

# Experience Allison Massari

Healthcare Keynote Speaker, Executive Coach, Consultant



Named One of the “Top 10 Best Speakers” in North America for “Motivation” for the Last Three Years – M&C Magazine

**“We would recommend her highly as a speaker for a healthcare audience.”**



GE Healthcare

Paul A. Klein  
Director Global Commercial Marketing Healthcare IT  
GE Healthcare



## **Allison Massari's Healthcare Keynote Topics**

- Transform Patient Lives – The Art of Person-Centered Care<sup>SM</sup>
- Heal Burnout in Healthcare Workers
- Highlight Healthcare Reform as it Relates to Patient-Centered Care
- Raise Patient Satisfaction Scores
- Heighten Patient Engagement – Kindness in the Workplace Affects the Bottom Line
- Reclaim Passion for a Life's Work in Healthcare
- Receive Actionable Tools for Personal Development
- Realize Peak Success Through Tough Times
- Inspire Patient Safety Through a Critically Acclaimed Survivor Story
- Navigate Change – Master Adversity

**“In a word, astounding! One of the most memorable and impactful keynotes in CIO Forum history.”**



Keith Fraidenburg  
Vice President, Education & Communications  
CHIME/HIMMS Conference

## **Allison's Keynote is customized for every healthcare audience:**

Leadership, Managers, Supervisors, Nurses, Physicians, Finance, IT, Food Service, Environmental Services, Maintenance, Technologists, Diagnosticians, Pharmacists, Physical Therapists, Board Members, Pharmaceutical Sales, etc.

Massari's program illustrates the fact that *every* healthcare professional has a crucial impact on patient-centered care – including those who do not have direct patient contact. By specifically recognizing the ways that their work is directly tied to a human being, Allison generates a deeper connection to the patient experience for each participant. They learn that their expertise, attentiveness, and kindness improves the health and success of patients, boosts their own sense of well being, and directly affects the bottom line of their business through patient satisfaction scores and reimbursements.

*According to research from the Journal of Healthcare Management and Current Directions in Psychological Science (Wiley-Blackwell), programs like Allison's are directly linked to higher performance, fewer sick days, more engaged employees, more patient referrals, less turnover, and higher company profits.*

**“I watched as the entire room rose to their feet in a standing ovation. Her work is phenomenal, and life altering.”**



Jessica Chapman  
Neuroscience Sales  
Global Pharmaceutical Company Ranked 119 on Fortune 500



Voted one of the top ten best motivational speakers in North America for the past three years by *Meetings and Conventions Magazine*, Allison Massari's quintessential story of courage and perseverance resonates with healthcare audiences long after an event has finished. Hailed as "life-changing" "riveting" "authentic" "bold" and "deeply moving" Allison instills the essential tools of self-mastery, and teaches how to quickly access grace and resilience in the face of challenges. Passionate in her quest to transform the lives of both patient and provider, Allison's mission is to inspire, invigorate, and support people in the everyday stresses of their jobs while facilitating a deeper connection to the patient experience and a palpable grasp of their power as healers.

Allison has been recognized with esteemed speaking engagements including a main platform keynote at 2013's Million Dollar Round Table conference (audience of 8,600 from 75 countries), and a TEDx event in Spain. Her diverse client list includes: GE Healthcare IT, Eli Lilly and Co., HIMSS/CHIME, Teva Pharmaceutical Industries Ltd., The Beryl Institute, Allscripts, and Siemens Healthcare. She has been featured on ABC News, NBC, and FOX and stars in the award-winning international documentary, *Resolve*, hosted by the Head of Special Forces for the US Military in Afghanistan, where she teaches solutions to overcome adversity and PTSD. Through her unified work as an international keynote speaker, executive coach, and acclaimed visual artist, Allison provides an exceptional blend of business acuity, creative perspective, and genuine care - profoundly affecting audiences worldwide.

Allison's unique history offers an unprecedented perspective on the demands and challenges of the medical profession. Raised by her father, a surgeon, and her mother, a nurse, Allison was mentored in the world of medicine from an early age, spending nearly 16 years working in hospitals and medical office settings, and shadowing her father in his practice. Then, in 1998, Massari experienced firsthand the essential value of receiving personalized healthcare from devoted, empathetic providers when she survived a near fatal car crash. Hit at 60 mph, she was trapped inside her burning car, conscious the entire time, and suffered second and third degree burns on over 50% of her body. Three years later, a second devastating collision caused her to sustain a closed-head traumatic brain injury.

