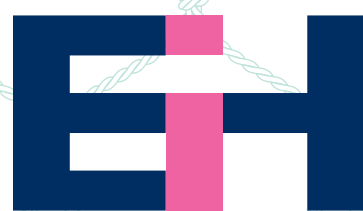
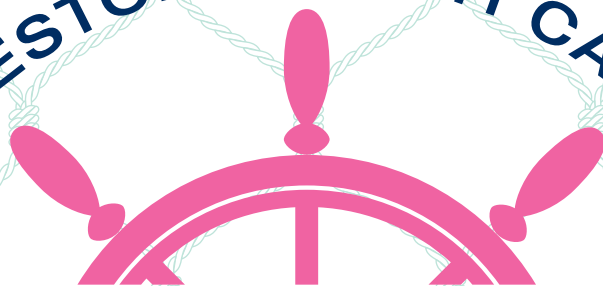


CHARLESTON, SOUTH CAROLINA



**excellence
in healthcare**
conference 2018

May 20 - 22, 2018

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**GET ALL OF
THE CONFERENCE
DETAILS AT**

EiHCONFERENCE.COM





The conference website is where you will find links to registration, hotel booking, important travel information and more.



CONFERENCE OVERVIEW

Refresh, refocus and recharge at the Excellence in Healthcare Conference at Wild Dunes, Charleston, South Carolina's island resort.

Join us as we Chart a Course for Excellence. It's a well-known fact that when we focus on caring for ourselves we are better equipped to achieve peak performance and deliver excellent care, compassionate leadership and a humanizing experience. At our conference, inspirational thought leaders will discuss:

-  **A Return to Purpose: Restoring Relationships in Healthcare**
-  **Solutions that Humanize Healthcare**
-  **Differentiating on the Human Experience: Metrics that Matter**
-  **Transforming Culture through Leadership**

Whatever opportunities or challenges you face in improving patient experience, you will find inspiring, engaging and relevant resources and solutions beachside at Wild Dunes, Charleston, South Carolina's island resort. Join your colleagues from across the country at the Boardwalk Inn to explore what's new in healthcare with your friends from Professional Research Consultants and The Institute for Healthcare Excellence.

Conference Layout



Get ready for a voyage of discovery that will help you navigate the north, south, east and west of patient experience with education, networking and celebration.

Continuing Education



Attendees can receive Patient Experience Continuing Education credits (PXEs) from the Patient Experience Institute, Continuing Education Units (CEUs) and Continuing Medical Education (CME) credits. Continuing Education Units (CEUs) can be converted to Nursing Contact Hours.

Networking



Networking is crucial on your journey to excellence. Our conference will provide opportunities that empower you to exchange ideas with transformational thought leaders who are reshaping the healthcare landscape.

**CONFERENCE
REGISTRATION
CLOSES ON
MONDAY, MAY 7**

To offer a customized experience for all attendees, we are closing our registration before the start of the event. If you have any questions or concerns, email **Conferences@EiHConference.com**.

Register online at **EiHConference.com**

CONFERENCE REGISTRATION

Registration Types & Rates

Our registration options make it easy to make your decision. Opt for a full menu of inspirational and educational workshops or just celebrate Excellence in Healthcare at our awards events—either way, we can’t wait to see you in Charleston!

Conference

This registration includes all events, from the networking kickoff reception on Sunday, May 20, through the Celebrating Excellence Awards Gala on Tuesday, May 22.

Explorer Registration Rate *(on or before April 13)* **\$995**

Voyager Registration Rate *(after April 13)* **\$1,195**

** The conference registration rate does not include travel or accommodations.*

Celebrating Excellence Awards Gala

Can’t attend the conference but want to participate in recognizing the top organizations in healthcare? This registration gives attendees access to the Celebrating Excellence Gala on Tuesday, May 22, from 6:00 pm – 11:30 pm. This registration does not include any of the educational resources.

Gala Registration Rate **\$150**

Optional Guest Registration Add-Ons

Traveling with friends or family? Your guests are invited to attend our networking kickoff reception, morning movements and Charleston Your Way. They are also invited to register as guests for:

Celebrating Excellence Awards Gala Guest

We invite guests to join us for the Celebrating Excellence Awards Gala on Tuesday, May 22, from 6:00 pm – 11:30 pm to help celebrate this year’s amazing recipients and enjoy our entertaining program.

Guest Registration Rate **\$150**

TOP 5 REASONS TO PURSUE EXCELLENCE IN HEALTHCARE AT OUR CONFERENCE:

- 1 Explore how culture and leadership can help shape the patient experience
- 2 Discover thoughtful solutions that can drive improvement and sustain transformation
- 3 Differentiate your journey to excellence by applying meaningful metrics to maximize the impact of the care you deliver
- 4 Restore joy to relationships by recommitting to purpose and making meaningful connections
- 5 Network and learn how others have charted their course to excellence

CONTINUING EDUCATION

Participating in the Excellence in Healthcare conference qualifies you to earn PXE, CEU and CME credits. Our offering of continuing education credits will ensure that any participant at any level within their organization will earn educational credits for attendance.

