For more than fifty years, General Colin L. Powell, USA (Ret.) has devoted his life to public service. Having held senior military and diplomatic positions across four presidential administrations, Powell’s deep commitment to democratic values and freedom has been felt throughout the world.

The son of Jamaican immigrants, Powell was born in Harlem in April 1937 and was raised in the South Bronx. He was educated in the New York City public schools and after graduating from Morris High School attended the City College of New York where he earned a Bachelor of Science degree in Geology. He received a commission as an Army second lieutenant upon graduation in 1958 and went on to serve in the United States Army for 35 years, rising to the rank of Four-Star General.

From 1987 – 1989 Powell served as President Ronald Reagan’s National Security Advisor. He served from 1989 – 1993 as Chairman of the Joint Chiefs of Staff for both President George H.W. Bush and for President Bill Clinton, and was not only the youngest officer and first ROTC graduate to ever serve in the position but also was the first African American to do so. During his time as Chairman, he oversaw 28 crises to include the Panama intervention of 1989 and Operation Desert Storm in the victorious 1991 Persian Gulf War.

Under President George W. Bush, Powell was appointed the 65th Secretary of State and was unanimously confirmed by the U.S. Senate. As Secretary of State, he led the State Department in major efforts to address and solve regional and civil conflicts. He used the power of diplomacy to build trust, forge alliances and then help transform these unstable regions into areas where societies and cultures have the potential to prosper.

Among the many U.S. Military awards and decorations Powell has received are the Defense Distinguished Service Medal (with 3 Oak Leaf Clusters), the Army Distinguished Service Medal (with Oak Leaf Cluster), Defense Superior Service Medal, Legion of Merit (with Oak Leaf Cluster), Soldier’s Medal, Bronze Star Medal and the Purple Heart. His civil awards include two Presidential Medals of Freedom, the President’s Citizens Medal, the Congressional Gold Medal and the Secretary of Energy Distinguished Service Medal.

His autobiography, My American Journey, was a best seller and has been published in more than a dozen different languages. Powell’s second book, It Worked for Me (May, 2012), was an instant New York Times best seller and reveals the lessons that shaped his life and career.

Powell is married to the former Alma Vivian Johnson of Birmingham, Alabama. They live in McLean, Virginia and have three children and four grandchildren.
Peter Pronovost is an internationally acclaimed leader in patient safety, devising life-saving clinical practices that are yielding dramatic improvements in hospitals across the United States and around the world. He also is a successful leadership innovator, developing ways to motivate health care professionals to change the culture of their institutions in ways that reduce medical errors and hospital-acquired infections.

As one of his most notable contributions, he introduced an intensive care checklist protocol that saved 1,500 lives and $100 million in Michigan during its first 18 months. Dr. Pronovost (with coauthor Eric Vohr) published a book on patient safety titled Safe Patients, Smart Hospitals: How One Doctor’s Checklist Can Help Us Change Health Care from the Inside Out.

He has received a MacArthur Fellowship, commonly known as a “genius grant,” for his work and was named one of the world’s “most influential people” of 2008 by TIME magazine.

In April 2012, Dr. Pronovost was named recipient of ABMS’ first Health Care Quality and Patient Safety Award. This award “recognizes extraordinary national or international contributions to the fields of quality and patient safety”.

Dr. Pronovost was named Director of the newly formed Armstrong Institute for Patient Safety and Quality at Johns Hopkins. Through a $10 million gift from C. Michael Armstrong, the institute will focus on eliminating preventable harm for patients.

Peter J. Pronovost, MD, PhD is a practicing anesthesiologist and critical care specialist physician at Johns Hopkins Hospital and a researcher and professor at Johns Hopkins University. He is a Professor in the School of Medicine in the Departments of Anesthesiology and Critical Care Medicine, and Surgery. He also is a Professor in the Bloomberg School of Public Health (Dept. of Health Policy and Management) and in the School of Nursing.

He is the author of more than 200 articles and chapters in the fields of patient safety, ICU care, quality health care, evidence-based medicine, and the measurement and evaluation of safety efforts.
Our gala celebration fills seven different venues and spills out into the streets of Universal CityWalk® at Universal Orlando® Resort. Take a journey through the cantinas, street carts, and markets of Mexico City for a real taste of old Mexico at Antojitos Authentic Mexican Food. Share in a one-of-a-kind celebration of music and culture with artifacts, photos, and video clips from the legendary career of the king of reggae at Bob Marley—A Tribute to Freedom™. Mingle around multiple bars and explore three themed lounges—the futuristic Blue Room, the sultry Red Room, and the 70’s cool Green Room – at the groove™ nightclub. Enjoy the laid back island attitude of music legend Jimmy Buffett along with décor and themed bars inspired by some of his most popular songs at Jimmy Buffett’s® Margaritaville®. Celebrate at Pat O’Brien’s® where it’s Mardi Gras 365 days a year. Enjoy the trendy, tropical cool of Orlando’s hottest ultra-lounge at Red Coconut Club®. And take the stage or kick back in plush, oversized booths at CityWalk’s Rising Star karaoke club. It’s an entire evening of street party excitement—and it’s all yours!

Admission to the gala is included in the conference attendee’s registration fee. Guest passes are available for $125 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.

2015 Press Ganey National Client Conference Gala Celebration
Wednesday, Nov. 11 | 7:00 – 10:00 p.m.

Celebrating 30 Years Partnering with Health Care Providers to Transform the Patient Experience
Innovation Pavilion

The Innovation Pavilion is a great place to meet and speak with Press Ganey staff and subject matter experts if you have questions about any of the solutions you are currently using, or want to learn more about those that you aren’t. You’ll see demonstrations of recent enhancements and preview what we’re developing for 2016. Learn more about our consulting division, and the latest Press Ganey innovations that help you drive improvements in staff engagement, accelerate transparency initiatives, and enhance the delivery and quality of leading, patient-centered care.

You’ll also have an opportunity to win complimentary hotel accommodations and conference registration for the 2016 National Client Conference. Details will be available onsite.

HOURS
Tuesday: 9:00 a.m. – 4:00 p.m.
Wednesday: 7:30 – 8:30 a.m.
10:00 – 11:45 a.m.
1:15 -5:15 p.m.
Thursday: 8:00 – 11:00 a.m.

In addition to the hours above, we’ve built time into the daily agendas with 30-minute Innovation Breaks to give you more opportunities to visit.

*Note: Hours are subject to change. Please check on-site materials for confirmation of hours.

Preconference

To facilitate networking and best-practice sharing for groups that face unique challenges, Press Ganey offers preconference meetings on Tuesday morning that focus on topics and issues specific to:
- Academic medical centers and major teaching hospitals
- Medical practices
- Small community and rural hospitals
- Pediatrics
- Nursing

Meet and connect with peers at a preconference session to make it easy to network throughout the event.

SCHEDULE
AMC Preconference
Tuesday, 7:00 a.m.–12:30 p.m.

Preconference Meetings for other specialties/groups
Tuesday, 10:00 a.m.–12:30 p.m.

Register for these optional sessions when you register for the conference. Registration fee for AMC Preconference is $119; the fee for the Preconference Meetings is $69.

For full details, including speakers and agendas, visit pressganey.com/conference.

Continuing Education Credits

ACHE: Press Ganey is authorized to award 9 hours of 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 Category 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 of Healthcare Quality for CPHQ CE credit.

Nursing: Information regarding nursing contact hours will be available in August. If you have questions, please contact conference@pressganey.com.
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.

- **Driving Successful Patient Experience Strategies-Acute Care**
  This focus area concentrates on three key imperatives for creating sustainable performance improvement within the acute care setting: capturing the voice of every patient, developing deeper insights and deploying targeted improvement programs. Leading client organizations will present new approaches to driving improvement that attendees can implement within their organizations.

- **Driving Successful Patient Experience Strategies-Medical Practice/Ambulatory Settings**
  This focus area concentrates on three key imperatives for creating sustainable performance improvement within medical practice and ambulatory care settings: capturing the voice of every patient, developing deeper insights and deploying targeted improvement programs. Leading client organizations will present new approaches to driving improvement that attendees can implement within their organizations.

- **Engaging Caregivers in a Patient-Centered Culture**
  Cultivating a strong organizational culture is the gateway to reducing stress for caregivers and suffering for patients. An organization's relationships with its employees and clinicians are critical to creating a culture that drives positive patient experiences, optimal clinical outcomes and solid financial performance. Building a strong culture begins with engaging critical stakeholders. These sessions will share best practices to help you develop an engaged workforce.

- **Delivering Compassionate, Connected Nursing Care**
  Nursing and nursing leadership play pivotal roles in advancing the industry focus on reducing patient suffering and improving the patient experience. Learn how nursing leaders are introducing innovative strategies to support frontline care givers, and explore unique aspects of the nursing role and nurses’ substantial influence on the patient experience.