After collectively spending over 400 days in hospitals, doctors offices, and physical therapy centers, Allison learned to navigate her way to true healing, happiness, and incredible success. Remarkably, Allison views her experiences as a gift, one that gave her tools and understanding to share with others. "The truth is that the same internal fire and 'command of self' that I needed to heal my life is exactly what has given me success professionally."

Allison shares her journey of determination, courage, and the rigorous pursuit of hope with warmth, humor, passion, and authenticity. Her singular history strengthens her ability to illuminate the integral and delicate nature of patient-centered care, and discuss sensitive subjects without alienating audience members. In her stunning keynote, Allison shares how to triumph despite tragedies, how to thrive in turbulent times, and how compassionate, patient-centered care can build an expansive, life-changing foundation for healing - for both patient and provider.

Allison is a leading educator in healthcare - helping to heal burnout, offering support for compassion fatigue, and providing a preeminent program on patient-centered care for Continuing Medical Education (CME) and Continuing Education Units (CEU). In addition, she addresses employees and industries who do not have direct patient contact, highlighting their invaluable impact on the patient. Allison's vision and clarity, her honest and encouraging communication, and her gift in actuating the steps towards her clients' success, make her an invaluable asset to any organization. She adapts her message to address the individual issues affecting each market and has worked with diverse industries including Finance, Insurance, Sales, IT, and Non-profits.

A diversified entrepreneur, Ms. Massari has built four enterprising businesses in the past 25 years. In addition to her success as a professional speaker and executive coach, her thriving fine arts business and

jewelry line, Massari Fine Arts, LLC, has received commissions from prominent Fortune 500 companies including General Mills, Lockheed Martin, and US Airways. Her sublime and dynamic visual art serves as a breathtaking backdrop to her inspiring keynotes.

Allison believes deeply in the power of community and compassion. On the advent of her own recovery, she began helping children and teens with severe burn injuries. Her revolutionary and innovative outdoor sports programs, founded in 1998, continue to transform young people's lives at the Adaptive Sports Center in Crested Butte, Colorado.

Allison Massari's programs are jaw-dropping, heartfelt, and deeply inspirational. You will hear and understand the answers to some of life's biggest questions. Clients refer to her speech as the "Survival Guide to Being Human". Allison is a fiery voice for the power of kindness and indestructible perseverance. She embodies her conviction that "Compassion heals the places that medicine cannot touch."



**“Stunning. Authentic. Emotional. Heartwarming. Triumphant.** These words describe Allison Massari’s live presentation. She is a unique talent with a singular story that is unlike anything we’ve experienced in a decade hosting live events. Don’t miss it.”



Greg Strom, Head of Worldwide Media  
Polaris Global - The Mile That Matters



## **Allison Massari Offers Unparalleled Benefits:**

1. **Meaning:** Reclaim your passion for your life's work in healthcare.
2. **Productivity:** Equipped with tools to handle stress and manage trials more effectively, employee loyalty, ownership, efficiency and retention will reach new heights of success.
3. **Appreciation:** Allison speaks brilliantly and generously to each individual's need for recognition and appreciation, affirming their value as healers.
4. **Patient Engagement:** Hear the patient's perspective through humorous, heartfelt, compelling stories. Allison examines the most difficult topics with understanding and compassion for medical professionals.
5. **Ingenuity:** Audiences gain a fresh outlook on their job and their lives, invigorating their enthusiasm and imagination.
6. **Inspiration:** Discover how good can prevail in the most difficult situations. Find strength and motivation in the face of understaffing and fatigue.
7. **Confidence:** Participants learn to respond to difficult circumstances, innovate, and constructively communicate with co-workers and the world around.
8. **Self-mastery:** Allison's program offers tools to successfully manage debilitating emotions that inhibit creativity, motivation, and productivity.
9. **Financial Success:** Enhance quality of service, minimize complaints, and generate more patient referrals.
10. **Happiness:** Receive real solutions for navigating adversity, reducing stress and feeling more equipped to face life's challenges.
11. **Transformation:** Her program is truly life-altering and paradigm shifting. The audience will be forever changed.