What are PXEs?

To support patient experience as a new and emerging field of practice, promote ongoing enhancement of knowledge and encourage continued learning and professional development, the Patient Experience Institute (PXI) offers accreditation for learning, teaching and professional service events and activities focused on the patient experience. This accreditation allows programs and events to award Patient Experience Continuing Education Credits (PXEs) that can be applied toward certification/recertification.



Please note that we have a specific number of rooms on hold at the Wild Dunes Island Resort. The last day to secure a guaranteed hotel room at the discounted conference rate is Wednesday, April 11, 2018. For assistance with your room reservation, please email Conferences@EiHConference.com.

Book online at EiHConference.com

CONFERENCE SPONSORS

The Excellence in Healthcare Conference sincerely thanks our sponsors for supporting our mission and making the 2018 EiH Conference possible!



NETWORKING EVENTS

SUNDAY MAY 20

7:00 pm - 10:00 pm

Kickoff Reception

Kick-start the conference with casual beachside cocktails and networking with top national healthcare experts establishing a tone of conference excellence.

MONDAY MAY 21

6:00 am - 7:00 am

Morning Movements: Tai Chi

Leave your worries behind and get some exercise at beautiful Isle of Palms beach resort! Escape the hustle and bustle and enjoy Charleston's sunrise. Don't worry—these beginner-friendly Tai Chi exercises are safe for all ages and health types.

7:00 am - 8:00 am

Breakfast

Start the day strong with breakfast alongside other conference attendees to prepare for a full day of inspiration and ideas. Spark a conversation and start building your network to prepare for your exciting day!

12:00 pm - 1:00 pm

Luncheon

Discover different cuisines as PRC and IHE solutions experts explore what it means to Chart a Course for Excellence.

4:15 pm - 5:15 pm

Achievement Awards Cocktail Reception & Storyboard Presentation

Listen to Achievement Award winners explain how they have achieved and sustained a culture of excellence. Learn from their experiences, and help your organization.

6:00 pm - 10:30 pm

Experience Charleston Your Way

Charleston, the South Carolina port city founded in 1670, is defined by its cobblestone streets, horse-drawn carriages and pastel antebellum houses, particularly in the elegant French Quarter and Battery districts. The Battery promenade and Waterfront Park both overlook Charleston Harbor, while Fort Sumter, a federal stronghold where the first shots of the Civil War rang out, lies across the water. Exploring this beautiful and historic city is not an adventure you want to miss!

EiH will provide transportation from Wild Dunes to downtown Charleston. Be on one of the buses to Charleston at 6:00 pm, 6:30 pm or 7:00 pm and then head back to the resort at 9:30 pm or 10:30 pm. While you're out, be sure to check out landmarks like Riley Waterfront Park, Rainbow Row, the Cathedral of St. John, St. Michael's Church, the Battery and White Point Gardens and the Nathan Russell House. Make your own reservations and explore Charleston Your Way!

Upon your return to Wild Dunes, you are cordially invited to soak up even more Southern hospitality at our late-night networking event.

TUESDAY MAY 22

6:00 am - 7:00 am

Morning Movements: Daylight Beach Bike Detour

Start Tuesday strong! During this brisk one-hour activity, you'll power your way through the sandy stretches of Isle of Palms on beach bikes. Experience these wide-tired bikes and savor the beautiful morning. If you plan to walk instead, don't forget your camera! You never know what wildlife you may encounter.

6:00 pm - 7:00 pm

Gala Cocktail Hour

Enjoy complementary cocktails and mingle with your colleagues from across the country. Listen and learn how they create their own culture of excellence.

FREQUENTLY ASKED QUESTIONS

Who should attend the Excellence in Healthcare Conference?

The Excellence in Healthcare Conference is for individuals who have a stake in improving the patient experience. Whether you consider yourself an expert and are looking to be re-energized, or are a newbie looking for guidance, the Excellence in Healthcare Conference is the place for you.

When should I fly into and out of Charleston for the conference?

Activities for the Excellence in Healthcare Conference kick off at 7:00 pm, Sunday, May 20, 2018. We recommend arriving at the hotel no earlier than 4:00 pm to avoid scheduling an early check-in at the Wild Dunes Resort. The conference concludes at 11:30 pm on Tuesday, May 22, 2018, with the Excellence in Healthcare Awards Gala. You can book additional rooms at the group rate to extend your stay.

If I am driving or renting a car, will there be parking at the conference?

The Wild Dunes Resorts offers complimentary self-parking and valet parking. Buses, RVs and any vehicle towing a trailer are considered oversized vehicles and must be parked at the Marina.

Do I have to stay at the hotel that is hosting the conference?

While it is highly recommended that you take advantage of our special group rate and stay at the Wild Dunes Resort, attendees are not required to stay there. We have worked hard to provide you with the most economical option in the area that also offers exceptional convenience, an extraordinary experience and top-notch accommodations.

Which airport is the most convenient to use to attend the conference?

Charleston International Airport is 23 miles and around 40 minutes from the resort.

