

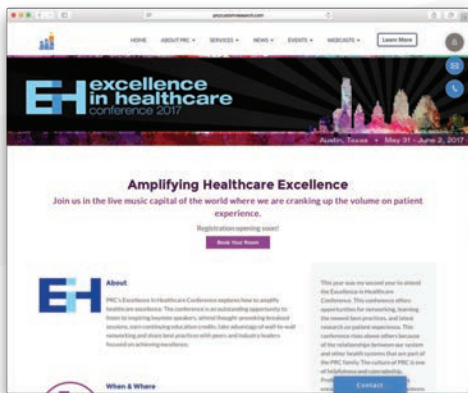


Austin, Texas • May 31 - June 2, 2017

EH **excellence**
in healthcare
conference 2017

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Get all of the conference details at www.PRCConference.com.

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

The website also offers conference resources such as the Convince your Boss letter template and the Conference Scholarship application.



Amplifying Excellence in Healthcare by Returning to Purpose

Join us as we focus on **Amplifying Excellence in Healthcare by Returning to Purpose**. 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 the Excellence in Healthcare conference, inspirational thought leaders will describe strategies to:

- Explore how culture and leadership help shape the patient experience.
- Describe how thoughtful technology and carefully considered process improvements can enhance performance and patient satisfaction.
- Explain how to use meaningful metrics to guide decision-making, create or reinforce infrastructure in your organization and get feedback from your stakeholders.
- Adopt coping mechanisms that can help restore the joy of healing and forge connections with patients, families and colleagues in a community of caring.

When you amplify Excellence in Healthcare, you'll learn how to differentiate your organization in today's competitive healthcare environment by moving beyond short-term tactics. The transformational culture changes you will explore at this year's conference can help you return to your purpose and restore joy and humanity to your practice of medicine.

Conference Layout

Say "goodbye" to conference tracks and "hello" to conference chords! We want to make sure you benefit from a well-rounded experience with insights into a range of issues driving Excellence in Healthcare.

With that in mind, we're featuring four important conference themes (Transforming Culture Through Leadership; Solutions & Technology to Humanize Healthcare; Metrics Matter; and Restoring Relationships in Healthcare) that will enable you to immerse yourself in each area of emphasis before moving on to the next. We are calling these themes "chords" because, like the chords on a sheet of music, you need all of them to resonate together to achieve Excellence in Healthcare.



Registration

Types & Rates

Opt for a full menu of inspirational and educational sessions or just celebrate excellence in healthcare at our awards events — either way, we can’t wait to see you in Austin!

Conference

This registration includes all events, from the networking kickoff reception on Wednesday, May 31, through the Celebrating Excellence Awards Reception & Gala on Friday, June 2.

Early Bird Registration Rate <i>(on or before April 26)</i>	\$995
Standard Registration Rate <i>(after April 26)</i>	\$1,195

Achievement Award Luncheon*

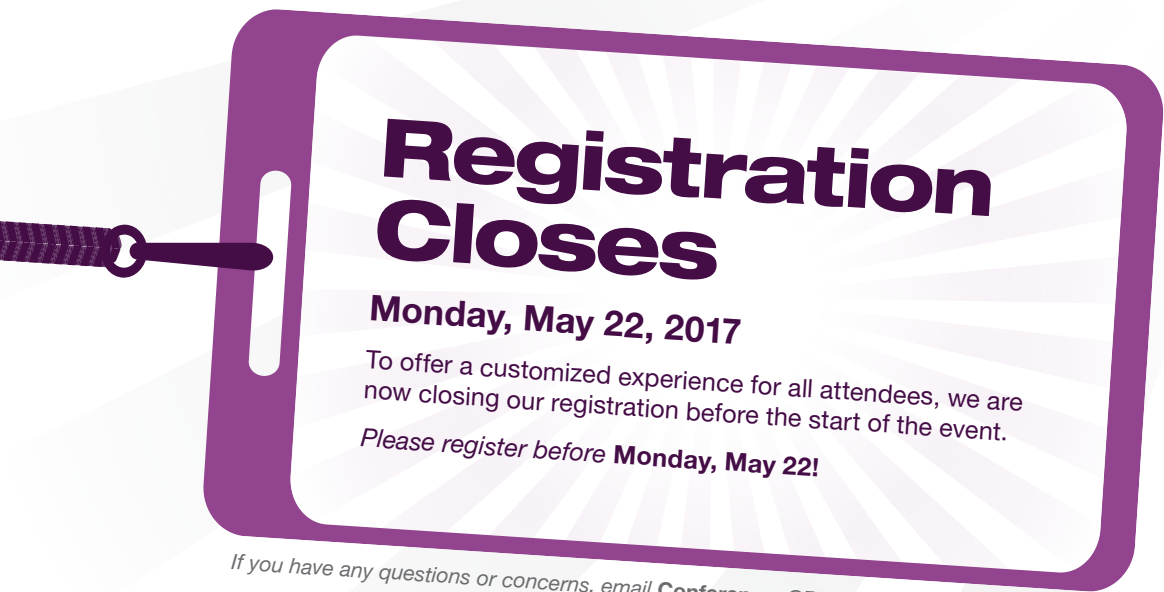
This registration is for attendees looking to join us for the Achievement Award Luncheon on Friday, June 2, from 11:45 a.m. – 1:15 p.m.

Early Bird Registration Rate <i>(on or before April 26)</i>	\$100
Standard Registration Rate <i>(after April 26)</i>	\$125

Celebrating Excellence Awards Reception & Gala*

Can’t attend the conference but would like to help recognize the top organizations in healthcare? This registration gives attendees access to the Celebrating Excellence Gala on Friday, June 2, from 6 – 11:30 p.m.

Early Bird Registration Rate <i>(on or before April 26)</i>	\$150
Standard Registration Rate <i>(after April 26)</i>	\$175



If you have any questions or concerns, email Conferences@PRCCustomResearch.com

**This registration does not include any educational resources.*

Optional Registration Add-Ons

Traveling with friends or family? Your guests are invited to attend our networking kickoff reception and morning wellness activities free of charge. They are also invited to register as guests for the following programs.

Austin Bucket List Tour Guest

Don't let your guest miss out on this amazing Austin experience. We would love to have guests tag along while we enjoy all that Austin has to offer — dinner included!

Early Bird Registration Rate <i>(on or before April 26)</i>	\$75
Standard Registration Rate <i>(after April 26)</i>	\$100

Achievement Awards Guest

This guest pass add-on allows access to the Achievement Award Celebration on Friday, June 2, from 11:45 a.m. – 1:15 p.m.