- **Inspiring Physician Leadership and Effectiveness**
  As performance mandates continue to evolve, building physician engagement is pivotal to achieving success. The transparency movement to publish online physician ratings and patient experience scores adds complexity and underscores the critical nature of understanding the physician perspective to improve performance. These sessions will focus on building a culture where physicians collaborate and drive the patient experience. Learn tactics and strategies to actively engage and partner with physicians.

- **Building Clinical Quality, Safety and Reliability**
  Exceptional performance on quality measures and clinical outcomes is essential to achieve safe, high quality and efficient care - and both components are integral to the overall patient experience. Continuous refinement of processes will improve outcomes and reduce patient suffering. Explore this focus area to learn best practices for measuring and improving reliability in your clinical processes, quality measures and safety outcomes.

- **Exploring CAHPS & Regulatory Requirements**
  CAHPS programs continue to impose new requirements and metrics that demand improved quality, efficiency and overall value of the care. This focus area concentrates on upcoming regulations, and strategies to help your organization prepare and succeed within this changing and challenging environment.

- **Press Ganey Innovation**
  Hear the latest thinking and innovations from Press Ganey leaders with a focus on the framework, analytics and clinical strategies to measure, understand and reduce patient suffering to drive performance improvement. In addition to executive presentations on safety, caring for the caregiver and empathic care as a competitive advantage, find sessions that provide in-depth instruction on leveraging Press Ganey tools and resources to increase efficiency and effectiveness.

- **Special Topic Forums**
  Join your peers in exploring topics specific to unique patient populations. These limited seating special forums assist attendees in focusing their discussions and facilitate networking with those of similar interests. Forums are available for Dental Services, Home Health, and Advanced Analytics. Join for an entire series or just one session to explore these focused topics.
Tuesday, Nov. 10  2:15–3:30 p.m.

TUESDAY, NOV. 10

Registration .......................................................... 7:00 a.m.–12:30 p.m.
Lunch ................................................................. 11:30 a.m.–12:30 p.m.
Welcome Remarks, Patrick T. Ryan, CEO and Moderated CEO Panel .................. 12:45–2:00 p.m.
Break ............................................................... 2:00–2:15 p.m.
Breakout Sessions ............................................. 2:15–3:30 p.m.
Break ............................................................... 3:30–3:45 p.m.
Breakout Sessions ............................................. 3:45–4:45 p.m.
Evening Keynote Speaker
General Colin L. Powell, USA (Ret.) .................. 5:30–6:30 p.m.
Welcome Reception ........................................... 6:30–8:00 p.m.

2:15–3:30 p.m.

IMPROVE QUALITY AND REDUCE READMISSIONS THROUGH BEST PRACTICES
Ann E. Doran, MHSM, MPA, CPHRM, CPHQ, Vice President, Quality Management, Auburn Community Hospital
Tammy Sunderlin, RN, MSN, MBA, Vice President of Nursing, Auburn Community Hospital

- Building Clinical Quality, Safety and Reliability

Value-based purchasing has brought heightened focus to every aspect of a hospital’s performance. Hear how quality and nursing leaders at Auburn Community Hospital overcame obstacles to improve process of care scores from one of the lowest deciles to the 90th decile in a two-year time span. The implementation of physician-led performance improvement teams and evidence-based practices led to improved performance scores, which directly correlated to a decrease in overall readmission rates and length of stay. Learn the strategies and tactics used to achieve this exceptional performance.

FROM THE BED TO EMBEDDED
Redge Hanna, Corporate Director, Service Performance, Emory Healthcare

- Driving Successful Patient Experience Strategies (Acute Care)

An increasing number of organizations have incorporated the principles of patient- and family-centered care as part of their culture and operations. Learn how Emory Healthcare initiated a Patient Family Advisor program to gain additional insights into the patient and family experience. In this session, attendees will recognize the importance of the patient and family perspective and will learn strategies for maintaining effective partnerships to improve the quality of care delivered.

IMPROVING PHYSICIAN PATIENT SATISFACTION SCORES IN CARDIOLOGY: ACTIONS LEAD LOUDER THAN WORDS
Randall Hutchison, MBA, Director, Patient Experience, Geisinger Health System
Dr. Greg Burke, MD, CEO, Geisinger Health System
- Driving Successful Patient Experience Strategies (Medical Practices & Ambulatory Settings)

This session will focus on the approach used to improve individual physician patient satisfaction scores in the cardiovascular service line within the Geisinger Health System. Presenters will highlight the significance of active physician leadership with special emphasis given to the specific actions that increased the success rate of this project. The session will detail all aspect of the approach, including initial planning, goal setting, training, coaching, and results.

YOU ONLY THOUGHT YOU KNEW THE “WHY” BEHIND HOURLY ROUNding
Lyn Ketelsen, MBA, RN, VP, Chief Patient Experience Officer, HCA
- Delivering Compassionate Connected Nursing Care

Although hourly rounding improves quality, safety and patient satisfaction, those outcomes are not the origin of this practice. In this session, attendees will discover the research behind hourly rounding and the key factors to a successful hourly rounding strategy.

DRIVING TO A CULTURE OF SAFETY IN THE ACUTE CARE AND OUTPATIENT SETTINGS
Heidi Alpert, RN, MSN, Senior Clinical Director
Albert Santos, RN, MSN, Director of Inpatient Services
Beth Israel Deaconess Hospital Needham
- Engaging Caregivers in a Patient-Centered Culture

Low performance scores can be a catalyst for innovative change. In 2013, extremely low safety culture and engagement scores at Beth Israel Deaconess Hospital Needham drove a call to action to address key cultural deficiencies and led to the implementation of initiatives focused on employee engagement, leadership accountability and improving the patient experience—including a service excellence program called “Driving to Always.” Nicknamed DRIVE by staff, this initiative used Press Ganey’s top box score of “Always” as a measure of success. In this session, attendees will hear the details of this program and how it stimulated positive safety culture changes across the organization.

VITAL CAHPS UPDATES FOR HOSPITAL LEADERS
Jodie Cunningham, Vice President, Public Reporting & Policy, Press Ganey
Kimber Abair, Director, Acute Services, Press Ganey
- Exploring CAHPS & Regulatory Requirements

The number of patient experience surveys required by regulatory mandate continues to increase dramatically. Our presenters will provide the latest updates on HCAHPS, ED CAHPS and the Outpatient & Ambulatory Surgery CAHPS surveys. 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, as well as a clear understanding of what actions other hospitals are taking to prepare.

REGISTER ONLINE AT CONFERENCE.PRESSGANNEY.COM
HIGH-IMPACT PROVIDER IMPROVEMENT TRAINING USING VIDEO SIMULATION
Donald Berlin, MD, FACEP, Vice Chair, Department of Emergency Medicine, Johns Hopkins Medicine, Howard County Hospital
Arjun Chanmugam, MD, MBA, FACEP, Vice-Chair of Health Care Transformation, Johns Hopkins School of Medicine, Department of Emergency Medicine

- Inspiring Physician Leadership and Effectiveness

Video simulation is an innovative and engaging way to deliver patient-experience training. This session will detail the multi-faceted approach and methods utilized in provider training, including how to overcome cultural barriers and the use of proctors to facilitate self- and peer-critique. Presenters will discuss how self-critique helped providers at Johns Hopkins discover how relevant and useful the formal approach to the patient experience is in promoting appropriate behaviors and strategies. Attendees will hear about a methodology that features collaboration with leadership, provides science in a relevant and applicable way and incorporates a framework supported by teaching tools, feedback, accountability and ongoing education to support a patient- and family-focused care model.

IMPROVEMENT PORTAL FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Heather Reed, CPHQ, Instructional Design Project Manager, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

- Press Ganey Innovation

In this session, attendees will learn how to set up and use the most popular features of Press Ganey’s Improvement Portal®. Press Ganey experts will demonstrate how to navigate through the tool while participants follow along on their own computers (provided). Press Ganey Patient Experience Advisors will be on hand to answer questions and help you optimize the learning experience.

THE KEY TO EXTERNAL TRANSPARENCY: START WITH INTERNAL TRANSPARENCY, ACCEPTANCE AND TRUST
Anthony Vastardis, MBA, CEO, Dental Associates Family & Specialty Care LLC

- Special Topic Forums

With the proliferation of online reviews and rating systems for nearly every product and service available, patients expect the same to be true for health care, and often seek online resources for accessing opinions, ratings and comments about care providers. The challenge with most online rating systems is ensuring the validity of the opinions being shared. Dental Associates embarked on a journey to share their Press Ganey data to ensure that current and prospective patients would have access to reliable and scientifically valid performance data for providers. This session will discuss the numerous steps taken internally to gain trust and acceptance of the external transparency process among their dentists. Attendees will learn Dental Associates’ process for engaging providers in their journey to transparency and online reporting of performance data.