What will the weather be like in Charleston during the conference?

Charleston's average high temperature in May is 83°F, and the average low is 62°F. Although outside temperatures might be warm, the conference meeting rooms are a bit chilly. A light sweater or jacket is recommended during meetings and events.

Are meals included?

Sunday, May 20: Appetizers are provided

Monday, May 21: Breakfast and lunch are provided.

Tuesday, May 22: Breakfast, lunch and award dinner are provided

What attire is recommended for the conference?

Business casual attire is recommended for the majority of the conference. Business professional or cocktail attire is appropriate for Tuesday evening's Celebrating Excellence Awards Reception and Gala. Comfortable and casual clothing is recommended for Morning Movements.

Are the events in the morning/evening included in the price of the conference?

The conference registration includes all events from the networking kickoff reception on Sunday, May 20, 2018, through the Celebrating Excellence Awards Reception & Gala on Tuesday, May 22, 2018.

When is the last day to register?

Conference registration closes on May 7, 2018.

Wild Dunes Resort room group rates close on April 11, 2018. Rooms may still be available after this date but at a higher rate, based on availability.

SCHEDULE AT A GLANCE

SUNDAY MAY 20	3:00 pm - 10:00 pm	Registration
	7:00 pm - 10:00 pm	Networking Kickoff Reception <i>(open to all registration types & guests)</i>
MONDAY MAY 21	6:00 am - 7:00 am	Morning Movements: Tai Chi <i>(open to all registration types & guests)</i>
	7:00 am - 4:00 pm	Registration
	7:00 am - 8:00 am	Networking Breakfast
	8:00 am - 9:00 am	Conference Kickoff & Welcome Joe M. Inganzo, Ph.D., Professional Research Consultants, Inc.
	A Return to Purpose: Restoring Relationships in Healthcare	
	9:00 am - 10:00 am	Keynote — The Radical Redesign of Healthcare: The Why, What and How Tracy W. Gaudet, M.D., Veterans Health Administration
	10:15 am - 11:15 am	BREAKOUT SESSIONS Peer Power: Building Resiliency to Traumatic Events Brooke L. Donaldson, M.D., and Stephanie Neff, MS, Genesis HealthCare System Impacting Patient and Staff Satisfaction with a Chaplain Christie J. Hatch, MSN, RN, CEN, and Jesse O'Neal, MBA, MS, WakeMed Health & Hospitals Trading Places Jeremy Crowder, RN, and Shannon Parham, MSN, RN, Owensboro Health The Journey to Joy: Building Trust with Teams Sandra Argenio, M.D., The Institute for Healthcare Excellence
	11:30 am - 12:00 pm	Keynote — From the Battlefield to the Boardroom to the Bedside Rear Admiral Paul Becker, USN (Ret.), The Becker T3 Group, LLC.
	12:00 pm - 1:00 pm	Networking Luncheon — Chart a Course for Excellence
	Solutions that Humanize Healthcare	
	1:15 pm - 2:15 pm	Keynote — Leveraging Deckplate Innovation to Optimize Patient Safety & Quality across Navy Medicine Rear Admiral Bruce L. Gillingham, M.D., U.S. Navy Bureau of Medicine and Surgery
	2:30 pm - 3:30 pm	BREAKOUT SESSIONS Transformational Teamwork Raechel Anne Rowland, RN, BSN, LSSBB, Ascension Borgess Health Empathy in Clinical Practice Brianna Lynn Graham, MSN, RN-BC, ONC, Parkview Health Supporting Well-Being with Code Lavender® Programs Rachel Urbis, MPH, and RJ Salus, Vocera Communication No Accident: Building a Strategic Provider Relationship Plan Patrick Kneeland, M.D., and Read Pierce, M.D., The Institute for Healthcare Excellence
	3:45 pm - 4:15 pm	Keynote — The Patient's Perspective
	4:15 pm - 5:15 pm	Achievement Award Winners Cocktail Reception & Storyboard Presentations
	6:00 pm - 10:30 pm	Experience Charleston Your Way <i>Guests will have transportation to downtown Charleston and experience Charleston on their own. There will be specific shuttle times to and from the Wild Dunes Resort and downtown Charleston.</i>