Early Bird Registration Rate <i>(on or before April 26)</i>	\$100
Standard Registration Rate <i>(after April 26)</i>	\$125

Celebrating Excellence Awards Reception & Gala Guest

We invite guests to join us for the Celebrating Excellence Awards Reception & Gala on Friday, June 2, from 6 – 11:30 p.m. to help celebrate this year's amazing recipients and enjoy local entertainment.

Early Bird Registration Rate <i>(on or before April 26)</i>	\$150
Standard Registration Rate <i>(after April 26)</i>	\$175

Hotel Reservations Filling Fast

Last day to secure a hotel room is
Wednesday, May 10, 2017

Please note that we have a specific number of rooms on hold at the Hyatt Regency Austin. Space is limited, so once our block is sold out, attendees will need to find other accommodations.

For questions regarding reserving your room, please email Conferences@PRCCustomResearch.com



Agenda

Wednesday, May 31

6:00 pm – 9:00 pm	Registration
7:00 pm – 9:00 pm	Networking Kickoff Reception <i>(open to all registrants & guests)</i>

Thursday, June 1

6:00 am – 7:00 am	Lady Bird Lake Escape <i>(open to all registrants & guests)</i>
8:00 am – 4:00 pm	Registration
8:00 am – 9:00 am	Networking Breakfast
9:00 am – 9:30 am	Conference Kickoff
Transforming Culture through Leadership	
9:30 am – 10:30 am	Keynote — Creating a Culture of Excellence Cynthia Mercer, MBA, SPHR, Mercy
10:45 am – 11:30 am	BREAKOUTS
	Bankruptcy to Reliability: A Systematic Approach to PX Steve Meth, MS, JD, Prime Healthcare
	Teamwork, Tone, Tenacity: Leadership Lessons That Work Rear Admiral Paul Becker, USN (Ret.), The Becker T3 Group, LLC.
	The Value of First Impressions in Healthcare Oral Wise, RRT, MHA, MBA, WakeMed Health & Hospitals
11:45 am – 1:15 pm	Food for Thought Luncheon — Harness Your Creative Power Billy Kirsch, Kidbilly Music
Solutions & Technology to Humanize Healthcare	
1:30 pm – 2:15 pm	Keynote — Technological Transformations in Care Rhonda Collins, MSN, RN, Vocera
2:30 pm – 3:15 pm	BREAKOUTS
	Pain Management: Improving Patient Satisfaction Peggy Hollis, MSN, RN, ACNS-BC, St. Mary's Medical Center
	Reinventing Nurse Leader Rounding for Exceptional Outcomes Kerry M. Anderson, RN, MSN, CMSRN, McLeod Health Catherine K. Lee, MBA, CPXP, McLeod Health
	Using Careboards to Enhance Patient Engagement Shannon Parham, MSN, RN, Owensboro Health Joni Sims, MBA, MSN, RN-BC, Owensboro Health
3:30 pm – 4:30 pm	Keynote — The Patient's Perspective Rear Admiral Paul Becker, USN (Ret.), The Becker T3 Group, LLC. Kimberly Becker, Alexandria, Virginia
5:30 pm – 8:30 pm	Austin Bucket List Tour

Friday, June 2

6:00 am – 7:00 am	Daylight Detour <i>(open to all registrants & guests)</i>
8:00 am – 7:00 pm	Registration
8:00 am – 9:00 am	Networking Breakfast
9:00 am – 9:30 am	PRC Industry Update
Metrics Matter	
9:30 am – 10:30 am	Keynote — How Methodology Influences Hospital Action Joe M. Inguanzo, Ph.D., Professional Research Consultants, Inc. Patrick Kneeland, MD, University of Colorado Hospital
10:45 am – 11:30 am	BREAKOUTS Creating an Infrastructure to Support the Patient Experience Amy Burleson, Mercy Integrating Stakeholder Feedback for Meaningful Improvements Marie L. Judd, MBA, SPHR, FACHE, CPXP, Ascension Health Start with Why: One Hospital's Journey to Excellence Jennifer K. Clark, M.D., Hillcrest HealthCare System
11:45 am – 1:15 pm	Achievement Award Luncheon
Restoring Relationships in Healthcare	
1:30 pm – 2:30 pm	Keynote — Thriving vs. Surviving During Times of Change J. Bryan Sexton, Ph.D., Duke University Health System
2:45 pm – 3:30 pm	BREAKOUTS Bolstering a Culture of Care Through Code Lavender Stephanie Neff, MS, Genesis HealthCare System Enhancing Resilience Through Bite-Sized Interventions J. Bryan Sexton, Ph.D., Duke University Health System Twisting our View: Teamwork Through the Patient Lens Audrey Page, BA, Professional Research Consultants, Inc.
3:45 pm – 4:45 pm	Keynote — Beating the Odds Danny Zollars, Los Angeles Kings
6:00 pm – 11:30 pm	Celebrating Excellence Awards Reception & Gala

Networking Events

Kickoff Reception

Wednesday, May 31
7:00 p.m. – 9:00 p.m.

Kickstart the conference by joining us for cocktails and networking with top healthcare experts from around the country. This casual opening event will establish a tone of excellence for the conference.

Morning Movements

Thursday, June 1 & Friday, June 2
6:00 a.m. – 7:00 a.m.

Amplify your experience by incorporating a couple of unique wellness activities into your day. These activities are designed for all fitness levels to get your body moving and your mind ready for a fun-filled day of learning and networking.

Please see page 7 for more information.

Breakfasts

Thursday, June 1 & Friday, June 2
8:00 a.m. – 9:00 a.m.