3:45–4:45 p.m.
CUSTOMIZED HOURLY Rounding TO IMPROVE BEHAVIORAL HEALTH PATIENT EXPERIENCE
Timothy McGarvey, MSN, LMSW, RN, Director of Nursing Operations, NewYork-Presbyterian Hospital, Westchester Division and Payne Whitney Manhattan
Tena Vizner PT, MS, MBA, Patient Centered Care Specialist, NewYork-Presbyterian Hospital, Westchester Division and Payne Whitney Manhattan

- Delivering Compassionate Connected Nursing Care

Behavioral health patients often feel isolated in their suffering. For this reason, a customized approach to hourly rounding, one focused on making an emotional connection with patients rather than on a standard supply check, is necessary. A customized approach allows staff to actively seek out psychiatric patients and provide more therapeutic conversations. In this session, attendees will learn best practices to coach employees through empathetic conversations to achieve patient-centered care in the psychiatric setting, improve the patient experience and increase front-line staff engagement.

BOTH SIDES OF THE BEDSIDE: THE EXPERIENCE FROM THE ORGANIZATION AND PATIENT PERSPECTIVES
Sheila Bystrak, RN, MSN, NEA-BC, COO and Chief Surgical Services Officer, Orlando Health—Winnie Palmer Hospital
Melissa Dobereiner, Patient Experience Advisor, Press Ganey

- Driving Successful Patient Experience Strategies (Acute Care)

Best practices are relatively easy to identify but can be difficult to implement. Caregiver interactions, nonclinical staff performance and discharge experience are all areas Winnie Palmer Hospital has actively sought to improve. Did patients experience these improvements? Listen to the story of a Press Ganey patient experience advisor who became a patient and her firsthand experience of an effective implementation of compassionate, connected care.

BUILDING A COMPASSIONATE HEALTH CARE SYSTEM: ONE INFUSION AT A TIME
Mark Rosenberg, MD, Director, Compassion Program
Becca Hawkins, Director, Compassion Program
Providence Health & Services

- Driving Successful Patient Experience Strategies (Acute Care)

Research demonstrates enhancing compassion increases productivity and employee engagement and reduces the likelihood of burnout, attrition and medical errors. This session will explore a set of “compassion infusions,” including leadership-focused compassion conversations (how to safely facilitate sharing of suffering with colleagues), compassion affinity groups (demonstrating the power of bringing motivated employee volunteers together in service to others) and interdepartmental conversations (bringing together diverse groups, such as food services and physicians to talk together about the shared meaning and challenges of their work). Attendees will have the opportunity to share compassion initiatives from their home institutions.

EARLY BIRD REGISTRATION RATE—ONLY $1125 THROUGH SEPT. 10
AMBULATORY CARE COORDINATION FOR HIGH RISK PATIENTS: A NEW STANDARD OF CARE
Lisa Wichmann, RN, BSN, MS, ACM, NC-BC, Nursing Director, Ambulatory Care Coordination, Brigham and Women’s Hospital
Rose M. Kakoza, MD, MPH, Assistant Medical Director, Integrated Care Management Program, Brigham and Women’s Hospital

- Driving Successful Patient Experience Strategies (Medical Practices & Ambulatory Settings)

The Integrated Care Management Program is a primary care multidisciplinary program led by a nurse care coordinator to improve the health of high-risk patients and reduce overall costs through proactive care coordination and management. This session will illustrate how a pilot to improve care for high-risk patients achieved impressive results and became an ambulatory standard of care at Brigham and Women’s Hospital and its larger parent organization, Partner’s Health Care, in Boston.

BUILDING AND SUSTAINING A GREAT PLACE TO WORK
Ken Applegate, SPHR, Director, HR, Southern Ohio Medical Center
Vicki Noel, Vice President, Human Resources and Organizational Development, Southern Ohio Medical Center

- Engaging Caregivers in a Patient-Centered Culture

This session will focus on the hardwired processes that have produced exceptional results in employee engagement and helped Southern Ohio Medical Center build and sustain a great place to work. The presentation will focus on two key processes: using data from the Press Ganey employee engagement survey to guide success and the SOMC “Net Contribution” process, which was developed to ensure the system’s team of employees is consistently made up of positive performers and to manage employees who are not making a positive contribution to the mission of the organization.

BUILDING A PATIENT-CENTERED HOSPITALIST CULTURE
Suparna Dutta, MD, MPh, Hospitalist, Rush University Medical Center
Francis Fullam, Senior Director Marketing Research, Rush University Medical Center
Kathryn Bogey, Patient Experience Consultant, Rush University Medical Center

- Inspiring Physician Leadership and Effectiveness

Through several hospital-wide initiatives, Rush University Medical Center has improved HCAHPS scores for hospitalists’ communication from the 10th national percentile in 2009 to regularly achieving higher than the 50th percentile in most quarters in 2015. Attendees will learn how to identify what intrinsically motivates hospitalists to create a cultural change, how benchmarking to other hospitalist programs supports the effort, and the sustainability of this physician-led initiative as new hospitalists enter the culture. The presentation will provide examples of face cards and auditing tools used to provide individual physician feedback, the details of creating a patient simulation laboratory, and Rush’s physician communication guidelines. Attendees will also receive a video created by a hospitalist for other physicians about how to improve patient communication.

IMPROVEMENT PORTAL FEATURES EVERYONE SHOULD USE
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- Press Ganey Innovation

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COMPETING IN THE NEW HEALTH CARE MARKETPLACE BY CREATING AN EPIDEMIC OF EMPATHY
Thomas H. Lee, MD, Chief Medical Officer, Press Ganey

- Press Ganey Innovation

Health care is undergoing a period of unprecedented turmoil; however, key strategic themes for providers are increasingly clear. A new health care marketplace is emerging, driven by competition on value—in other words, efficiently and effectively meeting patients’ needs. Organizing health care delivery around patients’ needs and reducing their suffering must be at the core of the strategic response to this marketplace. Dr. Lee will discuss the dynamics of the new marketplace, and how providers can not only compete, but thrive, in it.

GOING TRANSPARENT WITH THE PATIENT EXPERIENCE JOURNEY IN DENTISTRY
Kristen Simmons, RDH, MHA, COO, Willamette Dental Group
Philip Mills, DMD, Managing Dentist, Willamette Dental Group

- Special Topic Forums

In this session, presenters will discuss the ways patients share information about their experiences, why this is relevant to dentistry and health care, and why culture is an important consideration in strategic planning. Participants will learn how to develop a tangible plan for implementation and change management and, using the Delphi technique, they will participate in a collaborative exercise to identify best practices and recommendations to start the transformational journey to patient-centered connected care.

WELCOME RECEPTION
TUESDAY, NOV. 10, 6:30 – 8:00 P.M.
ORLANDO WORLD CENTER MARRIOTT RESORT
GATHER POOLSIDE TO ENJOY HEAVY HORS D’OEUVRES AND COOL BEVERAGES WITH COLLEAGUES AND FRIENDS, OLD AND NEW.

REGISTER ONLINE AT CONFERENCE.PRESSGANEOY.COM
ENGAGEMENT AND PATIENT EXPERIENCE

THE “POWER OF ONE” CULTURE: CREATING A LAUNCHING PAD FOR ENGAGEMENT AND PATIENT EXPERIENCE
Carol Ross-Spang, Senior Vice President, Human Resources, Methodist Le Bonheur Healthcare
Don Hutson, Senior Director, Organizational Effectiveness, Development and Training, Methodist Le Bonheur Healthcare

● Engaging Caregivers in a Patient-Centered Culture
Methodist Le Bonheur Healthcare believes in a “Power of One” culture that reflects the power each associate has to make a difference. In this session, attendees will learn how Methodist Le Bonheur Healthcare mined its engagement data to influence an aggressive culture-building journey, and the impact the journey has had on associate engagement and patient experience. With a four-year goal of reaching the 90th percentile in the Press Ganey engagement database, the organization set forth on its journey in 2010 and has relied on actionable engagement data and goal-setting information to identify areas in need of improvement.

USING SOCIAL MEDIA TO CREATE A DIALOGUE IN THE MARKETPLACE
Lee Aase, Director, Center for Social Media, Mayo Clinic
Patricia Cmielewski, Chief Marketing Officer, Press Ganey

● Driving Successful Patient Experience Strategies (Acute Care)
While many health care organizations have used social media for marketing and promotion, the greater potential impact is in its strategic application throughout the organization. Presenters will discuss how online conversations can affect an organization’s brand and reputation, how to ensure the reflection is a positive one, and how to use social media to enhance the patient experience and contribute to quality of care.

