilience and susceptibility to burnout is a critical component of an engagement strategy designed to reduce caregiver suffering. At a time when 54% of physicians are experiencing burnout and 50% of critical care nurses are emotionally exhausted, organizations that focus on understanding caregiver needs and building a resilient, patient-centered culture will be best positioned to improve the quality, cost and experience of care. Caring for one’s self provides the ability to improve care quality and, in turn, patient experience. Attend this session to hear a firsthand account of the importance of measuring resilience as part of an engagement survey and addressing results as part of a strategy for improving engagement and safety.

USING NURSE LEADER ROUNDDING TO TAKE YOUR ORGANIZATION TO THE NEXT LEVEL
Andrea Truex, RN, MSN, NE-BC, CCRN-K, Assistant Chief Nursing Officer, Englewood Community Hospital
■ Focus Area: Nursing Leadership
A meaningful and consistent nurse leader rounding program can make a measurable impact on the patient and nurse experience, reducing the need to chase HCAHPS scores. Gaining buy-in from nurse leaders on a rounding strategy is a critical first step toward achieving this goal. In this session, attendees will learn how this organization used an evidence-based approach, supported by top nurse executives, to demonstrate effective improvement in patient experience scores. By formalizing the nurse leader and patient relationship, this organization achieved its mission and took patient experience performance to the next level.

IMPROVING PATIENT AND PROVIDER EXPERIENCE WITH RELATIONSHIP-CENTERED COMMUNICATION
Alpa Sanghavi, MD, Chief Quality and Experience Officer, San Mateo Medical Center
Janet Chaikind, MD, Chief of Staff, San Mateo Medical Center
■ Focus Area: Physician Leadership
In this session, attendees will learn how a medical center used social learning theory principles to create a safe learning environment and teach relationship-centered communication skills to its providers. Attendees will hear how investing in this provider coaching program and having providers conduct trainings resulted in improvements in provider satisfaction and patient experience, addressed provider burnout, created a collegial and more engaged work environment and helped staff work together toward the same goals.

USING EMOTIONAL INTELLIGENCE TRAINING AND COACHING TO BUILD NURSE RESILIENCE
Phyllis Quinlan, PhD, RN-BC, Internal Coach, Program Manager for Clinical Transformation, Cohen Children’s Medical Center
Lincy Philip, MSN, RN-BC, Nurse Manager, Cohen Children’s Medical Center
■ Focus Area: Quality, Safety and High Reliability Practices
Attend this session to learn how this organization leveraged emotional intelligence training and coaching to create a better work environment and improve nurse engagement. A combination of factors threatened the overall trust, leadership and cohesiveness of the nurse workplace, leading the CNO to embrace innovation to resolve a med/surg unit’s troubling engagement issue. By supporting nurses’ personal growth to explore emotional behaviors and attitudes that short-circuit success, and using training to anchor emotional intelligence skill sets, this organization alleviated tension and promoted a better dialogue with leadership.

SUSTAINING HIGH PATIENT EXPERIENCE SCORES IN THE EMERGENCY DEPARTMENT
Heather McKenzie, Emergency Department Manager, Swedish Issaquah
Brenna Born, MD, Eastside Physician Director, Swedish Issaquah
■ Focus Area: Patient Experience Strategies and Best Practices
Delivering patient-centered care is a team initiative that involves every caregiver. Shifting ownership from a person or department to every caregiver can support an organization’s goal of achieving excellence in the patient experience. In this session, attendees will learn the tactics for developing a team-based approach to patient-centered care, including direct bedding and defining a culture of respect, that enabled the emergency department at Swedish Medical Center’s Issaquah campus to achieve scores in the 95th percentile for the past seven years.

PREDICTIVE ANALYTICS FOR PATIENT EXPERIENCE IMPROVEMENT
Iyue Sung, PhD, Vice President, Enterprise Analytics, Press Ganey
■ Focus Area: Press Ganey Reporting and Insights
What is Big Data, Machine Learning, and Predictive Analytics? A collection of mystifying buzzwords or a new set of resources? After explaining what these terms mean in the context of health care, we will discuss how the patterns and trends revealed in the analysis of extremely large data sets can lead to more efficient operations and valuable insight into patients and their health. Attendees will leave with a better grasp of these concepts and how to convert data into meaningful decisions.

JUSTIFICATION LETTER
Conference is a valuable educational opportunity with more than 80 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.