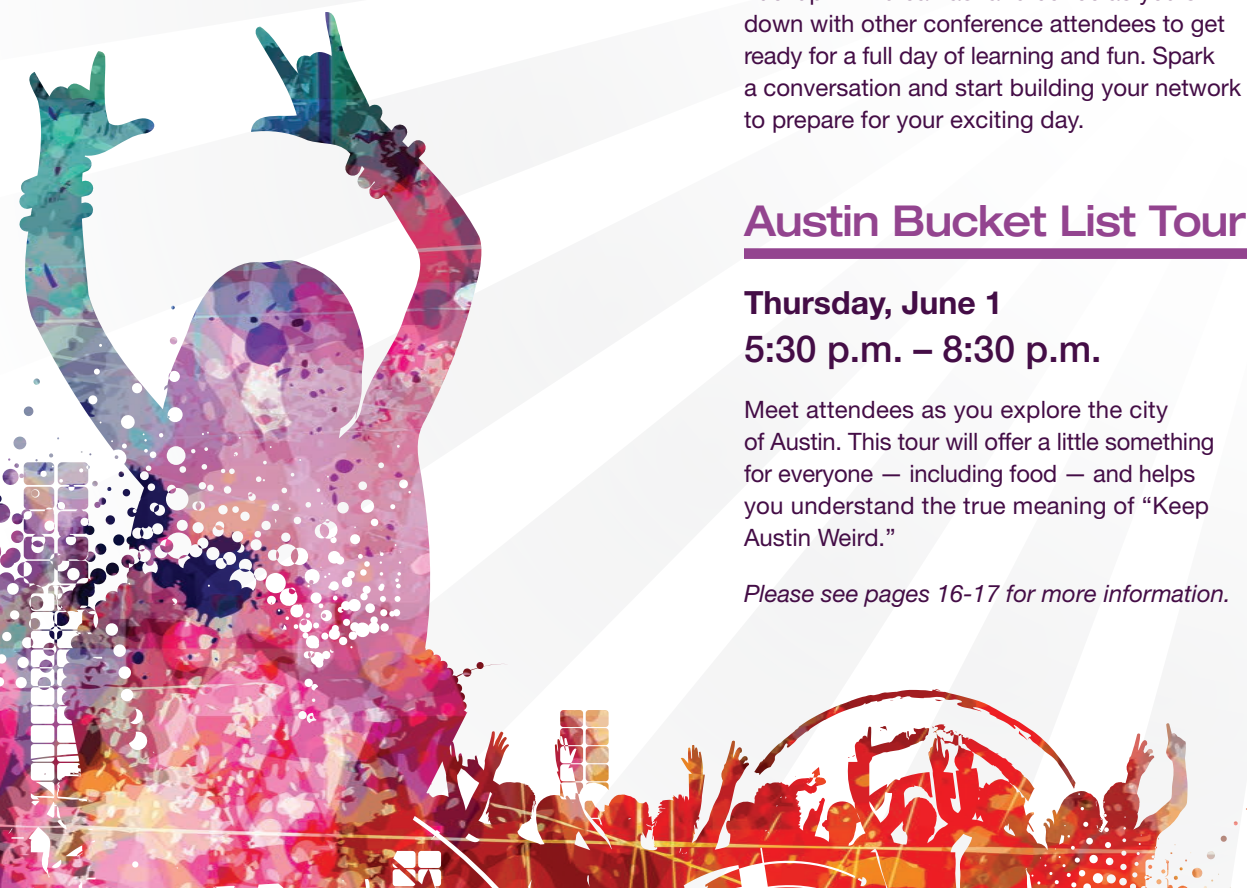
Fuel up with breakfast and coffee as you sit down with other conference attendees to get ready for a full day of learning and fun. Spark a conversation and start building your network to prepare for your exciting day.

Austin Bucket List Tour

Thursday, June 1
5:30 p.m. – 8:30 p.m.

Meet attendees as you explore the city of Austin. This tour will offer a little something for everyone — including food — and helps you understand the true meaning of “Keep Austin Weird.”

Please see pages 16-17 for more information.



Morning Movements

Lady Bird Lake Escape

Thursday, June 1
6:00 a.m. – 7:00 a.m.

Leave your worries behind, get out and get active on beautiful Lady Bird Lake! Escape the hustle and bustle and enjoy the Austin sunrise as you bike on water. Don't worry — these beginner-friendly water bikes are safe and almost impossible to capsize, keeping all ages dry. The water bikes glide along liquid surfaces at speeds up to 7 miles per hour, giving riders one-of-a-kind views of the city while burning off all of those 6th Street calories. Don't like to bike? We will also make paddleboards, canoes and kayaks available during this one-hour activity.

Daylight Detour

Friday, June 2
6:00 a.m. – 7:00 a.m.

Elevate your heart rate early Friday morning! During this one-hour activity, choose between a group walk or a group run as you trek through Lady Bird Lake's special hiking paths in the heart of Austin. Be one of the trail's 1.5 million visitors this year as you make your way through the lush, urban path that meanders along the water's edge and passes by skyscrapers, neighborhoods, ball fields and cultural attractions. If you plan on walking, don't forget your camera — you never know what wildlife you may come across!

Admission to Morning Movements is included in your conference registration and are open to guests.



Transforming Culture through Leadership

Thursday, June 1

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. So, it’s easy to see that 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. Kick off the first conference chord by exploring how Culture & Leadership help shape patient experience.

Keynote 9:30 a.m. – 10:30 a.m.

Creating a Culture of Excellence



Organizational culture is created by the people you select, develop and promote. It is through culture that a company expresses its mission, values and brand promise. Recognizing there is a one-to-one correlation between co-worker engagement and customer/patient experiences, companies that lead with an intentional, individualized selection process, investment program and succession plan for their co-workers ultimately deliver on that promise.

Creating a culture of excellence begins with a sense of **Purpose** that clearly defines and articulates your organization’s mission, values and brand promise and is sustained by the establishment of a **Process** that ensures that your team knows your culture, grows your culture and lives your culture. The **Payoff** is incredibly rewarding: Excellence through increased co-worker engagement, reduced turnover, increased productivity and improved patient experience outcomes. By the end of this discussion, participants will be able to:

1. Describe the non-teachable attributes that lead to success or failure.
2. Identify the strength of management’s role in building organizational culture.
3. Recognize the tough path to holding out for talent.
4. Replicate the correlation of talent to performance, retention, engagement and patient experience.

Cynthia Mercer, MBA, SPHR

Senior Vice President & Chief Administrative Officer
Mercy

Breakouts 10:45 a.m. – 11:30 a.m.

Bankruptcy to Reliability: A Systematic Approach to PX



Prime Healthcare rescues and transforms financially struggling hospitals across the United States by focusing on leadership alignment, investment in champions, real-time recognition, reliability and self-reflection. This session will describe how Prime Healthcare used its systematic approach to improve the HCAHPS measure of Overall Rating of the Hospital from the 1st nationwide percentile rank to the 27th in only 12 months. The approach hinges on developing techniques to establish a burning platform, creating realistic goals with leadership, and comparing and contrasting outcomes based on leadership compliance with the patient experience plan. Adopting lean staffing principles, Prime Healthcare also invested in communication training focusing on building therapeutic relationships with patients and their families. As a result, its caregivers have experienced a resurgence of pride in demonstrating empathy. After the discussion, participants will be able to:

1. Develop techniques to establish a burning platform and create realistic goals with leadership.
2. Predict plateaus in performance improvement and layer interventions for sustainability and prioritization.
3. Compare outcomes based on leadership compliance with the PX plan.