CAROLINA CARE®: IMPLEMENTATION OF A THEORY-DRIVEN CARE DELIVERY MODEL ACROSS A HEALTH CARE SYSTEM
Mary Tonges, PhD, RN, NEA-BC, FAAN, Senior Vice President and CNO, Suzanne Herman, MSN, RN, System Director, External Affairs
Megan McCann, MSN, RN, NE-BC, Director, Cancer Services University of North Carolina Hospitals
Joel Ray, MSN, RN, NE-BC, VP Patient Care Services/CNO, Rex Healthcare

● Delivering Compassionate Connected Nursing Care
This session will feature the Carolina Care® Model developed at UNC Hospitals to enhance the patient and family experience by transforming cultural norms. Presenters will provide an overview of Carolina Care®. The model has been adopted across the eight-hospital UNC Health Care system throughout North Carolina and has resulted in a substantive improvement in patient experience as measured by HCAHPS and Press Ganey scores.

CLEVELAND CLINIC ED EXPERIENCE
Carmen Kestranek, MBA, Senior Director, Cleveland Clinic
Stephen Meldon, MD, Site Director, Emergency Department Main Campus, Cleveland Clinic
James Bryant, MSN, RN, CNO, Emergency Services, Cleveland Clinic Health System
Greg Horvath, RN, Manager, Patient Experience, Cleveland Clinic

● Driving Successful Patient Experience Strategies (Acute Care)
In 2013, during the course of routine leader rounds, Dr. Delos “Toby” Cosgrove, President and CEO of Cleveland Clinic asked emergency department (ED) leaders how they ensure a uniform experience for patients across the system’s 15 EDs. This single question launched a process to transform and improve how care is delivered and coordinated for patients. In this panel discussion, ED leaders from Cleveland Clinic will reflect on the transformation and the importance of multidisciplinary participation in the development of behavioral and communication standards.

INVOLVING AND EVOLVING: ENGAGING PHYSICIANS TO THE PATIENT EXPERIENCE
Rodney Tucker, MD, MIMM, CXO, UAB Health System; Chris Brainard, MSHA, FACHE, Director, Organizational Excellence and Patient Experience, UAB Health System

● Inspiring Physician Leadership and Effectiveness
Physician involvement is critical to improving the patient experience in any health care organization. In this session, presenters will discuss how a large and complex health care system engaged physicians, enhanced the voice of their patients, and created a system-wide improvement platform. Presenters will detail their journey and the critical strategies that led to their success. Attendees will learn how this approach helped to evolve their culture and improve patient experience outcomes.

AWARDS LUNCH
WEDNESDAY NOV. 11, 11:45 A.M. – 1:15 P.M.
Join us at this special luncheon as we announce and congratulate the 2015 Press Ganey award recipients.
Wednesday Nov. 11  10:30–11:30 a.m.

INNOVATIVE SOLUTIONS FOR NURSING STAFF RATIOS
Rebecca Hitchcock, MSN, MBA, RN, NE-BC, Director of Nursing
Patrick Baker, MHA, MA, BSN, RNVP, Patient Care Services & CNO
Kevin J. Joseph, MD, MBA, FACHE, President and CEO
West Chester Hospital

- Building Clinical Quality, Safety and Reliability
Supported by the contingency approach to leadership, which emphasizes that the effectiveness of leadership depends on leaders adapting their management style to fit the situation, West Chester Hospital transitioned to a new nurse staffing model. Leaders adopted an innovative approach that promotes critical thinking and flexibility, and empowers charge nurses to optimize nurse-patient ratio assignments. Gain insight into how this strategy helps manage patient volumes and optimize patient-centered care.

INVoLING AND EVOLVING: ENGAGING PHYSICIANS TO ENHANCE THE PATIENT EXPERIENCE
Rodney Tucker, MD, MMM, Chief Experience Officer, UAB Health System
Chris Brainard, MSHA, FACHE, Director, Organizational Excellence and Patient Experience, UAB Health System

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- Press Ganey Innovation
In this session, attendees will learn how to set up and use the most popular features of Press Ganey’s Improvement Portal®. Press Ganey experts will demonstrate how to navigate through the tool while participants follow along on their own computers (provided). Press Ganey Patient Experience Advisors will be on hand to answer questions and help you optimize the learning experience.

SIGNIFICANT INCREASE: AN INTRODUCTION TO THE STATISTICS OF PATIENT EXPERIENCE
Kristopher Morgan, PhD, Manager, Health Care Metrics, Press Ganey

- Press Ganey Innovation
This popular session reviews 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 easy and memorable. 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 colleagues.

CASE MANAGEMENT FOR CHANGE IN HOME HEALTH: A RADICAL NEW CARE DELIVERY MODEL
Lois Bentler-Lampe, MS, RN-BC, CNO & Vice President Clinical Operations, OSF Home Care Services
Stacy Ragogna, RN BS, Director of Home Health, OSF Home Care Services
A.J. Querciagrossa, RPh, MS, MBA, President and CEO, OSF Home Care Services

- Special Topic Forums
Presenters from OSF Home Health will discuss how the system embraced the challenge of accountable care—particularly around the shift to coordinated care and improved care transitions—and also addressed high costs and low home health referral capture rates among ACO patients. OSF upended its longtime case management model and was able to make significant progress across multiple fronts within one year, including significantly improved patient satisfaction performance with sustained upward trends, enhanced nursing continuity and reduced 30-day readmission rates. Attendees will learn how to provide new experiences to improve morale, culture and patient experience outcomes at a lower cost.

1:30-2:30 p.m.

CREATING A CULTURE OF CARING AT HENRY FORD HEALTH SYSTEM
Vanessa Mona, Manager, Customer Engagement, Henry Ford Health System
Gwen Gnam, RN, MSN, Chief Nursing Officer and VP of Patient Care Services, Henry Ford Hospital
Josephine Wahl, MS, RN, NE-BC, FACHE, Vice President, Chief Nursing Officer, Henry Ford Hospital

- Delivering Compassionate Connected Nursing Care
While the concept of suffering can be a difficult one to confront, Henry Ford Hospital has made it their goal to acknowledge and minimize patient suffering through consistent caring behaviors using their Culture of Caring model. The model takes HFHS staff through a unique framework of communication focused on delivering consistent behaviors to every patient and family when they are in the team’s care. Building this strong communication and behavioral framework allows the health system to bridge the clinical, operational, cultural and behavioral aspects of the patient experience.

JOURNEY TO EXCEPTIONAL EMERGENCY DEPARTMENT PATIENT EXPERIENCE THROUGH TRANSFORMATIONAL CHANGE
Maribeth Woitas, RN, BSN, Director, Emergency and Trauma Services, Fairview Southdale Hospital
Mike Fasbender, Manager, Emergency Department, Fairview Southdale Hospital
Eric Joncas, Supervisor, Emergency Department, Fairview Southdale Hospital

- Driving Successful Patient Experience Strategies (Acute Care)
As the “front door” to hospitals, the emergency department has a critical impact on the entire organization. In this session, presenters will discuss how Fairview Southdale Hospital utilized a transformational change model, compelling vision and robust tactical roadmap to drive improvement and rise from the 43rd to the 93rd percentile national rank.

REGISTER ONLINE AT CONFERENCE.PRESSGANEY.COM
AN INNOVATIVE APPROACH TO IMPROVING THE HOSPITAL PATIENT EXPERIENCE
Viviane Kempen, Coordinator, Strategic Alliance Development, North Shore-LIJ Forest Hills Hospital
Rita Mercieca, CEO, North Shore-LIJ Forest Hills Hospital
Doreen O’Grady, CNO, North Shore-LIJ Forest Hills Hospital
Stephanie Grubczak, Labor Facilitator, North Shore-LIJ Forest Hills Hospital
● Driving Successful Patient Experience Strategies (Acute Care)

Emerging technology increasingly is used to encourage dynamic connections with patients and help organizations achieve their patient experience goals. Forest Hills was the first hospital in the NSLU Health System to utilize the Press Ganey Point of Care Solution as part of its overall patient experience strategy. Learn about key steps Forest Hills took in adopting the Point of Care application and how this interactive technology provided Forest Hills with an effective, real-time patient feedback system.

PATIENT EXPERIENCE IS ALL ABOUT THE TEAM
Jeffrey Oyler, MD, FACP, Chief of Emergency Medicine Services, Piedmont Atlanta Hospital
Susan Osborne, RN, MSN, MBA, Chief Experience Officer, Service Excellence Coaching, LLC, Piedmont Atlanta Hospital
● Inspiring Physician Leadership and Effectiveness

In this session, attendees will learn how Piedmont Atlanta Hospital ED improved its overall patient perception of care from the 11th percentile to the 81st percentile during a two-year period. In 2011, the hospital’s patients were not satisfied with the care that was being provided. Leadership realized that improvement had to start in the ED—the “front door” to the hospital—and took steps to get everyone on board with a focus on ownership and accountability. Hospital leaders will present their roadmap to success and the tools they used to hardwire the change, including use of Lean management principles, the development of behavioral standards/expectations for staff and clinicians, staff involvement in redesign of rooms and process, ongoing coaching, celebrating wins and implementing discharge calls.