The letter can be downloaded at the conference website.
11:00 a.m.–Noon

CAHPS ACROSS THE CONTINUUM
Jodie Cunningham, MBA, VP, Public Reporting & Policy, Press Ganey
Kaycee Glavich, Director of Policy, Press Ganey

- **Focus area: Patient Experience Strategies and Best Practices**
The number of patient experience surveys required by regulatory mandate continues to increase dramatically. This session will provide the latest updates on CAHPS surveys for patients who are cared for in a variety of settings, from medical offices to home care. The session will include a review of the latest rules and regulations for each setting. Attendees will leave with knowledge of the timing for implementation and administration details.

EVIDENCE-BASED STRATEGIES TO ACHIEVE QUIET AT NIGHT
Laura McNicholl, MS, RN-BC, CNS-BC, Clinical Nurse Specialist, Inova Fair Oaks Hospital
Julie Hudtloff, Patient Experience Leader, Inova Fair Oaks Hospital

- **Focus Area: Patient Experience Strategies and Best Practices**
Restful sleep is key to a successful recovery, yet every hospital struggles with maintaining a quiet noise level at night. As overall hospital noise levels continue to rise, it is important that purposeful efforts are made to reduce noise in order to improve the quality and experience of care. Attend this session to hear about a bundled approach built on evidence-based practices that helped one surgical unit increase patient experience scores and sustain the improvement.

IMPROVING COMMUNICATION ABOUT MEDICATION USING LEAN METHODOLOGY
Brianne Monahan, RN, Staff Nurse, UNC REX Healthcare
Bonnie Edwards, RN, Staff Nurse, UNC REX Healthcare

- **Focus Area: Patient Experience Strategies and Best Practices**
Communication about medication can often be inconsistent. Additionally, patients can find it difficult to retain necessary information, which can lead to nonadherence, readmissions and morbidity. In this session, attendees will learn about a new model led by nurses to improve the quality and consistency of communication about medication. In addition to understanding how influential nursing partners and the full support of leadership can increase the effectiveness of an initiative, attendees will learn Lean process improvement steps that can improve the quality and experience of care.

SHADOW COACHING TO IMPROVE MEDICAL PRACTICE PERFORMANCE AND PATIENT EXPERIENCE
Joanne Skorupski, RN, BSN, LHRM, Manager, Risk Management and Patient Experience, BayCare Medical Group
Elan Melamed, PT, Director, Clinical Quality & Process Improvement, BayCare Medical Group

- **Focus Area: Patient Experience Strategies—Medical Practice, Ambulatory Settings**
Attend this session to learn how BayCare Medical Group created a Patient Experience Shadowing Program to help its medical practices optimize the care experience through the patient’s perspective. Presenters will discuss how to create buy-in with practice leaders, incorporate patient experience scores into the process, implement shadowing plans and launch post-shadowing education initiatives, with the goals of building partnerships among patients, families and care providers and fostering an environment conducive to developing a high-performing health care team.

CULTIVATING AND PRESERVING WORKPLACE CULTURE TO ACHIEVE SUCCESS
Ramona Basnight, MSN, RN, Nurse Manager, Operations, Duke Raleigh Hospital, DCI

- **Focus Area: Caregiver Engagement and Workplace Culture**
When its engagement and workplace culture survey results were below expectations, the Duke Cancer Institute at Duke Raleigh Hospital formed a work culture committee to address staff input. In this session, attendees will learn how this organization combined actionable components of communication, breakdown avoidance, accountability and engagement to form a framework that was integrated into daily practice. Attendees also will learn how these tools and steps can empower staff to quickly identify and resolve potential threats to engagement and workplace culture at their own organizations.

DEVELOPMENT AND IMPLEMENTATION OF A PAIN MANAGEMENT PROGRAM IN AN ACUTE CARE SETTING
Misty Curtiss, RN, BSN, MHA, Service Excellence Advisor, St. Vincent Healthcare
JoEllen Maurer, BPh, MHA, BCPS, Pharmacy Clinical Manager, St. Vincent Healthcare

- **Focus Area: Nursing Leadership**
At St. Vincent Healthcare, a patient-centered, interdisciplinary approach to providing inpatient pain management and palliative care has resulted in improved quality of care, increased patient safety and improved HCAHPS scores for pain management. With an emphasis on sustainability and hardwiring tools and processes throughout the organization, this session will focus on the development of interdisciplinary pain teams, staff education, care coordination and technology to improve outcomes related to pain management.