Steve Meth, MS, JD
Chief Experience Officer
Prime Healthcare

Convince Your Boss

The Excellence in Healthcare Conference is a valuable educational opportunity that also enables you to earn continuing education credits. Use the template to make a case for participating in the conference by pointing out the return on investment your organization will receive.

Find the letter at www.PRCConference.com.

Teamwork, Tone, Tenacity: Leadership Lessons That Work



Recognized as one of the Intelligence Community's most respected and decorated senior military officials, Rear Admiral Paul Becker, USN (Ret.) achieved success by building and leading large, diverse, high-performing teams in peace, crisis and combat. In this breakout session, he will examine the difference between good and great leaders with a focus on the three core traits that separate the two: "Teamwork, Tone, Tenacity." More than a catch phrase, this short, memorable, actionable guidance can be applied by members of any organization at any level to shape its culture, hone its effectiveness and increase its productivity. After this session, participants will be able to:

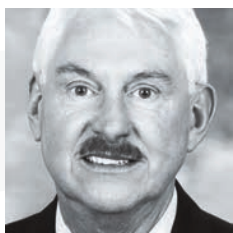
1. Describe the three core attributes of military leadership that can be applied anywhere.
2. Provide examples of teamwork, tone and tenacity that made a difference in improving an organization's esprit de corps and mission accomplishment.
3. Demonstrate how these military leadership lessons can be applied anywhere, particularly in the medical field.

Rear Admiral Paul Becker, USN (Ret.)

CEO

The Becker T3 Group, LLC.

The Value of First Impressions in Healthcare



First impressions are rooted in an organization's culture and are impacted by a variety of factors. In healthcare, it would be difficult to overstate the value of making a positive first impression on patients and their families. This presentation will define the value of first impressions and examine the critical roles that staff engagement, staff behaviors and even the physical appearance of facilities play in creating initial patient perceptions. In addition, the session will explore how to facilitate conversations with staff about specific actions they can take to ensure that patients and their families form a positive first impression of healthcare organizations. By participating in this presentation, conference attendees will be able to:

1. Define the value of first impressions.
2. Understand the importance of staff behaviors related to patient perceptions.
3. Describe how to facilitate conversations with staff regarding how to form positive first impressions.

Oral Wise, RRT, MHA, MBA

Director, Ambulatory Services

WakeMed Health & Hospitals



Food for Thought Luncheon

Thursday, June 1

11:45 a.m. – 1:15 p.m.

Harness Your Creative Power



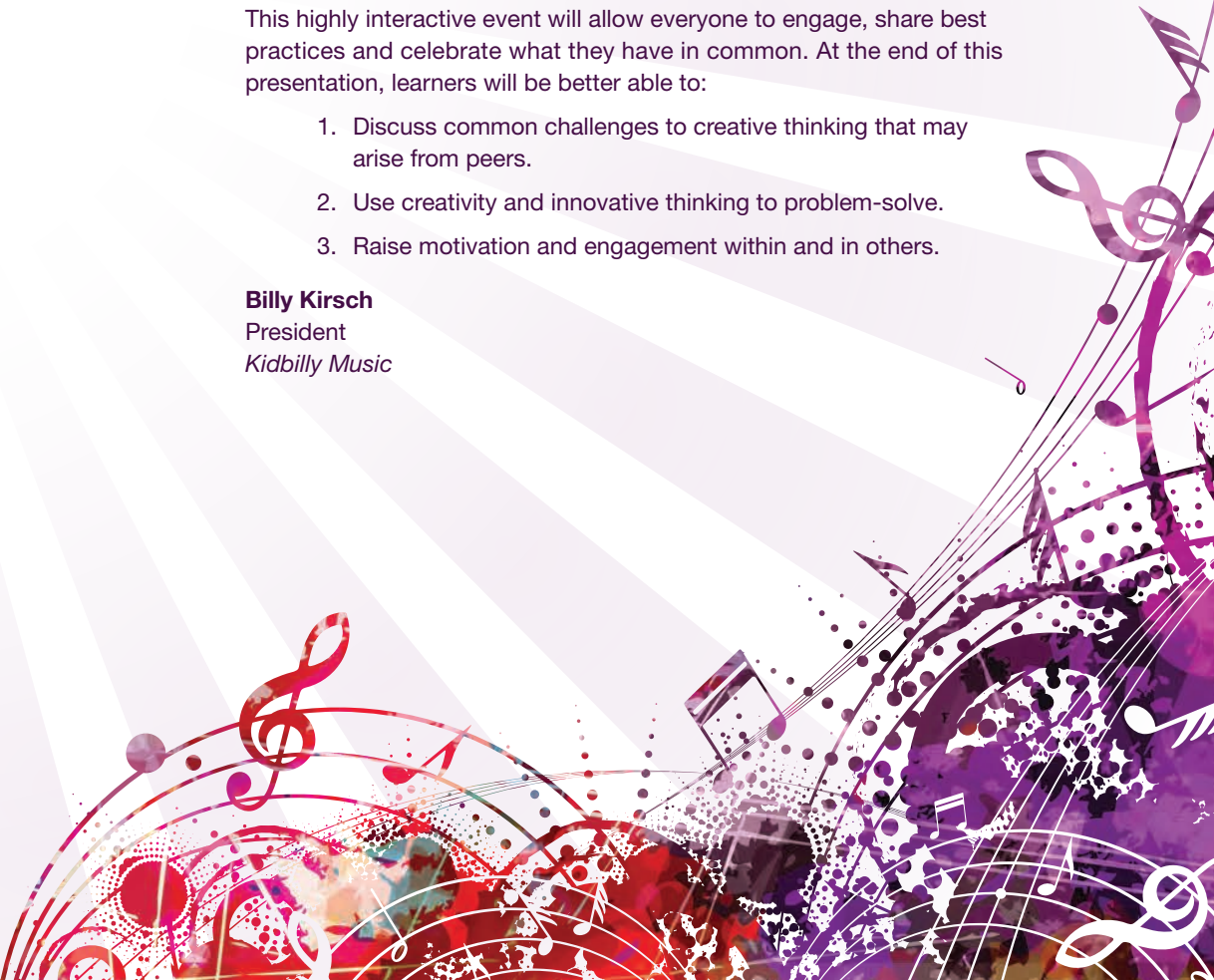
The distinction between our right and left brain is over-amplified. Most of us are adept at using both our analytic and creative abilities. Yes, we all have preferences. However, when we identify ourselves as creative types or non-creative types, we limit ourselves unnecessarily. We're all aware of our ability to solve problems in the course of our work. Every time we solve a problem, we're using our creative powers. To solve a problem, change is required. In order to change, we need to bring in something new. To come up with something new, we need ideas. To find ideas, we need to use creative thinking.