TUESDAY
MAY 22

6:00 am - 7:00 am	Morning Movements: Beach Bikes <i>(open to all registration types & guests)</i>
7:00 am - 7:00 pm	Registration
8:00 am - 9:00 am	Breakfast Keynote — The King Fahad Medical City (KFMC) Story, Bridging Patient Experience across Cultures Ali T. Asery, M.D., MHA, and Ghassan Abass, Ph.D., DHSc, MHSC, King Fahad Medical City
Differentiating on the Human Experience: Metrics that Matter	
9:00 am - 10:00 am	Keynote — The Power of Culture in Transforming Healthcare Michael Leonard, M.D., Duke University School of Medicine and Safe & Reliable Healthcare, LLC.
10:15 am - 11:15 am	BREAKOUT SESSIONS Implementing a Primary RN Model of Care Lana Labhart, MSN, RN, RCIS, St. Vincent Evansville Capturing the Consumer Experience Inside the Patient Journey Noel Coleman, Doctor.com Tools to Restore and Enhance the Patient/Caregiver Relationship Mary Kate Dilts Skaggs, DNP, RN, NE-BC, Southern Ohio Medical Center
11:30 am - 12:00 pm	Keynote — PeraHealth
12:00 pm - 1:00 pm	Charting a Course for Healthcare Excellence Video Contest
Transforming Culture through Leadership	
1:15 pm - 1:45 pm	Keynote — Organizational Design for Positive Cultural Change David Herman, M.D., Essentia Health
1:45 pm - 2:15 pm	Keynote — Our Caring Connection Journey: A Leadership Perspective Nancy Susick, RN, FACHE, Beaumont Hospital, Troy
2:30 pm - 3:30 pm	BREAKOUT SESSIONS Partners in Care: Transforming Culture Robert Chad Spangler, RN, MSN, and Linda F. Robinson, MSN, RN, CFN, St. Elizabeth Healthcare Bringing Meaning Back into Your Career — A Physician's Perspective Ishrat Rafi, M.D., MPH, Ascension Saint Agnes Healthcare Creating a Carefully Crafted Culture: One System's Journey Catherine K. Lee, MBA, CPXP, McLeod Health Developing Trust, Teamwork, and Respect: A Leadership Perspective William Maples, M.D., and Timothy Poulton, M.D., The Institute for Healthcare Excellence
3:45 pm - 4:15 pm	Keynote — The Patient's Perspective
6:00 pm - 11:30 pm	Celebrating Excellence Awards Reception & Gala <i>(guest tickets available)</i>

A RETURN TO PURPOSE: RESTORING RELATIONSHIPS IN HEALTHCARE

Although some may be tempted to write off “culture” as a buzzword, the fact is that culture drives 90% of a person’s on-the-job behavior. Understanding the impact of culture and the role of leadership in aligning and engaging teams to deliver the best possible patient experience can be a real differentiator for high-performing hospitals and health systems. Explore how Culture & Leadership help shape patient experience.

KEYNOTE

9:00 am - 10:00 am

The Radical Redesign of Healthcare: The Why, What and How



Healthcare professionals in America are exploring a more comprehensive, holistic approach to healthcare that could serve us better—as both practitioners and patients. How, then, do we get from the current state to this patient-driven model? The core elements of this approach, as well as the demonstrations under way and the plan for national implementation across the

Veterans Health Administration will be presented. In keeping with this approach, the VHA has made a commitment to innovate the way healthcare is delivered by leading the expansion of the current medical paradigm—which is historically predominantly disease-based and reactive—to one that is personalized, proactive, and patient-driven.

Tracy W. Gaudet, M.D.

Executive Director, National Office of Patient Centered Care & Cultural Transformation
Veterans Health Administration

BREAKOUT SESSIONS

10:15 am - 11:15 am

Peer Power: Building Resiliency to Traumatic Events



How do you recover from a pediatric death or the death of a co-worker? After you've experienced a traumatic event, how do you bring the same level of compassion and care to the next patient and family you serve? A Peer Support Team can provide you and

your employees the resources and interventions required to debrief, recover, and cope in a healthy team-supportive manner. Led by specially trained colleagues who understand how to help their peers respond with resilience, this session will describe how to bring a new level of compassionate, quality care to patients and families—as well as fellow caregivers. Join us to learn how to design, build and implement a Peer Support Team strategy that will impact your staff and your patients while enriching your institutional culture.

Brooke L. Donaldson, M.D.
Emergency Medicine Physician
Genesis HealthCare System

Stephanie Neff, MS
Director of Patient Experience
Genesis HealthCare System

Trading Places



This presentation will describe the Owensboro Health Rehab unit's journey to excellence. The journey began by evaluating employee engagement surveys and responding to employee requests for more information about

patient experience. The Rehab unit participated in empathy and compassion learning labs that culminated in a partnership with the Theatre Workshop of Owensboro. The partnership hosted a learning lab where actors became nursing caregivers and nursing caregivers became patients to reconnect with the "why" of healthcare.

Jeremy Crowder, RN
Nursing Manager, Rehabilitation Unit
Owensboro Health

Shannon Parham, MSN, RN
Director of Patient Experience
Owensboro Health

Impacting Patient and Staff Satisfaction with a Chaplain



The emergency department is a busy and sometimes chaotic-feeling part of the hospital. The constant influx of patients with mild to major emergencies can lead to long patient wait times and fear of the unknown for patients and families. Patients that

are dissatisfied with long wait times can respond with low patient satisfaction scores.

Patients are not the only ones feeling the effects in this stressful environment. Staff can be verbally and physically abused, overworked, suffering from burnout, and physically and emotionally drained. In response to feedback from the staff, Emergency Services at WakeMed in Raleigh, North Carolina, hired a full-time Staff Chaplain who is dedicated to the Adult and Children's Emergency Departments. WakeMed expects this to lead to measurable improvements in patient and staff satisfaction

The Staff Chaplain responds to all "Codes" in the two (Adult and Children's) emergency departments and backs up the Chaplain Interns and Chaplain Residents who are covering the Trauma Room. The Chaplain rounds on the floor several times each day, on the watch for pastoral care needs. When those needs are addressed, the patients, family members and staff have a more positive experience.