A MULTISPECIALTY PHYSICIAN GROUP’S TRANSPARENCY JOURNEY
Kim Croft, Manager of Service Excellence and Education, St. Elizabeth Physicians
Brian Schack, MD, Physician, St. Elizabeth Physicians

- **Focus Area: Physician Leadership**
During this session, the presenters will detail St. Elizabeth Physicians’ transparency journey, from internal transparency, to homegrown organizational-level reporting on its website, to public reporting of full provider-level star ratings and comments. In addition to outlining the steps they followed—development, prepublishation communication and review, regular dashboard oversight and provider comment review—the presenters also will share tips and lessons learned along the way.

CULTURE: THE CATALYST TO IMPROVE WORKFORCE COMMITMENT IN THE POST-ACUTE SETTING
Lois Bentler-Lampe, MS, RN-BC, CNO, VP Clinical Services, OSF Home Care Services
AJ Querciagrossa, RPh, MS, MBA, President, OSF Home Care Services

- **Focus Area: Patient Experience Strategies and Best Practices**
OSF Home Care leadership believes that engaged and aligned employees will influence key organizational results and metrics, and by improving employee engagement, key success metrics, such as patient experience and quality, will improve. In this session, speakers will present the tactics implemented to improve OSF Home Care’s culture, which influenced its workforce commitment score. In addition, they will explore the benefits of implementing cultural strategies centered on a Results Pyramid, Cultural Beliefs and Accountability tools. Tactics to engage employees also will be outlined.
CONFERENCE PRICING
Don’t Miss the Early Bird Registration Rate
Only $1,150 through Sept. 8, 2017
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ATTENDEE SUBSTITUTION
If you have registered for the conference and can no longer attend, you
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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 Thursday evening at The Wizarding
World of Harry Potter™ – Diagon Alley™ and New York 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.

WHO SHOULD ATTEND
Health care executives, including:
Chief Executive Officers, Chief Operating Officers, Chief Nursing
Officers, Chief Medical Officers, Chief Experience Officers, Chief
Marketing Officers, Chief Quality Officers, Chief Human Resources
Officers, Hospital Administrators and other leadership

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, Patient and Family Services or Advocacy,
Quality, Safety, Operations, Human Resources, Caregiver/Workforce
Engagement, Performance Improvement and Marketing

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

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$259/night plus taxes. Reservations must be made by Sept. 29, 2017.
Reserve Online

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To make your hotel reservation, book online or call (407) 239-4200. Be
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must be made by Sept. 29, 2017.

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
To make changes to your hotel reservation, please contact Enhanced
Group Reservations Center at 888-789-3090. Any cancellations made
72 hours 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
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
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For more information, call Mears Transportation at 800-759-5219.

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On-Site Parking Fee: $23.45 (daily) | Valet Parking Fee: $34.08 (daily)

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JUSTIFICATION LETTER
Conference is a valuable educational opportunity with more than 80 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.

AGENDA

Tuesday, Oct. 31
Registration..............................................4:30 – 7:00 p.m.
AACH Consulting Workshop.......................1:00 – 5:00 p.m.

Wednesday, Nov. 1
Registration, Preconferences & Workshops...............8:00 a.m. – 12:15 p.m.
Lunch......................................................11:15 a.m. – 12:15 p.m.
Welcome Remarks & Opening Keynote: Robin Roberts........12:30 – 2:15 p.m.
Networking and Innovation Break...............2:15 – 4:15 p.m.
Breakout Sessions...................................2:45 – 4:15 p.m.
Break......................................................3:45 – 4:00 p.m.
Breakout Sessions...................................4:00 – 5:00 p.m.
Networking & Innovation Break...............5:00 – 5:30 p.m.
Welcome Reception: Orlando World Center Marriott.........5:30 – 7:00 p.m.

Thursday, Nov. 2
Breakfast..................................................7:30 – 8:30 a.m.
Leadership Panel and Keynote:
Dr. Atul Gawande ........................................8:30 – 10:30 a.m.
Networking and Innovation Break...............10:30 – 11:00 a.m.
Breakout Sessions....................................11:00 a.m. – Noon
Lunch......................................................Noon – 1:30 p.m.
Breakout Sessions.................................1:30 – 3:30 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.........................................................7:00 p.m.
The Celebration.......................................7:30 – 10:30 p.m.
The Wizarding World of Harry Potter™ – Diagon Alley™ and New York at Universal Orlando Resort™

Friday, Nov. 3
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/Box Lunch Pick-Up..................Noon

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