Creative thinking doesn't mean pulling a rabbit out of a hat. Creative thinking evolves from research and practice. It evolves from modeling what's already out there. Creative success comes from combining ideas and lots of input into a new and workable solution, which becomes the output.

This highly interactive event will allow everyone to engage, share best practices and celebrate what they have in common. At the end of this presentation, learners will be better able to:

1. Discuss common challenges to creative thinking that may arise from peers.
2. Use creativity and innovative thinking to problem-solve.
3. Raise motivation and engagement within and in others.

Billy Kirsch
President
Kidbilly Music



Solutions & Technology to Humanize Healthcare

Thursday, June 1

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 chord is designed to help you explore how thoughtful technology and carefully considered process improvements can enhance performance and the patient experience.

Keynote 1:30 p.m. – 2:30 p.m.

Technological Transformations in Care



The use of personal smartphones in the patient care environment is common today. The Joint Commission requirements include mandated secure texting solutions and clear policies for use by care providers. This session will focus on the integration and user experience of incorporating mobile technology, such as hands-free wearables and smartphones, in the patient care environment. Current trends for security and PHI protection, clinical considerations, and examples of user and patient experience will be presented. After Vocera CNO Rhonda Collins helps participants gain a better understanding of the advantages of incorporating mobile solutions into hospital playbooks, participants will be able to:

1. Define the criteria for a clinical mobile solution.
2. Identify trends for future integration of hands-free wearables in patient care.
3. Review mobile user experience data to identify trends.

Rhonda Collins, MSN, RN
Chief Nursing Officer
Vocera

Breakouts 2:30 p.m. – 3:15 p.m.

Pain Management: Improving Patient Satisfaction



More than 50% of hospital inpatients experience pain. In fact, pain affects more people than diabetes, coronary artery disease and cancer combined. Poorly controlled pain affects quality of life — and patient satisfaction. Poor patient satisfaction with pain management, evidenced by HCAHPS scores at the 12th percentile, spurred St. Mary's Medical Center, a 350-bed Midwestern acute care hospital in Evansville, Indiana, to put together a multidisciplinary Pain Team to develop and implement a performance improvement initiative aimed at increasing patient satisfaction with pain management. This session will document how process improvements raised the dimension score from the 12th to the 78th percentile within a single year. At the end of this session, participants will be able to:

1. Describe key nurse communication techniques to demonstrate caring pain conversations.
2. Explain the value of leadership rounding to hardwire process changes.
3. Explain the outcome of a hospital-wide, team-driven, process improvement project for patient satisfaction with pain management.

Peggy Hollis, MSN, RN, ACNS-BC

Clinical Nurse Specialist, Medical Surgical Nursing
St. Mary's Medical Center

Networking

We're emphasizing networking to make it easier for you to exchange ideas with transformational thought leaders who are reshaping the healthcare landscape. A new conference app will help you find the person you need to meet by entering in the topics you're interested in discussing. We have also increased the dedicated time for networking throughout the conference. Check out the networking events on page 6.

Reinventing Nurse Leader Rounding for Exceptional Outcomes



Every hospital is constantly looking for effective ways to improve outcomes. Not surprisingly, Nurse Leader Rounding often surfaces as a tried and true tactic. McLeod Regional Medical Center discovered that how nurse leaders round is every bit as important as the act of rounding itself. Focusing on a “checklist” of best practices can cause patient-centeredness to fade into the background. Through carefully crafted Patient-Centered Rounding Workshops that blended an emphasis on the patient as a person with the skills needed to ensure accountability for HCAHPS tactics and clinical quality, McLeod improved patient experience outcomes. After this session, participants will be able to:

1. Balance the need of a Nurse Leader to check on clinical care with the need to connect with patients.
2. Conduct Patient-Centered Rounding Workshops for Nurse Leaders.
3. Develop a plan for hardwiring empathetic rounding for all leaders.

Kerry M. Anderson, RN, MSN, CMSRN

Service Excellence Process Manager
McLeod Health

Catherine K. Lee, MBA, CPXP

Vice President, Service Excellence
McLeod Health

Using Careboards to Enhance Patient Engagement



How do you know when patient-room careboards (aka “whiteboards”) are in need of an overhaul? Join key members of Owensboro Health’s team as they guide us through their journey to improve patient experience, promote collaboration and enhance communication through the redesign of patient room careboards. In this session, attendees will also learn the accountability process used for incorporating careboards into patient care. After this session, participants will be able to:

1. Discuss the reasons why careboard redesign is necessary.
2. Explain integration of HCAHPS into careboard design.
3. Describe accountability for hardwiring use of careboards.

Shannon Parham MSN, RN

Director of Patient Experience
Owensboro Health

Joni Sims, MBA, MSN, RN-BC

MedSurg Nursing Director
Owensboro Health

Closing Keynote 3:30 p.m. – 4:30 p.m.

The Patient's Perspective



In December 2014, Rear Admiral Paul Becker was suddenly diagnosed with Stage III Multiple Myeloma (MM). He spent the better part of 2015 in the Walter Reed Military Medical Hospital in Bethesda, MD. With his wife by his side every step of the way, he underwent several surgeries, outpatient novel agent therapy, sought second opinions from MM thought leaders, and finally opted for inpatient high-dose chemotherapy and a stem cell transplant. In this session, Paul and Kim share their patient's and patient advocate's perspectives on dealing with all aspects of a major medical facility's healthcare processes. After this session, participants will be able to:

1. Describe a typical patient's concerns when faced with a sudden, significant diagnosis.
2. Evaluate which comprehensive practices have the greatest impact on patient care.
3. Develop processes and refined procedures to improve patient satisfaction.

Rear Admiral Paul Becker, USN (Ret.)