**"Success takes courage.** We excel, both personally and professionally, when we feel an internal fire, when we feel valued in what we do, and when we understand with great clarity the mechanisms inside of ourselves that allow us to successfully manage adversity. These qualities create transformation, vitality, and pinnacle achievements. I teach self-mastery - the ability to handle the unexpected, to navigate challenges, to innovate, and to harness the tools needed to live with passion, focus, and genuine well-being. My goal is to support people in attaining their highest potential, while uplifting and fortifying the human spirit." — Allison Massari

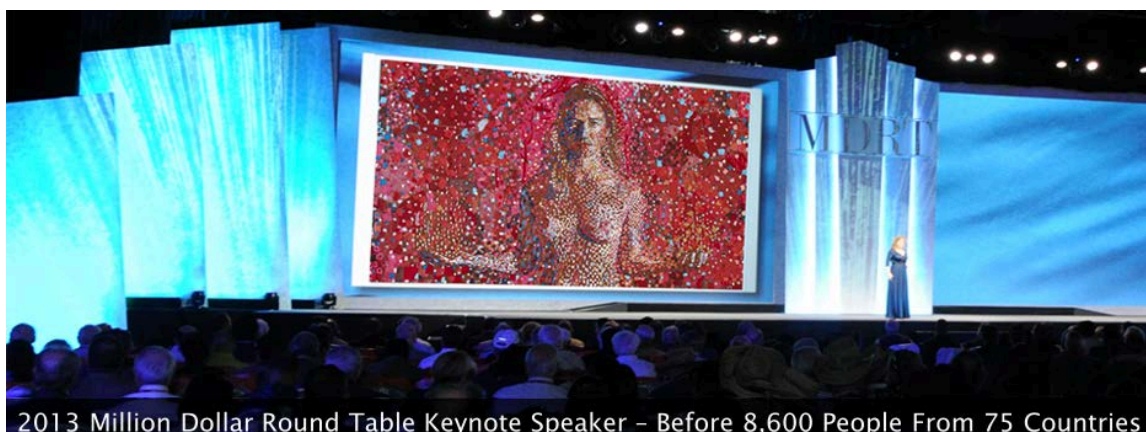
### **“Three-minute standing ovation.”**

“If you had been at (GE’s) Centricity LIVE, you could have seen the three-minute standing ovation that Allison got after her talk yesterday. And you could have seen the customer who came up to me, hugged me, and thanked me for bringing Allison to Centricity LIVE, telling me that Allison’s speech ‘has changed my outlook on life.’ ”

Justin Steinman  
Vice President and General Manager  
GE Healthcare IT



## Healthcare Keynotes & CEU Programs



### Keynote Options

{Can be offered for CME or CEU Credits}

#### **1) Transforming Patient Lives: The Art of Person-Centered Care<sup>SM</sup>**

\*Alternate Title Option - **The Heart and Soul of Health Care<sup>SM</sup>**

Allison Massari *knows* that you have the power to transform lives. As the survivor of two life-threatening car accidents, one where she was severely burned and suffered second and third degree burns on over 50% of her body, and spent years in recovery, Allison has a deep understanding of what it takes to heal. With sensitivity and compassion born from her experience, Allison shines light on the provider's immense value to a patient who is suffering, reinvigorating employees and helping heal healthcare burnout in the workplace. She explains, "The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact YOU are the medicine."

As an advocate for both patient and healthcare provider, Allison's program illustrates how kindness is a critical healing tool. Her unforgettable keynote stories reveal the potent impact that each provider had upon her journey, and how some of the most dramatic healing occurred in a matter of seconds. Those moments are vital to recovery. Despite time constraints and everyday stresses, participants will see that it's possible to quickly bring their humanity to a patient. This visceral knowledge uplifts and motivates participants, reminding each person of why they went into healthcare in the first place. Allison's breathtaking keynote illuminates the necessity of patient-centered care while offering a sincere and direct approach to transcending life's difficulties, and equipping participants with tools to manage change and adversity. Her life-changing message invigorates audiences to always find a way to be the healer in the room.

#### **Q&A Session Included**

Allison includes in each of her keynotes a powerful interactive Q&A session where audience members text questions to her phone - live on stage. This method is extremely popular as it transcends normal privacy issues. The questions that are asked are immensely candid and equally profound. This allows audiences to engage fully in the session and to feel more connected while having their direct needs met. It also adds a nice technology element to the presentation.