FOUR PART HARMONY: A SYSTEM APPROACH TO ENGAGEMENT AND PATIENT MEASUREMENT
Mary Beth Hardy, System Director, Experience of Care, Trinity Health
Kelly Putnam, Director, Culture Change and Engagement, Trinity Health
Ashley Guidroz, Lead Consultant Culture Change and Engagement, Trinity Health
● Engaging Caregivers in a Patient-Centered Culture

The merger of Catholic Health East (CHE) and Trinity Health provided the opportunity to rethink organizational goals related to employee engagement, safety culture, physician engagement and patient experience initiatives. The system’s journey was rooted in creating a uniform Trinity Health experience for colleagues, physicians and patients. Bringing together key stakeholders with different views and experiences created a rich learning environment and a foundation for future collaboration. The consolidated approach delivered cost savings, an integrated data story, simplified action planning and improvement.

OWNING THE CONVERSATION: BUILDING PATIENT TRUST AND BRAND INTEGRITY THROUGH PERFORMANCE TRANSPARENCY
Speaker to be announced.
● Driving Successful Patient Experience Strategies (Medical Practices & Ambulatory Settings)

With the trend toward consumerism in health care, data transparency in the form of posting online physician reviews has become a strategic priority for many executives. Transparency ensures an objective “rating” of the provider experience and improves physician engagement and accountability, to drive rapid performance improvement, enhanced brand integrity and market position. This session will explore ways in which transparency is creating a patient-focused culture and driving improvement in health care.

IMPROVEMENT PORTAL FEATURES EVERYONE SHOULD USE
Nick Sorg, CPHQ, Manager of Training and Education, Press Ganey
Heather Reed, CPHQ, Instructional Design Project Manager, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey
● Press Ganey Innovation

In this session, attendees will learn how to set up and use the most popular features of Press Ganey’s Improvement Portal®. Press Ganey experts will demonstrate how to navigate through the tool while participants follow along on their own computers (provided). Press Ganey Patient Experience Advisors will be on hand to answer questions and help you optimize the learning experience.

EVOLVING THE PATIENT EXPERIENCE: MOVING TO A SAFER AND MORE RELIABLE HEALTH CARE SYSTEM
James Merlino, MD, President and Chief Medical Officer, Strategic Consulting, Press Ganey
● Press Ganey Innovation

Patient safety and patient experience have evolved and made their way to the top of hospital and health care leaders’ strategic agendas. To reduce patient suffering and improve the patient experience, health care providers must deliver safe, high-quality care in an environment of patient-centeredness. Dr. Merlino will explore strategies to better integrate the core enterprise initiatives of safety and service by identifying barriers to change and implementing mitigation tactics to unleash high performance more effectively, enhance the patient experience, and ultimately, deliver better health care value.

BAYADA HOME HEALTH CARE: TRANSFORMING CLIENT EXPERIENCE THROUGH EVIDENCE-BASED SOLUTIONS
Emilie Bartolucci, BA, MPA, Manager, Client Satisfaction, BAYADA Home Health Care: Stephanie Finnel, PhD, Senior Manager, Marketing Intelligence, BAYADA Home Health Care
● Special Topic Forums

BAYADA’s mission is to deliver home health care with compassion, excellence and reliability. Client surveys measure progress toward fulfilling the mission and provide data to facilitate evidence-based decision-making. This presentation features a prime example of how survey data and collaboration helped to prioritize and implement experience improvements.
CONGESTIVE HEART FAILURE READMISSION FROM THE PATIENT’S PERSPECTIVE
Linda Bragg, DNP, MSN, RN, Patient Care Experience Nurse, Baptist Health Lexington

Driving Successful Patient Experience Strategies (Acute Care)

Congestive heart failure (CHF) is highly prevalent in the general population and is the leading cause of acute care hospitalizations and readmissions in the elderly. By including the voice of the patient in the assessment of readmission data, Baptist Health Lexington set out to improve the care practices provided to CHF patients. During this session, attendees will gain insight into the significance of patient suffering, attain a heightened awareness of the “voice of the patient” and learn how to identify and address gaps in care between hospital discharge and home.

BUILDING A WORLD-CLASS PATIENT EXPERIENCE UTILIZING SIX SIGMA
Robert Williams, MBA, BSN, RN, NEA-BC, CSSBB, Manager II Cardiovascular Operations, Baylor Heart and Vascular Hospital of Dallas
Jennifer Lenge, Nurse Supervisor, Baylor Heart and Vascular Hospital of Dallas

Delivering Compassionate Connected Nursing Care

Baylor Heart and Vascular Hospital of Dallas has improved overall unit mean scores above the 90th percentile by utilizing a unique Six Sigma program. During this session, the speakers will discuss how their hospital transitioned to a Six Sigma approach, driving service with an automated operational service dashboard. Attendees will learn about Baylor’s new and innovative Service Report Card program that provides feedback at the individual level for targeted coaching, training and recognition. Participants will take away strategies and best practices for delivering transparent patient experience data to individual doctors, nurses and ancillary staff.

INVESTING IN A WINNING HOSPITAL CULTURE
Char Ryan, MHA, Patient Experience and Employee Engagement Officer, Keck Medicine of USC

Engaging Caregivers in a Patient-Centered Culture
Changing the culture of an organization can be a daunting challenge. In this session, participants will learn how one organization improved both staff engagement and patient experience within an 18-month period and the programs it has put in place to sustain and further their culture improvements. Attendees will walk away with tactics to sustain positive culture and insight into the unexpected rewards that result from focusing on employee engagement.

ENGAGING NURSES TO PREVENT AVOIDABLE PRESSURE ULCERS
Ma Gemma Esmalla, DM, MS, RN, Quality Improvement Coordinator/House Manager, Presence Saints Mary and Elizabeth Medical Center
Linda Rakoski, BSN, RN, Infection Control Coordinator, Presence Saints Mary and Elizabeth Medical Center

Building Clinical Quality, Safety and Reliability
Pressure ulcers are a formidable challenge in every care setting. Learn about an innovative strategy to engage nursing staff and ancillary members of the health care team in the prevention of hospital-acquired pressure ulcers. The multi-touch campaign empowers each individual to effect change, prevent avoidable suffering and improve the patient experience.

OPTIMIZING MD DATA MANAGEMENT AND REPORTS TO BUILD PHYSICIAN ENGAGEMENT
Julie Lizotte, MS, Director of Process Improvement, Southcoast Physicians Group
Darcy Lackie, Chief Experience Officer, Southcoast Health

Inspiring Physician Leadership and Effectiveness
To maximize the benefits of patient experience data and reporting, end users must have systems in place to monitor, maintain and manage information. In this session, attendees will gain deeper insight into the mechanics behind the reports and an appreciation of Press Ganey’s ability to direct resources with laser focus, resulting in the best return on investment. Learn how your organization can get more from your data, including guidelines for database management, sample policy and procedures, presentation tips for managers and providers, understanding other mandated surveys and use of custom questions, inclusion of patient experience metrics on physician dashboards and support for interpreting benchmarks to establish goals.

IMPROVEMENT PORTAL FEATURES EVERYONE SHOULD USE
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Heather Reed, CPHQ, Instructional Design Project Manager, Press Ganey
Angela Pieri, Instructional Design Project Manager, Press Ganey

Press Ganey Innovation
In this session, attendees will learn how to set up and use the most popular features of Press Ganey’s Improvement Portal®. Press Ganey experts will demonstrate how to navigate through the tool while participants follow along on their own computers (provided). Press Ganey Patient Experience Advisors will be on hand to answer questions and help you optimize the learning experience.
COMPASSIONATE CONNECTED CARE FOR THE CAREGIVER: IMPROVING THE PATIENT EXPERIENCE BY IMPROVING THE CAREGIVER EXPERIENCE

Christina Dempsey, MSN, MBA, CNOR, CENP, CNO Press Ganey

Press Ganey Innovation

The quality of the patient experience is inextricably linked to that of the caregiver. Patients suffer, as do those who deliver care to patients, across every aspect of health care. Their suffering comes in the form of constant change, competing priorities, lack of recognition and inconsistent expectations. Compassionate Connected CareTM for the caregiver provides a framework to recognize and respond to caregivers’ unmet needs. This session will introduce themes and tangible, tactical examples of how to reduce caregiver suffering to improve the experience of care for both patients and the people who care for them.