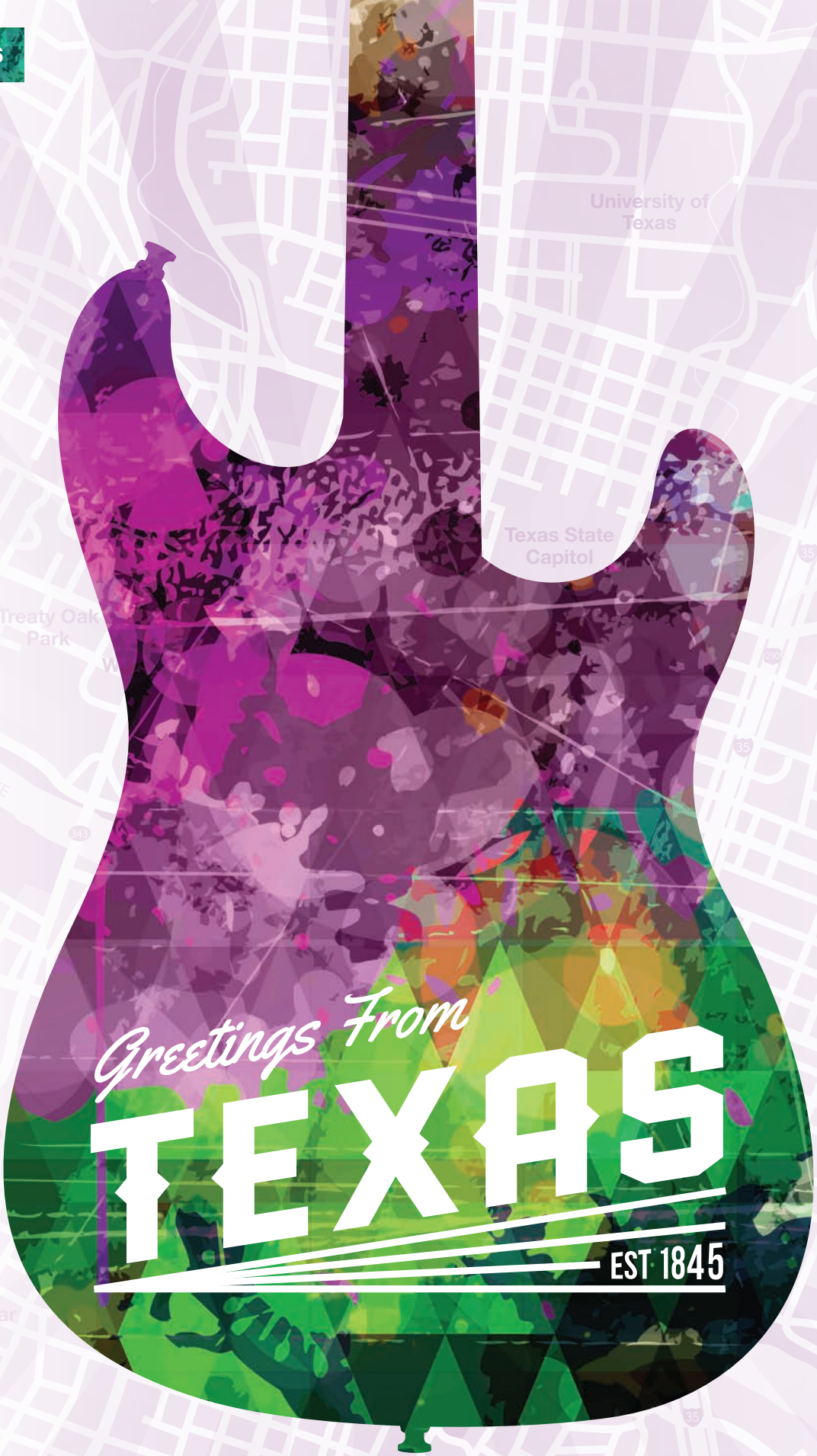
CEO

The Becker T3 Group, LLC.

Kimberly Becker

Alexandria, Virginia





Greetings From
TEXAS
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Austin Bucket List Tour

Thursday, June 1

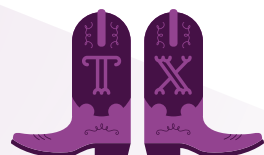
5:30 p.m. – 8:30 p.m.

This fast-paced “bucket list” tour gives visitors a great snapshot of Austin: get dizzy gazing upward at the Capitol’s dome, enjoy dinner from Austin’s most iconic food truck, explore cool outdoor art, snap photos at city landmarks and check out funky neighborhoods only a local would know about.

This detour is jam-packed with facts, history and trivia on everything from Whole Foods to the University of Texas campus and everyone from Michael Dell to Willie Nelson. By the time you’re done with this tour, you’ll be able to say you “get” Austin — the history, people, music, culture, food and what keeps it “weird.”

Admission to the Austin Bucket List Tour is included with the conference registration. Food and transportation are provided (minimal walking).

Non-conference attendees and guests are welcome to attend for a \$100 registration fee (Early Bird rate of \$75).



Metrics Matter

Friday, June 2

Metrics – you collect them, but what do you do with them? Why are they important? Do they even matter? Metrics do matter and during this conference chord, 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.

Keynote 9:30 a.m. – 10:30 a.m.

How Choice of Metrics and Methodology Influence Health System Actions and Outcomes



Data are more than mere placeholders in a dashboard. What one measures and how one measures it — both methodologically and in the survey tool itself — determine what PX teams work on and how they work on it. This presentation will explain how to interpret results and identify the “blind spots” of various research approaches so that you will know the right questions to ask to make sure you get everything you can out of your data. Further, it will help you identify the usefulness of collected data and help you speak about your data in meaningful ways. Since data are only as valuable as the questions they help you answer and the conversations they help foster, this presentation will also help you find the line between speaking with authority and climbing too far out on a limb. After this session, participants will be able to:

1. Discuss key concepts in measurement and methodology and avoid common myths of methodology.
2. Identify critical aspects of research that drive methodological decisions.
3. Explain what the data are telling you and how you can use data effectively to make decisions and educate staff.

Joe M. Inganzo, Ph.D.

President & CEO

Professional Research Consultants, Inc.

Patrick Kneeland, MD

Medical Director for Patient and Provider Experience

University of Colorado Hospital

Breakouts 10:45 a.m. – 11:30 a.m.

Creating an Infrastructure to Support the Patient Experience



Developing a support infrastructure is essential to improving the patient experience at the provider, clinic and community level. This session will describe a comprehensive approach, using data and analytics along with provider education and engagement, to create transparency and teamwork within an organization. The approach also leverages simplified reporting, a provider shadowing program, and individualized action plans to increase engagement and improve overall performance. After this session, participants will be able to:

1. Implement strategies to raise provider awareness, educate and engage providers on the patient experience by simplifying reporting, offering a provider shadowing program and developing custom action plans.
2. Provide focused resources and develop a support structure to fully analyze, strategize and execute plans to improve the patient experience at the provider, clinic and community levels.
3. Use reporting data to create visibility and transparency on the provider and clinic levels.