Christie J. Hatch, MSN, RN, CEN
Clinical Educator/Supervisor Adult Emergency Department
WakeMed Health & Hospitals

Jesse O'Neal, MBA, MS
Staff Chaplain, Emergency Services
WakeMed Health & Hospitals

The Journey to Joy: Building Trust with Teams



Developing a patient-centered, team-based culture rooted in trust, mutual respect and accountability is essential to creating an excellent experience for patients and caregivers. In addition, creating a high-functioning team will help restore joy and resiliency to the practice of medicine. Learn how adding new skills in a multidisciplinary setting will lead to the formation of a cohesive team.

Sandra Argenio, M.D.
Faculty
The Institute for Healthcare Excellence

KEYNOTE

11:30 am - 12:00 pm

From the Battlefield to the Boardroom to the Bedside



Too often, patients say they receive acceptable treatment but do not connect with their caregivers, which leaves them less than satisfied with their overall healthcare experience. Healthcare providers can benefit from developing leadership skills designed to improve comprehensive patient care while enhancing the human experience.

Providers can improve the patient experience by understanding more about human dynamics, regularly engaging and informing patients, realizing the benefits of forming cross-functional teams, and communicating a patient-centric vision for care. In the short term, such an experience creates value by improving overall patient satisfaction. Over the long term, it can both improve access to healthcare and reduce healthcare costs.

Rear Admiral Paul Becker, USN (Ret.)

Chief Executive Officer

The Becker T3 Group, LLC.

NETWORKING LUNCHEON

12:00 pm - 1:00 pm

Chart a Course for Excellence Luncheon

The journey to excellence offers many opportunities to learn along the way. Join us for an interactive luncheon where you can explore four important touch points that are part of every journey:

- Ⓐ Patient Experience
- Ⓐ Employee Engagement
- Ⓐ Physician Engagement
- Ⓐ Healthcare Excellence

Let these guideposts serve as your compass along the north, south, east and west of your organization's unique quest for excellence in healthcare. Meet with experienced thought leaders and discuss the case studies, programs, best practices and resources that can propel you and your organization along your path.

This engaging luncheon also gives you the opportunity to have in-depth conversations with other conference attendees. Adapt their experiences, ideas, innovations and programs to improve the experience and elevate the care your organization delivers to the patients and communities you serve.

SOLUTIONS THAT HUMANIZE HEALTHCARE

The pace of delivering Excellence in Healthcare is accelerating. To cope, we rely more and more on process-based solutions and technological advances that empower us to shape the patient experience by providing care that is both effective and satisfying. This conference compass point is designed to help you explore how thoughtful technology and carefully considered process improvements can enhance performance and patient satisfaction.

KEYNOTE

1:15 pm - 2:15 pm

Leveraging Deckplate Innovation to Optimize Patient Safety & Quality across Navy Medicine



The U.S. Navy Bureau of Medicine and Surgery (BUMED) Readiness and Health Directorate participates in the development of DoD (Department of Defense) Military Health System (MHS) policies supporting more than 9 million beneficiaries, and is responsible for healthcare policies and treatment programs that promote and safeguard the health of authorized beneficiaries. The Deputy for

Readiness and Health serves as Navy Medicine's first Chief Quality Officer, a role developed to lead quality and safety initiatives and propel the application of data-driven solutions across the MHS at a time when system integration is critical. Navy Medicine has made dramatic strides in the journey to become a high reliability organization (HRO). In this presentation, Rear Admiral Bruce Gillingham will discuss the adaptation and implementation of industry best practices to inform systems and structures that enable continuous process improvement through patient-centered, clinician-led networks.

Rear Admiral Bruce L. Gillingham, M.D.

Deputy Chief for Readiness & Health and Chief Quality Officer
U.S. Navy Bureau of Medicine and Surgery

BREAKOUT SESSIONS

2:30 pm - 3:30 pm

Transformational Teamwork



Ascension Borgess Health has implemented a teamwork nursing care model that focuses on patient and associate experience. Facilitated by the Lean transformation team, the new model reflects the creativity and innovation of the nursing staff. The organization's goal was to improve onboarding and mentoring protocols for new graduate nurses to recruit, develop and retain highly talented clinical staff more effectively.

The key concept driving this work focused on creating an excellent experience with a heightened level of quality and safety by improving onboarding and mentoring processes. The pilot project included a three-tiered clinical ladder, leveled assignments with all new nurses paired with seasoned staff, as well as the addition of a patient safety technician focused on continuous rounding, and standardized bedside reporting. Daily management system huddle boards, team building and improved communication techniques also contributed to the success of the new model, which surpassed organizational goals. Not only has the culture improved substantially, Ascension Borgess Health has moved the needle on patient experience scores, which are now above the national average! If you would like to learn how cultural transformation can breathe new life into patient and staff experience, let Ascension Borgess Health share its teamwork nursing model journey with you and describe the lessons learned.