**In this session, Allison will equip participants to:**

- Transform burnout into passion and a self-generating desire to give.
- Master the art of expressing kindness in just three seconds - regardless of professional challenges and pressures and learn how those simple acts can be profoundly memorable to a patient.
- Empathize more deeply with the patient experience.
- Recognize that compassionate patient care is not dependent upon direct patient contact, and that being an expert at your job, no matter your role, is a part of compassionate care.
- Shift from feeling defeated by limited time and resources to feeling empowered to make a real difference in patients' lives.
- Witness the pronounced significance that patient empathy and engagement can have upon the healing process.
- Experience being valued, respected, and honored for your mission in healthcare.
- Understand the correlation between delivering compassionate care and the financial success of a facility due to the impact of improved patient satisfaction on reimbursements.
- Utilize specific tools for managing a stressful environment or a difficult person.
- Recognize the vital influence of family and emotional support in the healing process, to foster and encourage those relationships.
- Gain awareness of the necessity for patient modesty, even when someone is in a coma or other severe physical state.
- Realize that vigilance and attentiveness is noticed and deeply appreciated, even if the patient is incapable of communicating.
- Prioritize being up to date on the most humane and effective treatments to minimize pain and discomfort.

**“Seek out wisdom and abundance will follow you.”— Allison Massari**



## **2) The Survival Guide to Being Human and the Art of Happiness<sup>SM</sup>**

\* Alternate Title Options:

- **The Fire Within<sup>SM</sup>** - The Art of Exceptional Self-Leadership
- **Triumph over Tragedy<sup>SM</sup>** - Success through Change, Adversity, and Tough Times
- **Wellness and Well-Being at Work<sup>SM</sup>** - Empowering Employees to Better Manage Their Lives
- **Thriving in Turbulent Times<sup>SM</sup>** - Activating Courage and Confidence to Achieve Heroic Success
- **Self-Mastery<sup>SM</sup>** - Burn Bright and Blaze a Trail for Others

**Prepare to be taken on a journey.** In this moving and thought-provoking keynote, Allison Massari teaches her listeners to find peace, purpose, and happiness, and gives them the tools they need to rise above any obstacle. As the survivor of two life-threatening car accidents, and having suffered severe second and third degree burns on over 50% of her body, Allison reveals her personal journey from absolute loss, to forgiveness and understanding, and finally to a success and life beyond anything she could have imagined. Through the power of storytelling, Allison weaves humor, surprise, and potent life lessons, allowing the audience to study what she learned on each step of her path. You will hear and understand the answers to some of life's biggest questions. This dynamic and deeply moving speech fortifies audience members with a new vision and applicable tools for managing change and adversity.

“The truth is that the same internal fire and ‘command of self’ that I needed to heal my life is exactly what has given me success professionally. They are all the same qualities. Science shows us today that the ability to have a sense of well-being, and resilience in the face of challenges is directly linked to the bottom line of your business. This is the type of personal and professional development that I embrace fully and love to teach.” — Allison Massari

### **In this session, Allison will equip participants to:**

- Grow motivation and confidence through an extraordinary story of overcoming extreme adversity and finding the internal strength for hope to flourish.
- Discover the wellspring for creating a phenomenal life.
- Promote exceptional customer service and teamwork by learning to navigate and bring ease to the most challenging situations.
- Increase generative capacity, inventiveness, resourcefulness and excitement.
- Learn a simple tool to transform debilitating feelings of defeat, doubt, and sorrow.
- Work with humor – learn to access humor’s joy and grace, even in moments of heightened stress.
- Inspire team-building through palpable stories of the heroic impact of community.
- Develop self mastery – maintain personal command and integrity in the face of feeling attacked, betrayed, hurt or enraged.
- Witness the powerful results of fierce determination and tenacity in an ‘impossible situation’.
- Demystify false concepts that impede well-being.
- Realize the most powerful action to take when addressing the everyday challenges of being human.
- Learn to build a positive outlook despite seemingly insurmountable odds.

### **3) Content from the above keynotes is easily combined and customized.**

### **4) Nurturing Organizational Transformation: Leadership Lessons with a Personalized Perspective**

\* This keynote blends the programs above, specifically customized for leaders.