Amy Burleson

Director of Patient Access/Experience
Mercy

Bring Your Team!

Teams that collaborate in the learning process retain information longer and are more successful at turning those ideas and insights into actions that make a difference in organizational performance.

PRC is providing a special opportunity for teams to collaborate one-on-one with a subject matter expert to lead brainstorming, help solve problems or answer questions about specific topics.

Please email Conferences@PRCCustomResearch.com if you are bringing a team of five or more.

Integrating Stakeholder Feedback for Meaningful Improvements



Everyone has a story to tell, and listening to the stories of patients, families, physicians, staff, leaders, volunteers and community members offers healthcare organizations diverse perspectives that can lead to effective ways to drive meaningful performance improvement. Truly hearing — and understanding — the voice of the customer (VOC) is integral to increasing HCAHPS scores, improving loyalty measures, making leader rounding more effective, resolving complaints and grievances, and leveraging compliments to reinforce positive behaviors.

This session will explore how taking a comprehensive approach to integrating the voice of the customer into process improvements inspires workforce alignment and engagement. It will also examine how a decentralized Patient and Family Advisory Council model with the agility to integrate stakeholder feedback can add value and help ensure alignment with the mission, values and strategic direction of a healthcare organization. After this session, participants will be able to:

1. Explain the importance of taking a comprehensive look at VOC data for meaningful improvements.
2. Outline how VOC integration builds alignment and workforce engagement.
3. Review the efficacy of small tests of changes launched per integrated VOC data.

Marie L. Judd, MBA, SPHR, FACHE, CPXP

National Senior Director, Person and Family Experience
Ascension Health

Start with Why: One Hospital's Journey to Excellence



To say that the paradigm of American healthcare is rapidly evolving would be an understatement. Each element of care, from bedside nursing to administrative medicine, is being challenged to reevaluate longstanding and strongly-held beliefs and practices. Through narrative, this session will examine how one hospital approached evolving its structure and culture to incorporate team-based care and innovation into its daily fabric. After this session, participants will be able to:

1. Describe the impact of communication education on improving culture.
2. Recognize the increasing levels of burnout across all areas of healthcare.
3. Describe the tension of moving from volume to value healthcare.

Jennifer K. Clark, M.D.

Chief Medical Officer
Hillcrest HealthCare System



Achievement Award Luncheon



Friday, June 2
11:45 a.m. – 1:15 p.m.

Want to hear best practices and see how others are making huge improvements in their scores? Be sure to attend the Achievement Award Luncheon where we will recognize top Achievement Award submissions and identify the Key Drivers of Excellence® that award-winners targeted to improve their performance.

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

Applications open in November and are due the first Wednesday in February each year.

Admission to the Achievement Award Luncheon is included with the conference registration.

Non-conference attendees and guests are welcome to attend for a \$125 registration fee (Early Bird rate of \$100).

Restoring Relationships in Healthcare

Friday, June 2

Resiliency is grounded in an infrastructure of relationships that provide the emotional support and practical skillsets 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. This conference chord is 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 1:30 p.m. – 2:30 p.m.

Thriving vs. Surviving During Times of Change



If you, your staff, or your colleagues are feeling particularly spent, it is probably because the level of emotional exhaustion in healthcare workers is at an all-time-high. Walk through the Duke Resilience Program, where you gain knowledge about tools, tactics and research on enhancing resilience in individuals and work settings. After this session, participants will be able to:

1. Identify the impact of stress, fatigue and burnout on care providers and the relationship of burnout to clinical errors and the quality of patient care.
2. Assess the newest and most robust research on healthcare worker burnout/engagement and their association with care quality.
3. Practice Active Constructive Responding to engage others in conversation by reacting positively, being interested and caring about the news they share with you to enhance the well-being of both speaker and listener.

J. Bryan Sexton, Ph.D.

Director, Duke Patient Safety Center
Duke University Health System

Breakouts 2:45 p.m. – 3:30 p.m.

Bolstering a Culture of Care Through Code Lavender



Although hospitals are well equipped to deal with medical emergencies, they often find they are vulnerable to a common affliction in the medical field — compassion fatigue. The Code Lavender program at Genesis Healthcare System provides emotional support and resources to deal with the emotions for caregivers suffering from compassion fatigue. Compassion fatigue results from stressful situations such as the loss of a patient, a difficult diagnosis or a significant medical mistake. Though hospital workers face crises and death often, they are still human and still feel the loss — even caregivers need to be cared for. In this session, learn how to design and implement a Code Lavender Program, as well as monitor it for success. After this session, participants will be able to:

1. Describe the purpose and elements of a Code Lavender Program.
2. Identify three potential situations when Code Lavender can be initiated to provide emotional support to staff.
3. Explain how to create a Code Lavender program using the Genesis 4-Step Model.
4. Identify short- and long-term measures to assess the impact and effectiveness of a Code Lavender program.

Stephanie Neff, MS

Director, Patient Experience
Genesis HealthCare System

Scholarship Program

We understand that organizations have limited resources to devote to travel and conference budgets. That's why we have established full-tuition scholarships for the 2017 Excellence in Healthcare Conference. Scholarships provide recipients with the opportunity to learn from the best by attending educational sessions and networking events.

Visit www.PRCConference.com for the application.

Enhancing Resilience Through Bite-Sized Interventions



Enhancing Resilience Through Bite-Sized Interventions is about refilling the largely depleted buckets of our emotional, spiritual, cognitive and physical reserves. For some, jumping into innovation is a reasonable first step. For many individuals and work units, there needs to be a focus on healthcare workers and their need to build capacity and bounce back from burnout before providing the training and the tools to improve quality in a sustainable way. After this session, participants will be able to:

1. Assess the newest and most robust research on healthcare worker burnout/engagement and their association with care quality.
2. Explain how to build resilience for themselves and their colleagues through the use of simple, brief, evidence-based interventions (live demonstration/experiential learning) that enhance resilience through the cultivation of active constructive responding.
3. Build resilience by cultivating positivity (noticing the good) beginning with the cultivation of three good things.