Raechel Anne Rowland, RN, BSN, LSSBB

Lean Practitioner
Ascension Borgess Health

Empathy in Clinical Practice



Parkview Health delivers this interactive, impactful presentation on empathy in clinical practice during the orientation for every new nurse and clinician. Participants say it has changed the way they practice their craft. Content includes five rules for clinical practice, personal anecdotes, and a hands-on, role-playing exploration of the skills required to provide empathetic care. Participating in this presentation will enable conference-goers

to gain a better understanding of the patient's perspective and see why empathy-based clinician interactions are imperative for improved outcomes.

Brianna Lynn Graham, MSN, RN-BC, ONC

Supervisor, Clinical Staff Development
Parkview Health

Supporting Well-Being with Code Lavender® Programs



A Code Lavender® program is a simple but powerful approach designed to bolster the emotional and spiritual well-being of care team members, staff, patients, and families in a healthcare setting. Much like a Code Blue denotes the need for

immediate resuscitation of the heart, team members call for a Code Lavender intervention when the care team and/or patients and families need emotional support. Code Lavender approaches vary in scope and intensity, but always succeed best when implemented with thoughtful planning and appropriate communication. In this breakout, attendees will learn how health systems have implemented Code Lavender programs, and will see how to set the stage for a successful Code Lavender implementation.

Rachel Urbis, MPH

Member Engagement Manager
Vocera Communication

RJ Salus

Partnership and Innovation Director
Vocera Communication

No Accident: Building a Strategic Provider Relationship Plan



Learn how one hospital created a strategic plan that focused on developing skills, fostering resilience and creating a more sustainable experience of work through team-based and organizational design factors. Hear how significant improvements in

burnout, workplace experience and business performance can result from implementing a strategic plan focused on physicians leading healthcare.

Patrick Kneeland, M.D.

Faculty
The Institute for Healthcare Excellence

Read Pierce, M.D.

Faculty
The Institute for Healthcare Excellence

ACHIEVEMENT AWARDS

4:15 pm - 5:15 pm

Achievement Award Winners Cocktail Reception & Storyboard Presentations

Be sure to attend this cocktail reception and toast your colleagues on a job well done. Hear best practices and see how others are achieving significant improvements in their scores and culture!

This cocktail hour will recognize the top Achievement Award submissions and identify the Key Drives of Excellence® that award-winners targeted to improve their performance.

PRC Achievement Awards recognize organizations at the hospital, facility, department and unit level for focusing on Key Drivers of Excellence® that enhance their patients' perceptions of care. PRC awards Platinum, Gold and Silver levels of recognition based on the combined scores of all judges.



NETWORKING OUTING

6:00 pm - 10:30 pm

Experience Charleston Your Way

Charleston, the South Carolina port city founded in 1670, is defined by its cobblestone streets, horse-drawn carriages and pastel antebellum houses, particularly in the elegant French Quarter and Battery districts. The Battery promenade and Waterfront Park both overlook Charleston Harbor, while Fort Sumter, a federal stronghold where the first shots of the Civil War rang out, lies across the water. This will be an adventure that you will not want to miss.

EiH will be providing transportation from Wild Dunes to downtown Charleston. Be on one of the buses to Charleston at 6:00 pm,

6:30 pm or 7:00 pm and then head back to the resort at 9:30 pm or 10:30 pm. Explore Charleston the way you want to. Be sure to check out such landmarks as Riley Waterfront Park, Rainbow Row, the Cathedral of St. John, St. Michael's Church, the Battery and White Point Gardens and the Nathan Russell House. Make your own reservations and explore Charleston Your Way!

Upon your return to Wild Dunes, you are cordially invited to soak up even more Southern hospitality at our late-night networking event.

DIFFERENTIATING ON THE HUMAN EXPERIENCE: METRICS THAT MATTER

Metrics: You collect them, but what do you do with them? Why are they important? Metrics do matter. During this session, you will learn more about how to use meaningful metrics to guide decision-making, create or reinforce infrastructure in your organization and get feedback from your stakeholders.

BREAKFAST KEYNOTE

8:00 am - 9:00 am

The King Fahad Medical City (KFMC) Story: Bridging Patient Experience across Cultures



See what KFMC is doing to make a difference in the patient experience in Saudi Arabia. Explore the steps that KFMC is taking to enrich experience and compare the KFMC operating model with U.S. practices for enhancing the patient experience. Gain a better understanding of the impact of transforming culture to implement a value-based workplace.

Ali T. Asery, M.D., MHA

Executive Director, Patient Experience
King Fahad Medical City

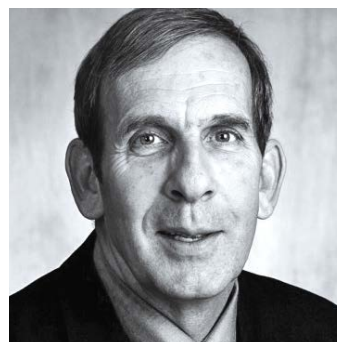
Ghassan Abass, Ph.D., DHSc, MHSC

Director, Patient Experience Development
King Fahad Medical City

KEYNOTE

9:00 am - 10:00 am

The Power of Culture in Transforming Healthcare



This keynote will offer a practical framework for guiding a systematic approach to safe, highly reliable care and discuss tools and concepts that organizations can readily apply to create or add value.