EXPLORING CHALLENGES AND OPPORTUNITIES IN THE HOME CARE INDUSTRY

Press Ganey Faculty

Special Topic Forums

As the size of the aging population continues to increase, home care is faced with the opportunity—and challenge—to provide high-value care in a patient-preferred setting, with higher volumes and greater expectations. Changes in regulation and reimbursement structures further complicate the ability for home health agencies to fully meet patient needs, build loyalty and stay profitable. This session will focus on the changes in patient experience expectations for home health providers and will discuss opportunities to better serve the home health patient population. Press Ganey Faculty will review current CAHPS regulations in home health and discuss the future vision of the home-care patient experience.

4:15–5:15 p.m.

RETHINKING EMERGENCY CARE: THE DESIGN AND IMPLEMENTATION OF A COMPREHENSIVE ED FOLLOW UP PROGRAM

Kathleen McBride, RN, MSN, MBA, Senior Nurse Clinician, NYU Langone Medical Center
Catherine Manley Cullen RN, MSN, Senior Director of Nursing, NYU Langone Medical Center
Nicholas Gavin, MD, Co-Medical Director, NYU Langone Medical Center

Delivering Compassionate Connected Nursing Care

In this session, presenters will discuss a program implemented by NYU Langone Medical Center through which caregivers continue connecting with patients after they leave the emergency department by contacting every patient post-discharge to confirm discharge instructions and provide necessary follow up. The goal of the nurse-led initiative is to meet the needs of patients and those of the organization by reducing patient readmissions to the ED, improving outcomes and increasing patient satisfaction.

INSIGHTS FROM THE 2015 PRESS GANEY PINNACLE OF EXCELLENCE AWARD WINNERS

Pinnacle of Excellence Winners

Driving Successful Patient Experience Strategies (Acute Care)

The Press Ganey Pinnacle of Excellence AwardSM is given annually to top-performing organizations based on extraordinary achievement. This award recognizes the top three clients in each category who have maintained consistently high levels of excellence in patient experience, employee engagement, physician engagement or clinical quality performance. In this session, a panel of 2015 award winners will share their insights and perspectives as well as key strategies that propelled their organizations to success.

IT TAKES TWO: PHYSICIAN–NURSE Rounding in the Inpatient Setting

Marcela Reyes, RN, MSN, Director of Patient Experience, Florida Hospital System
Kimberly Brown, MBA, Assistant Director of Patient Experience, Florida Hospital System

Driving Successful Patient Experience Strategies (Acute Care)

Florida Hospital, an eight-hospital health system, transformed physician and nurse culture by introducing an innovative physician-nurse rounding best practice. The “It Takes Two” campaign sought to elevate physician and nurse collaboration through strategic focus on the basic elements of communication. This practice has been instrumental in delivering exceptional patient and family experiences, improving patient safety and engagement, and supporting Florida Hospital’s mission to extend the healing ministry of Christ.

THE KIND OF CARE I DREAMED OF: THE JOURNEY TO HAPPIER STAFF AND EXCEPTIONAL HOSPITAL PATIENT EXPERIENCE

Caryn Schwab, Executive Director, Mount Sinai Queens
Kara Gelb, Independent Consultant, April Strategy, Inc.

Driving Successful Patient Experience Strategies (Acute Care)

This session will focus on how a hospital launched a series of listening activities to achieve significant and sustained improvements in patient experience. Presenters will review strategies that incorporate daily interdisciplinary morning huddles and bedside rounds, senior leadership rounds, personalized coaching and annual physician profiles. Attendees will have the opportunity to engage in listening techniques that acknowledge many voices within a short period of time.
ALIGNING EMPLOYEE APPRECIATION WITH MISSION TO IMPROVE ENGAGEMENT
Keith Bauer, Director of Human Resources, Mankato Clinic

Engaging Caregivers in a Patient-Centered Culture
In this session, attendees will learn how Mankato Clinic transformed its employee recognition program from a generic reward and recognition approach based on entitlement, to a program focused on individual and team performance to improve employee engagement. The presenter will discuss how the new recognition program is tied to the goals, mission, vision and values of the organization. Participants will walk away with proven strategies to improve the reward and recognition programs within their organizations.

EXPLAINING THE ROLE OF THE HOSPITALIST ALLEVIATES PATIENT FEAR AND DRAMATICALLY INCREASES SATISFACTION
Julie Danker, MSW, LCSW, Director, Patient Experience, Edward Elmhurst Healthcare
Dr. Tom Scaletta, MD, ED, Chair and medical Director, Edward Hospital

Inspiring Physician Leadership and Effectiveness
The use of hospitalists has rapidly accelerated in Edward Elmhurst Healthcare during the past few years. This session will provide an overview of how a collaborative, multidisciplinary rapid improvement plan was designed and piloted to improve patient perceptions and their understanding of the hospitalist role. Presenters will describe how physicians help patients understand what to expect when they are admitted. They will also discuss the role of the patient and family advisory committee, share patient education and staff scripting tools, and explain how the hospitalists contribute to better outcomes.

THE INFLUENCE OF NURSING PRACTICE ON PATIENT AND CAREGIVER EXPERIENCE: LEVERAGING NATIONAL FINDINGS LOCALLY TO IMPROVE OUTCOMES
Nell Buhlman, Press Ganey

Special Topic Forums
Nell Buhlman, MBA, Senior Vice President, Clinical and Quality Solutions, Press Ganey

Recent findings from analyzing the combined data sets of NDNQI® and patient experience data confirm long-held assumptions about the influence of nursing practice on the patient experience. These findings also reveal powerful insights on the impact of the caregiver experience on the patient experience. This session will discuss how individual facilities are able to leverage these findings and their own performance data within their organizations to pinpoint the elements of structure and process that shape outcomes.

IMPROVEMENT PORTAL FEATURES EVERYONE SHOULD USE
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2015 SUCCESS STORY AWARD® WINNERS

- Forest Hills Hospital | Forest Hills, New York
- Henry Ford Health System | Detroit, Michigan
- Providence Health & Services | Renton, Washington
- Mount Sinai Queens | New York, New York
- West Chester Hospital | West Chester, Ohio
- UNC Health Care | Chapel Hill, North Carolina
- Moses Cone Hospital | Greensboro, North Carolina
- Carolinas Healthcare System | Charlotte, North Carolina
- Geisinger Health System | Danville, Pennsylvania
- Boston Children’s Hospital | Boston, Massachusetts
- Salem Health | Salem, Oregon
- Piedmont Atlanta Hospital | Atlanta, Georgia
- Atrius Health | Newton, Massachusetts
- MD Anderson Cancer Center | Houston, Texas
- Fairview Southdale Hospital | Edina, Minnesota
THURSDAY, NOV. 12

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 Lunches ....................... Noon

8:30–9:30 a.m.

BRINGING THE PATIENT VOICE INTO CARE THROUGH THE PATIENT PORTAL AND PATIENT REPORTED OUTCOMES
Andrew Kartunen, BA, Project Manager, Finance & Analytics, Virginia Mason Medical Center

Building Clinical Quality, Safety and Reliability
In this session, participants will learn how to develop an integrated approach to engaging patients through patient-reported outcome measures (PROMs) and shared decision-making. The strategy focuses on systematically bringing the patient's voice into the electronic health record using a patient portal. The process results in the ability to seamlessly follow patient status over time, as well as the ability to scale patient engagement broadly across an organization.

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

Press Ganey Innovation
This session is for everyone, from novice data users to those with years of experience. A Press Ganey Patient Experience Advisor will provide 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 valuable improvement resources available through the Press Ganey online tool. Participants will also have the opportunity to discuss questions and concerns with the presenter.

THE PAIN DOMAIN ROSE MAINLY TO A GAIN: MOVING FROM PATIENT-CENTERED CARE TO PATIENT-PARTNERED
Deborah Pesanka, RN, MS, Corporate Improvement Specialist, UPMC Cynthia Stauber, MSN, BS, RN, NE-BC, Unit Director, UPMC Passavant

Driving Successful Patient Experience Strategies (Acute Care)
This session will highlight the importance of capturing the voice of the patient and effectively managing pain as two critical drivers of the overall patient experience. Presenters will discuss how UPMC partnered with patients to enhance communication pathways, improve efficiencies and reduce medication waste, resulting in more positive pain management experiences and an increase in HCAHPS Pain Domain scores.

CONVERSATIONS THAT COUNT: IMPROVING ADVANCE CARE PLANNING THROUGH ENGAGEMENT OF PROVIDERS AND PATIENTS
Eliza Shulman, DO, MPH, Senior Chief Innovation Engineer, Atrius Health Jennifer Connor, Senior Project Manager, ACO Programs, Atrius Health

Driving Successful Patient Experience Strategies (Medical Practices & Ambulatory Settings)
As part of its Medicare Population Health Strategy, Atrius Health deployed a triple-aim approach to improve care for patients with advancing serious illness. Join us to hear this dynamic presentation that tells an engaging story of discovery, occasional failure and growing success in improving care for patients with advancing serious illness while achieving triple-aim performance improvement. The strategy combined data, education, coaching and workflow optimization to dramatically improve engagement of providers, patients and families in advance care planning conversations. The strategy has led to measurable and dramatic results, contributing to Atrius Health’s leadership position in ACO quality in the Northeast.