J. Bryan Sexton, Ph.D.

Director, Duke Patient Safety Center
Duke University Health System

Twisting our View: Teamwork Through the Patient Lens



No doubt about it: teamwork is one of THE most important influencers of how patients feel about their overall healthcare experience. Yet many organizations unintentionally put up barriers to better care by allowing departments to operate in silos. When that happens, teamwork can sometimes seem out of reach, beyond our control. In fact, we may even create some of these barriers ourselves by how we define “teamwork.” Working together, we can break through self-imposed barriers to create meaningful experiences for patients. This session will expand your field of view for defining teamwork and help you understand what true teamwork looks like from your patients’ perspective. Once you begin to see teamwork through the patient’s lens, you can design and implement process improvement initiatives that will make a real difference for patients, families and you. After this session, participants will be able to:

1. Define an expanded view of patient perceptions of teamwork.
2. Compare staff versus patient perceptions of teamwork.
3. Explain best practice tips for improving teamwork for patients.

Audrey Page, BA

Senior Consultant
Professional Research Consultants, Inc.

Closing Keynote 3:45 p.m. – 4:45 p.m.

Beating the Odds



I am a Stage 4 cancer survivor who has had more than 30 surgeries, a full year of chemo and 28 days of radiation therapy, even though I never had a single family member with cancer. My journey began when I was 32 and will continue for the rest of my life. I was able to beat the 12% survival rate I was given by working closely with my doctors and nurses and trusting that their methods were working. In that time, I married my wife, we had a daughter, my career continued to thrive and I am returning to that “normal” life I had almost four years ago. This journey has been life-changing, and I’ve realized that my life is a lot better because of this diagnosis and all the people I have met along the way. I’m excited to share my patient story but I will never let cancer define me as a lifelong patient. After this session, participants will be able to:

1. Recognize what it is like for a patient to go through the cancer process.
2. Apply new skills for working with patients.
3. Talk with patients using prior knowledge of patient experience to help them move past their diagnosis.

Danny Zollars

Vice President, Marketing, Digital Media & Production
Los Angeles Kings



Celebrating Excellence

Awards Reception & Gala

Friday, June 2

6:00 p.m. – 11:30 p.m.

Join us as we celebrate the successes of outstanding organizations at Friday evening's Celebrating Excellence Awards Reception & Gala. During dinner, awards for 4-Star, 5-Star, Top Performer and Award of Distinction for Excellent Performance will be presented. Pay tribute to PRC's Leading Light and President's Award recipients before PRC reveals the location of the 2018 conference.

After the awards ceremony, enjoy desserts, cocktails and a spectacular performance from local Austin entertainers as you say your final farewells to your newest friends. Don't miss this extraordinary event!

Admission to the Celebrating Excellence Awards Reception & Gala is included with the conference registration.

Non-conference attendees and guests are welcome to attend for a \$175 registration fee (Early Bird rate of \$150).



Continuing Education Credits

Nursing Contact Hours

The University of Nebraska Medical Center College of Nursing Continuing Nursing Education was awarded Accreditation with distinction, the highest recognition awarded by the American Nurses Credentialing Center's Accreditation Program. This distinction is valid through 2020.



This activity is provided for up to **10.5 contact hours** under ANCC criteria.

Nursing contact hours are awarded when instruction in a board-approved nursing continuing education class or activity has taken place. One Continuing Education Unit (CEU) equals ten contact hours. Many nursing continuing education courses are measured by CEUs to fulfill the nursing program continuing education requirements.

Patient Experience Continuing Education Credits

This session is approved for **11.5 Patient Experience Continuing Education Credits (PXE)** through the Patient Experience Institute. Participants interested in receiving PXEs must claim their credits within 30 days of attending the conference.



Patient Experience Institute offers formal 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). PXE credits are awarded for both internally developed and commercially offered learning opportunities. PXEs can be applied towards certification and recertification as a certified patient experience professional.



Conference Hotel

Discover the perfect balance between the energy of the city and the tranquility of Hill Country at the Hyatt Regency Austin. Located on the shore of Lady Bird Lake, the downtown Austin hotel allows you to easily explore the best of the area, including SoCo and the 6th Street entertainment district. Cross the Congress Bridge, home to over a million bats and you will be steps away from the Texas State Capitol.



Hyatt Regency Austin Hotel

Turn up the Convenience

When we plan our annual conference, our first priority is you. Everything we do is designed to provide you with memorable, meaningful experiences that will energize you throughout the year. We encourage attendees to stay at the Hyatt Regency Austin for:

- Convenience
- Additional networking opportunities
- Quick access to all events
- More free time
- Bigger bang for your buck
- Peace of mind
- Enhanced experience



Hotel Reservations

Reserve your room at the Hyatt Regency Austin by **May 10, 2017**, to secure the discounted group rate of **\$215 per night**.

Mention the **2017 Excellence in Healthcare room block** when making your reservations by calling **888-421-1442**. When making your reservation online, visit www.PRCConference.com and follow the reservation link.

*Please note that we have a limited number of rooms on hold at the Hyatt Regency Austin Hotel and **May 10, 2017**, is the final day to secure a hotel room. Once our block of rooms is sold out, attendees will need to find other accommodations.*

Location and Parking

Hyatt Regency Austin

208 Barton Springs Road
Austin, Texas 78704
+1 512-477-1234

The Hyatt Regency Austin offers overnight self-parking for \$23, overnight valet parking for \$31, and daily valet parking with no in-and-out privileges for \$18.00. Daily self-parking rates are as follows:

0-5 hours — \$4 per hour

5+ hours — \$23

Buses, RVs, and any vehicle towing a trailer are considered oversized vehicles, and parking must be arranged in advance through the valet manager. Parking for oversized vehicles is \$200 per day or night.

Travel

Austin-Bergstrom International Airport is approximately 11 miles and 18 minutes from the hotel.

Due to varying arrival schedules, please arrange your own transportation from the airport to the hotel.

Meals

Conference registration includes appetizer reception on Wednesday evening; breakfast, lunch and tour dinner on Thursday; and breakfast, lunch and award dinner on Friday.

Weather

Austin's average high temperature from May 31 to June 2 is 90°F, and the average low is 70°F. Although outside temperatures might be warm, the conference meeting rooms can be a bit chilly. A light sweater or jacket is recommended during meetings and events.

Attire

Business casual attire is recommended for a majority of the conference, including Friday's award luncheon. Business professional or cocktail attire is appropriate for Friday evening's Celebrating Excellence Awards Reception and Gala. Comfortable and casual clothing is recommended for Morning Movements and the Austin Bucket List Tour.





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