Michael Leonard, M.D.

Adjunct Professor of Medicine
Duke University School of
Medicine and Safe & Reliable
Healthcare, LLC.

BREAKOUT SESSIONS

10:15 am - 11:15 am

Implementing a Primary RN Model of Care



St. Vincent Evansville's ICU step-down unit was challenged to improve RN communication scores by implementing a Primary RN model of care. RN communication scores were 65.08 in January 2017 and rose to 88.33 by August 2017. Quarterly results rose from 75.61 in Q1 CY17 to 82.03 in Q3 CY17. Response to call scores improved from 27.21 in January 2017 to 70.43 in August 2017. Quarterly results rose from 44.95 in Q1 CY17 to 62.24 in Q3 CY17. For the first time, the unit achieved the 90th percentile in overall rating with a score of 89.47 in August 2017. All other HCHAPS scores were also substantially increased. There were cost savings of over \$70,000 compared to the previous staffing model. There were also additional cost savings related to lower orientation costs for patient care technicians.

Lana Labhart, MSN, RN, RCIS
Director of ICU Step-Down
St. Vincent Evansville

Capturing the Consumer Experience Inside the Patient Journey



You've heard the patient journey talked about over and over. And you've heard the term "consumer experience." Some would argue that healthcare consumers aren't "consumers" at all—that they're patients. But the reality is that both sides of the argument are true: the people receiving and purchasing healthcare are patients *and* consumers.

It's important for those who serve patients to understand that a critical yet largely unmanaged aspect of every patient's journey is how that patient experiences identifying, choosing, and engaging with health issues, potential solutions, and the providers who deliver their care.

Today, much of that consumer experience not only largely takes place online, but also occurs inside an entire ecosystem of digital touchpoints, some of which hospitals, health systems, group practices and physicians don't control.

How do organizations begin to understand and manage this aspect of the patient experience? Where do they begin and how do they measure success?

Noel Coleman
President, Enterprise
Doctor.com

Tools to Restore and Enhance the Patient/Caregiver Relationship



To "Give Perfect Service," caregivers must understand that every interaction counts. If you are not serving the patient, you are serving someone who is serving the patient. The sum of all of the interactions with caregivers across an organization shapes the patient experience.

The Service GPS for Southern Ohio Medical Center (SOMC) was the product of many years' work and a lot of creative brainstorming that explored service role models and expectations. Data from PRC's Path Analysis helped SOMC chart a course for excellence using a service dashboard and CAHPS scores to calculate Service % toward perfection. SOMC also applied results of the Path Analysis to identify opportunities, prioritize quarterly education and develop an overall organizational improvement plan. Its service leadership team structure and coaching assignments aligned metrics at the unit level and focused caregivers on active listening, courtesy and respect.

Mary Kate Dilts Skaggs, DNP, RN, NE-BC
Director of Nursing Emergency & Outpatient Services
Southern Ohio Medical Center

VIDEO CONTEST LUNCHEON

12:00 pm - 1:00 pm

Charting a Course for Healthcare Excellence Video Contest

Excellence in healthcare doesn't happen overnight. It's a journey fueled by an inspiring vision, passionate team members, and an unwavering belief that your organization can and will make a difference in your community and in the lives of your patients.

Join us for the Charting Our Course for Healthcare Excellence video contest luncheon as we recognize the videos from our outstanding finalists. Entrants will introduce their organization's video and share important learnings from their programs and initiatives—information you can take back and apply to your own organization.

One of the winners will earn special recognition for the Best Overall video.



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TRANSFORMING CULTURE THROUGH LEADERSHIP

Resiliency is grounded in an infrastructure of relationships that provide the emotional support and practical skills that enable people to navigate change. You can't just bounce back from a setback—you have to return to a framework of psychological reserves that help you focus on the positive, regain strength and guide others to achieve their own brand of resiliency. These sessions are designed to help you understand and adopt coping mechanisms that can help restore the joy of healing and forge connections with patients, families and colleagues in a community of caring.

KEYNOTE

1:15 pm - 1:45 pm

Organizational Design for Positive Cultural Change



David Herman, M.D.
Chief Executive Officer
Essentia Health

Cultural change requires a thoughtful, deliberate and well-resourced plan to achieve desired cultural outcomes. This keynote will share the cultural diagnostic methods Essentia Health employed to shape and execute its detailed plan for positive cultural change. The discussion also will present current results of the shift in culture, measured by patient and staff outcomes.

KEYNOTE

1:45 pm - 2:15 pm

Our Caring Connection Journey: A Leadership Perspective



Nancy Susick, RN, FACHE
President
Beaumont Hospital, Troy

This keynote address will examine the important role of leadership and culture in the journey of Beaumont Hospital's care team toward making connections and providing excellent patient- and family-centered care. The presentation also will describe specific tools and strategies leading to the execution of an effective comprehensive plan that delivered measurable outcomes.