PARTNERING WITH DISCHARGE NURSES TO IMPROVE HCAHPS SCORES
Mary Ann Donohue-Ryan, PhD, RN, APN, NEA-BC, Chief Patient Care Services Officer, Stony Brook University Hospital Donna Pozzolano, MS, RN, Assistant Director of Nursing, Invasive/Non Invasive Cardiology, Stony Brook University Hospital Donna Hoffman RN, MS, MBA, Interim Associate Director of Peri-Op, Stony Brook University Hospital

Delivering Compassionate Connected Nursing Care
As hospitals strive to shorten length of stay, improve throughput and reduce readmissions, helping patients effectively transition from hospital to home is vital to their success. Stony Brook’s discharge nurses provide important patient education and follow up communications, addressing both clinical and service issues before potential problems can arise. This presentation will show the dramatic impact that Stony Brook’s discharge nurses have had on patient education, patient compliance with instructions and on the hospital’s HCAHPS scores.

IMPROVING PATIENT EXPERIENCE BY INNOVATION, PERSISTENCE AND RELENTLESS TRAINING
Kissinger Goldman, DO, MBA, Director of Patient Experience, TeamHealth - Memorial Hospital System

Inspiring Physician Leadership and Effectiveness
At TeamHealth, the patient experience improvement effort focused on changing physician behavior, starting with the understanding that physicians play a leading role in the patient experience, and are not trained in customer service nor is it innate. With the unflinching support of hospital leadership, TeamHealth developed an innovative training program for new and established physicians. Session attendees will learn about key components of the initiative, including the development of a mobile learning vehicle to minimize disruption of physicians’ busy schedules, as well as one-on-one coaching, bimonthly patient experience “pearls”, individualized patient feedback and annual patient experience recertification.
PHYSICIAN INTEGRATION INTO PATIENT EXPERIENCE SCORE IMPROVEMENT
Ghazala Sharieff, MD, MBA, Corporate Director, Physician Outreach, Scripps Health

- Inspiring Physician Leadership and Effectiveness
This session discusses a pilot program in urgent care that tackled the challenge of increasing volume with no increase in space. Patient experience scores were dropping and the staff was struggling to find solutions that would be easily incorporated into daily practice. Learn about the key physician engagement tools and approaches that resulted in improved and sustained patient experience scores, including keeping the message simple and actionable, easy methods for presenting the data to physicians in a meaningful way, answering the inevitable “What’s in it for me?” question, as well as behavioral drivers that focus on asking providers, “What are your greatest concerns?”

VITAL CAHPS UPDATES FOR MEDICAL GROUP LEADERS
Jodie Cunningham, Vice President, Public Reporting & Policy, Press Ganey

- Exploring CAHPS & Regulatory Requirements
The ACO CAHPS survey is required for every Medicare Accountable Care Organization. The PQRS CAHPS survey is mandatory for many large medical groups and a voluntary option for smaller practices. The CMS pay-for-performance program will impact all physicians beginning with 2017 payment. Is your medical practice prepared? This session will help attendees learn more about the upcoming patient experience requirements and how best to prepare for them.

USING SEGMENTATION TECHNIQUES TO IDENTIFY PATIENT RISK OF SUFFERING
Dennis Kaldenberg, Chief Scientist, Press Ganey

- Special Topic Forums
Segmentation can classify patients using complex system characteristics as they relate to the care experience and outcomes. Using segmentation analytics, this session will demonstrate a method of identifying patients who are more likely to report poor experience and poor health. We will examine the concept of segmentation, followed by a review of approaches to identify vulnerability within the segments of a patient base. The effects of vulnerability on experience will be illustrated using research from Press Ganey clients. The session will conclude with a review and discussion of changes organizations can make to identify segments of patients who might report poorer experiences, and a forecast of expected benefits of using segmentation to reduce patient vulnerability to poorer experiences.

SUCCESSFULLY TRANSITION TO E-CLINICAL QUALITY MEASURES
Jennifer Smith, RN, Quality Coordinator, Southwest Medical Center
Dietmar Henkelmann, Quality Performance Advisor, Press Ganey

- Building Clinical Quality, Safety and Reliability
The transition to e-clinical quality measures takes more than turning on a switch in your electronic health record. An intense level of effort is required to connect quality and IT, and a number of detailed nuances must be addressed for successful implementation. Follow the journey from beginning to end with a hospital that has successfully transitioned to e-clinical quality measures. Learn best practices to understand how to best utilize resources from implementation through successful data transmission.

THE POWER OF CONNECTED CHECKING: HOW TO CREATE A CULTURE WITH MULTILAYERED PURPOSEFUL ROUNding
Barb Merrifield, RN, MSN, Nurse Manager, Medical Surgical Unit, Salem Health
Sarah Horn, MBA, BSN, RN, NE-BC, RNC-NIC, CNO, Salem Health

- Delivering Compassionate Connected Nursing Care
In this session, attendees will learn how Salem Health implemented “connected checking” as the foundation for cultural change. Presenters will share strategies for establishing rounding goals, introducing executive leader and nurse leader rounding, facilitating purposeful hourly rounding and implementing principles of Lean management. Attendees will gain an appreciation for the power of connected checking and will learn how to create a culture focused on quality improvement.

SERVICE RELIABILITY: A FRESH APPROACH TO UNDERSTANDING CAHPS SURVEY RESULTS
Michelle Maimonis, MPH, Business Intelligence Consultant, Advocate Health Care
Erin Pangallo, Director, Service Excellence/Advocate Transition Call Center, Advocate Health Care – Lutheran General Hospital

- Driving Successful Patient Experience Strategies (Acute Care)
Assessing overall CAHPS survey performance at the organization level was challenging for a large, integrated health care system. In 2015, Advocate Health Care adopted a service reliability metric to more clearly identify the areas of greatest opportunity and the most actionable items. This session will review the definition of service reliability, how it is calculated and how it adds a critical new dimension to the current percentile rank methodology.

CHANGING A CULTURE IN 90 DAYS: NORTON HOSPITAL 90 IN 90
Abigail Bahe, RN, MSN, Patient Experience Manager, Norton Hospital
Kristy Gay, Patient Experience Advisor, Press Ganey

- Driving Successful Patient Experience Strategies (Acute Care)
This session will provide an overview of how Norton Hospital developed a comprehensive plan to improve its patient experience culture. The 90 in 90 plan was designed to facilitate awareness, engagement and responsibility for the patient experience by addressing four key areas: Education; What Can I Do; What are We Doing; and Teamwork. Learn how each of these components can be applied to your organization.
THE LONG AND WINDING ROAD TO EXCELLENCE: INFORMING YOUR CULTURAL JOURNEY
Sandra Geiger, MS, PT, Vice President, Performance Excellence, South Shore Hospital

Driving Successful Patient Experience Strategies (Acute Care)
This session will describe how the South Shore Hospital used Press Ganey patient, employee and medical staff survey data to stimulate improvement. The data was used to inform organizational learning and leadership development priorities in order to guide the hospital’s 10-year, ongoing journey to excellence. Presenters will provide descriptions of service culture, patient- and family-centered care principles and Lean management approaches.

CHILD HCAHPS UPDATE: EXPLORING NEW MODES OF COLLECTING DATA
Mark Schuster, MD, PhD, Professor, Chief of General Pediatrics, Boston Children's Hospital/Harvard Medical School
Sara L. Toomey, MD, MPhil, MPH, MSc, Managing Director, Center of Excellence for Pediatric Quality Measurement, Assistant Professor, Boston Children’s Hospital/Harvard Medical School

Exploring CAHPS & Regulatory Requirements
This session will focus on Child HCAHPS, which was developed and field-tested by Boston Children Hospital’s Center of Excellence for Pediatric Quality Measurement in collaboration with the CAHPS Consortium. Presenters will discuss implementation, new approaches to administering the survey and analysis of open-ended items from the national field test.

DESIGNING A BETTER URGENT CARE EXPERIENCE
LaTanya Johnson, RN, MHA, Patient Experience Consultant, Carolinas HealthCare System
Dr. Alfred Kendrick, Medical Director, Carolinas HealthCare System

Inspiring Physician Leadership and Effectiveness
When urgent care is required, patients may choose from a multitude of non-traditional providers. Increased demand for convenient, quality services means urgent care facilities are uniquely positioned to transform the care experience. Participants in this session will learn how to design a better urgent care experience by identifying opportunities through assessment, diagnosis and action planning, aligning providers and leaders and embedding accountability to create and sustain change.