Transforming healthcare to a state that accomplishes patient-centered care is critical: regulatory pressures, board and stakeholder demands, and doing more with less can individually or collectively serve as a game changer for a healthcare executive. In addition to these pressures, healthcare executives assume the role of coach, mentor, friend, motivator, and career counselor, while at the same time establishing and maintaining an executive presence. With keen insight and appreciation for the challenges faced by leaders in healthcare, Allison addresses the personal side to their work, which can be quickly forgotten with the pressures of the day. Be prepared to be inspired and to receive leadership lessons that are both surprising and life-altering.



*“Her voice is a balm for the soul – a mighty ignition for the human spirit.”*



**“I seldom am impressed by professional speakers enough to attend their sessions 8 times in 3 months. However that is exactly what I did with Allison.** Her words were simple yet penetrating as if I had never heard her before. I have seen her bring her audience to a wholehearted laughter and even tears and that is not an easy feat for any speaker. I never got tired of listening to her.”

Farogh Nazari  
Senior Manager of Global Continuing Education  
Siemens Healthcare Diagnostics

**SIEMENS**

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Diagnostics



**“What is it we all want? It is self-mastery.** We want to live with passion, focus and clarity. We want success, genuine well-being... inner peace. We want to be powerful in our lives, equipped with the capacity to handle the unexpected, and with the tools to successfully navigate difficult people and challenging circumstances. But it’s more than that – we want to feel like we’ve come alive, that we’re living our mission, walking in the world, vital... I specialize in helping people transform their personal and professional lives. You will experience profound results – and a lot of heart. I’m all yours.”—Allison Massari

**“My job enables me to see world class speakers quite frequently. Truly, I have never been as moved by a story as I was by yours. The authenticity with which you convey your message is beautiful.”**

Jennie Pauling  
Senior Relationship Manager and Vice President  
Wells Fargo Asset Management



## Why Hire Allison?

1. Voted on the “Best Keynote Speakers” List – M&C Magazine 2102, 2013, 2014.
2. Inspires confidence, expands hope, ignites courage, and removes blocks to success - fostering passion in life and work.
3. Unique history as an internationally successful entrepreneur, burn survivor, brain injury survivor, award-winning artist, and professional coach and consultant.
4. Instructive, authentic, transformational, inspirational.
5. International TED speaker and Main Platform presenter at Million Dollar Round Table (MDRT).
6. Vision, clarity, encouragement, and a gift in actuating the steps to success.
7. Featured expert in the award-winning documentary “ReSolve” (narrated by Scott Neil, Head of Special Forces, US Military, Afghanistan).
8. Voted #1 National “Rising Star” by the National Speakers Association, 2011.
9. Author of the audio book “*Ignited*”.

**“Without a doubt, Allison Massari is the best speaker I have ever heard....on ANY topic”.**

“I have been a nurse and an administrator for 32 years. I have heard many motivational speakers present on patient centered care, compassion and caring. I myself, speak on the topic. But without a doubt, Allison Massari is the best speaker I have ever heard....on ANY topic. Her content, her style, her nonverbal communication and most of all, her authentic presence cannot help but reach the hearts and souls of her audience. It is abundantly clear that she lives her life in concert with what she has learned and believes.”

Joan Forte Scott, MBA, RN, NE-BC  
Administrative Director  
**Stanford Health Care**



**“When we opened the TEDxZaragoza conference with Allison, it was like dropping a bomb...** Her work is so thorough, so careful. Every sentence, every comma, every pause, the pronunciation of every word, are doubly, triply checked and pondered. It is plainly counterintuitive that the result is so incredibly emotional despite this infinite attention to detail. Yet it is. As I later said to her, ‘It is a great power to be able to make people laugh and cry in only 18 minutes.’ How does she do it? My guess is that one of the secret ingredients is to tell exactly what you think, to show what you feel... to actually feel it on stage! It is very different from the careful work of an actress, who strives to convince that she feels something which is not there. Allison’s only aim is to accurately and intensely communicate what she actually feels... and the laughs and the tears in the audience confirm that she achieves it remarkably.”

Pablo Echinique  
TEDxZaragoza Co-Organizer  
Scientific Researcher  
Spanish National Research Council

**TEDx**





**“You are an artist painting beauty in people’s hearts.”**

Cindy Gajdosik, RN  
SSM Health



*“There is staggering scientific data showing that mastering one’s emotions is directly linked to the bottom line of your business.” – Harvard Business Review*

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