BREAKOUTS

2:30 pm - 3:30 pm

Partners in Care: Transforming Culture



St. Elizabeth Healthcare, a three-time ANCC Magnet® Designated facility, answered the ethical call to create a patient- and family-centered care (PFCC) culture to increase quality, safety, patient satisfaction, staff satisfaction, and cost-effectiveness.

To prepare for the shift to a PFCC culture, St. Elizabeth Healthcare administered the IPFCC Hospital Self-Assessment Tool to system-wide key stakeholders. First, the newly created Patient Advisory Board took The Patients Perception of Feeling Known Survey from Brigham Women's Hospital. Frontline nurses were then given a survey formulated from those results to create baseline data. Finally, St. Elizabeth Healthcare formed a multidisciplinary inter-professional system-wide committee to address the results and establish the priorities for improvement.

Guided by St. Elizabeth Healthcare's Dynamic Caring Model, the committee created a framework for organizational initiatives. As a result, all healthcare employees are now considered to be caregivers with the ability to impact patient care. To ensure that all hospital staff were aligned and engaged with the initiatives, everyone received Patient Advisory Board endorsed training. Through this grassroots effort, St. Elizabeth Healthcare's PFCC culture, Partners in Care, was born.

Robert Chad Spangler, RN, MSN

*Assistant Nurse Manager
St. Elizabeth Healthcare*

Linda F. Robinson, MSN, RN, CFN

*Manager of Innovation and Process Transformation
St. Elizabeth Healthcare*

Creating a Carefully Crafted Culture: One System's Journey



McLeod Health's corporate culture is not accidental or happenstance. It is the result of years of carefully planned leadership learning, cascading messages, and the incorporation of new behaviors—all pulled together by the annual organizational action plan and goal structure. This session will demonstrate how McLeod has woven together a multi-year, multi-level plan to assure a healthy culture, even as it has grown to more than 8,000 employees in seven hospital sites,

located across a quarter of the state of South Carolina.

Catherine K. Lee, MBA, CPXP

*Corporate Vice President of Patient Experience
McLeod Health*

Bringing Meaning Back into Your Career — A Physician's Perspective



Ascension Saint Agnes Healthcare's OB/GYN Department has experienced significant turnover in the last three years as OB/GYNs have stopped practicing obstetrics or retired earlier than expected. Along with this, the additional administrative burden of meetings and electronic medical recordkeeping has exacerbated the situation. The impact of physician burnout in all departments was felt throughout the hospital.

Since becoming an instructor for Ascension Saint Agnes Healthcare's healthcare communication class, Ishrat Rafi, M.D., MPH, has been practicing what she preaches by educating staff about physician burnout and engaging in mindful practice before meetings. Most meetings begin with participant reflection and, when possible, this is followed by a one-minute presence exercise to help center and focus everyone in the room. Ascension Saint Agnes Healthcare has also implemented mindfulness training to decrease physician burnout.

Ascension Saint Agnes has received many positive responses to these small changes. The Department of OB/GYN has yearly team communication trainings as well as grand rounds on physician burnout and how ergonomic awareness can decrease the physical stressors of work. In 2018 we plan to have a life coach present at grand rounds. Leadership recognizes the significant burdens placed on physicians and wants to help minimize burnout and improve job satisfaction, all of which positively impact quality of care.

Ishrat Rafi, M.D., MPH

*Interim OB/GYN Chair
Ascension Saint Agnes Healthcare*

Developing Trust, Teamwork, and Respect: A Leadership Perspective



Leadership behavior is critical to modeling, supporting, and sustaining a culture of excellence. Creating and sustaining a culture of excellence will depend on leaders modeling behaviors and maintaining a respectful

but uncompromising approach to behavioral accountability.

In this session, you will learn more about how developing trust, teamwork and respect will help you lead with excellence.

William Maples, M.D.

*Executive Director, The Institute for Healthcare Excellence
Chief Medical Officer, Professional Research Consultants, Inc.*

Timothy Poulton, M.D.

*Faculty
The Institute for Healthcare Excellence*

AWARDS GALA

6:00 pm - 11:30 pm

Celebrating Excellence Awards Reception & Gala

Tuesday evening's Celebrating Excellence Gala will honor PRC's elite award recipients. Top Performer and Awards of Distinction for Excellent Performance will be presented. We will recognize PRC's President's Award recipient, PRC's Leading Light Award recipient and IHE's Culture of Excellence Award recipient before PRC reveals its plan for new regional conferences in 2019. Please join us as we celebrate the successes of our outstanding organizational award winners.

After the awards ceremony, enjoy desserts, cocktails and a spectacular performance from a local Charleston band. This is an excellent opportunity to mingle with other attendees. Don't miss this extraordinary event!

Admission to the awards celebrations is included with each registration. Non-conference attendees and guests are welcome to attend for a \$150 registration fee. Register online at EIHConference.com.



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