MEASURING AND REDUCING CLINICIAN AND CAREGIVER SUFFERING
Deirdre Mylod, PhD, Executive Director, Institute for Innovation, Senior Vice President, Research and Analytics, Press Ganey

Press Ganey Innovation
Reducing patient suffering is a critical goal of the health care system. In addition, the suffering and distress experienced by the health care workforce must also be addressed for an organization to truly offer Compassionate Connected Care™. This session extends the construct of reducing patient suffering to those who deliver care, and offers a framework for better understanding, measuring and responding to their unmet needs. In addition to the conceptual model, this session includes national performance data identifying opportunities to better meet the needs of clinicians and caregivers.

THE VALUE OF CULTURE: WHY CULTURE MATTERS AND WHAT YOU CAN DO ABOUT IT
Barbara Reilly, Vice President, Engagement and Measures, Press Ganey

Special Topic Forums
Health care organizations are under extreme pressure to perform, improve, expand and deliver high-quality care. Organizational culture can be instrumental in helping providers meet these goals without jeopardizing quality of care. Culture is an important concept in Press Ganey’s Compassionate Connected Care™ model and is foundational to “how we do things” at every health care organization. Using Press Ganey data and applying what we know about the important role of culture, this session will explore how to develop, define and modify culture.

11:00 a.m.–noon

IMPACT OF A PATIENT SAFETY CULTURE ON THE PATIENT EXPERIENCE AT BAYLOR SCOTT & WHITE HEALTH
Jan Compton, RN, BSN, MSHA, CPHQ, Chief Patient Safety Officer, Baylor Scott & White Health
Tiffany Berry, MD, Chief Patient Experience Officer, Baylor Scott & White Health

Building Clinical Quality, Safety and Reliability
Building an organizational culture committed to safety and the patient experience starts with a full understanding of stakeholders’ perspectives. With this foundation, Baylor Scott & White Health measures patient safety culture and patient experience throughout all of its hospitals to assess and monitor the relationship between safety culture and the overall patient experience. This presentation will highlight the data-collection processes and the relationship between the collected safety data and the overall patient experience.

IMPLEMENTING A RELATIONSHIP-CENTERED CARE DELIVERY MODEL TO IMPROVE PATIENT EXPERIENCE
Virginia Bowman, MSN, APRN, AOCNS, CNL, Director, Primary Team Nursing and CNL Program, UT MD Anderson Cancer Center
Roxy Blackburn, MSN, RN, OCN, Director, Clinical Nursing, UT MD Anderson Cancer Center

Delivering Compassionate Connected Nursing Care
In 2012, MD Anderson Cancer Center implemented an original patient care delivery model designed to improve patient care at the microsystem level. The model, Primary Team Nursing (PTN), leverages a consistent team of registered nurses and support staff and an interdisciplinary unit, all guided by the Clinical Nurse Leader (CNL). These groups are collectively accountable for the outcomes of care for a given cohort of patients. The focus is on team functioning, communication and collaboration to achieve safe, effective, continuous and coordinated patient care. Implementing a change of this magnitude took several years of planning and both formal and informal training and education, which presenters will describe in this session.
EVERY CHILD, EVERY TIME: BUILDING ENGAGEMENT AND ALIGNMENT THROUGH DAILY MANAGEMENT
John Lovejoy, MD, Orthopaedic Surgeon, Nemours Children’s Hospital
Grant Hopkins, RN, Nurse Manager, Ambulatory Clinic – Surgical Divisions
Nemours Children’s Hospital
● Driving Successful Patient Experience Strategies (Acute Care)
In 2011, Nemours embarked on a Lean journey, utilizing the manufacturing methodology to build associate engagement and alignment toward their “True North.” This session will begin with an introduction to Lean management principles, followed by a detailed discussion of implementation, including cascaded performance management (CPM) and daily management system (DMS). Attendees will have the opportunity to participate in discussion and interactive learning exercises and obtain the basic tools to implement CPM and DMS in their own organizations.

TAKING EMERGENCY DEPARTMENT EMPLOYEE ENGAGEMENT TO THE NEXT LEVEL
Misty Freeman, RN, BSN, MA, NE-BC, Emergency Department Director
Cheryl Somers, RN, MSN, NEA-BC, Executive Director Emergency Services
Cone Health System
● Engaging Caregivers in a Patient-Centered Culture
Taking engagement to the next level is a worthy challenge. In this session, presenters will describe how a very large and busy emergency department increased employee engagement survey participation rates from 70% to 88% in one year. The ability to increase the number of voices heard, acknowledge these voices and take action on staff concerns increased the emergency department’s employee engagement scores from the 28th percentile to 55th percentile in less than two years.

RECONNECTING WITH THE HUMAN SIDE OF HEALTH CARE
Suzanne Greever, CPA, MBA, CEO, North Central Surgical Center Hospital
Katherine Martinez, CNO, North Central Surgical Center Hospital
● Driving Successful Patient Experience Strategies (Acute Care)
In 2014, Press Ganey introduced the Compassionate Connected Care™ framework for connecting with patients and reducing their suffering. In this session, learn how North Central Surgical Center Hospital adopted key concepts into the clinical, operational, cultural and behavioral aspects of care the hospital provides. Presenters will share pilot-test outcomes and provide effective teaching tools for expressing empathy and compassion to patients.

MOBILIZING PATIENT COMMENTS: USING SENTIMENT SCORES TO DRIVE AND IMPROVE PROVIDER PERFORMANCE
David Costello, Chief Analytics Officer, Press Ganey
● Special Topic Forums
With the move to census-based surveying, organizations may be receiving a significantly more comment data than was previously available. This influx of patient data may be overwhelming to process and digest. Utilizing sentiment analysis, organizations can fully maximize the potential of patient comments to categorize and evaluate the patient experience. This presentation will explore the power of comments and their associated sentiment scores as they relate to understanding provider performance.

GET EVERYONE ON BOARD - MEDICAL PRACTICE SURVEY
Karla Heath, MBA, Executive Director of Clinical Operations
Vanessa Chau, Senior Customer Services Training Analyst
Baylor College of Medicine
● Driving Successful Patient Experience Strategies (Medical Practices & Ambulatory Settings)
Baylor’s move to surveying at the physician level in 2014 allowed for the sharing of meaningful data to the system’s individual providers. Historically, many physicians would discard their results because they had only received five to 10 returns per quarter. It was extremely difficult to get serious attention around the survey feedback because at the physician level there just wasn’t enough data. Physicians were not sold on the rationale behind why things had to change, and because physicians were not sold, senior leadership was not sold. By utilizing Press Ganey’s newest eSurvey tool, together with the adoption of physician-level surveying, leadership transformed this mindset. Join this session to see a demonstration of how the team created its reporting package to sell leadership on ‘why things needed to change’ and accelerated the improvement journey.

TRANSITIONING STAFF TO EMBRACE CARE TRANSITIONS: OUR JOURNEY
Kecia Christensen, APRN, MSN, Director of Quality and Nurse Practitioner
Kathy Steffensmeier, BSN, RN, Manager, Case Management, Social Work, UR
Faith Regional Health Services
● Driving Successful Patient Experience Strategies (Acute Care)
Effective care transitions are critical to the patient experience, yet they can be difficult to successfully orchestrate. In this session, presenters will describe how Faith Regional Health Services (FRHS) evaluated the roles of case management and social work in discharge planning and then adjusted them to improve care transitions. Role changes included the introduction of a readmission risk screen via the EHR on all new admits, entering plan-of-care interventions, conducting a discharge time-out and placing post-discharge phone calls within 48 hours of the high-risk patient’s transition home. The session will conclude by showcasing the impact of these changes on HCAHPS data.

EMERGENCY DEPARTMENT AND PATIENT EXPERIENCE: A MULTIDISCIPLINARY TEAM SPORT
Chris Trevino, MD, Chief Medical Officer, St. Elizabeth Hospital
Tammy O’Connor RN, Nurse Manager of the Emergency Department, St. Elizabeth Hospital
● Inspiring Physician Leadership and Effectiveness
Working in the emergency department is challenging work. High patient volumes and many patients with diverse and complicated social needs can make it difficult to achieve optimal patient experience scores. At St. Elizabeth Hospital, success in the ED is the result of strong commitment from leadership and team members and collaboration across all departments within the hospital. In this session, physician and nursing leadership will describe how they work together to guide specific strategic interventions including triage closure, utilizing a “pull-to-full” model, and ensuring comfort measures for both patient and family.

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Kissimmee Gateway Airport (ISM): $39 + tip (one way)

ATTIRE
In November, the temperature in Orlando is typically in the low 80s during the day and the low 70s in the evening. Business casual attire is appropriate for all sessions and evening functions. It is difficult to control the meeting room temperature so you may want to come to the sessions prepared with a sweater or jacket. Press Ganey will do its best to make room conditions comfortable.
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