

The 11th Annual
HC+SEC
HealthCare Service
Excellence Conference

Inspiration to Lead...
**Solutions
to Succeed**

*Leading the
Healthcare
Reform Revolution*

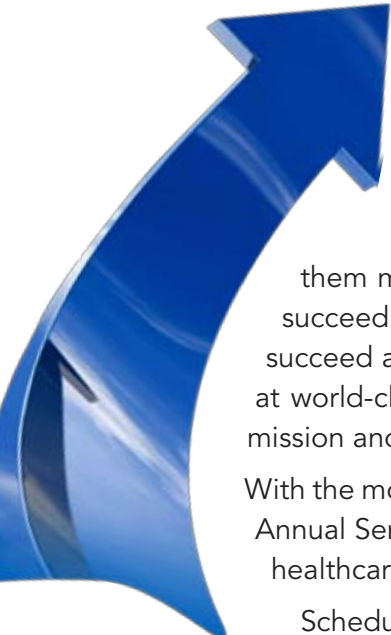


Jan. 26 - 28/11
New Orleans



Welcome

Welcome to the 11th Annual HealthCare Service Excellence Conference



Health care as we know it, is changing in front of us and the game changer is HCAHPS and Value-Based Purchasing. With less than 13 months to go until October 1, 2011, most hospitals in the United States are facing the dawning realization that excellence with their HCAHPS scores is no longer an option. It's not an option because of financial penalties and bonuses that are pending. It's not an option because it's the right thing to do. It's not an option because it makes them more competitive and never before has there been a greater need to succeed. That's what this conference is all about - Solutions to Succeed. To succeed at World-Class Patient Experience as defined by HCAHPS; to succeed at world-class retention and morale and above all to succeed at achieving the mission and values of each of our organizations.

With the most dynamic roster of speakers and special presentations ever, the 11th Annual Service Excellence Conference is simply a must-attend for every hospital healthcare leader.

Schedule January 26-28, 2011 now!

Brian Lee CSP, Conference Founder

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Who Should Attend

- Administrators, CEO, COO, CFO, CIO
- CNE, CNO, and Nursing Leaders
- Customer Service/Quality Professionals
- Education and Training Professionals
- Human Resource Professionals
- Patient Representatives
- Physicians
- Process Improvement Team Leaders
- Service Excellence Trainers, "Advisors," "Mentors," and Frontline Leaders
- Retention and Recruitment Committee Members
- Service Excellence Council Members
- Recruiters
- Healthcare Suppliers and Vendors
- Volunteers and Volunteer Leadership
- Everyone else who believes in World-Class Employee/Patient Satisfaction

Agenda

Conference At A Glance

Tuesday, Jan 25

8:00 pm – 11:00 pm

Hospitality Suite for arriving delegates

Wednesday, Jan 26

7:30 am – 6:00 pm Registration & Info Desk

8:00 am – 9:00 am Breakfast

9:00 am – 3:00 pm Pre-Conference Events

- **HCAHPS Value-Based Purchasing Leadership Bootcamp** – Brian Lee CSP
- **CLS Program Director's Session**

5:00 pm – 6:45 pm Opening Ceremonies/
Keynote

- **Critical Leadership Skills for Service Excellence** – Clint Maun CSP

6:45 pm – 10:00 pm Opening Party and
Light Buffet (cash bar)

- **"Who Killed the HCAHPS Scores?"**

Thursday, Jan 27

7:30 am – 8:30 am Continental Breakfast

7:30 am – 5:00 pm Registration & Info Desk

8:30 am – 8:45 am Opening

8:45 am – 9:45 am General Session 1

- **Leading Your Organization to Professional Paradise and Beyond**
– Vicki Hess CSP, RN, MS

9:45 am – 10:45 am General Session 2

- **Angels Among Us**

10:45 am – 11:15 am Break

11:15 am – 12:15 pm Breakout Tracks I

12:15 pm – 1:30 pm Lunch

- **Service Excellence Breakthrough Awards**

1:30 pm – 1:45 pm Break

1:45 pm – 2:45 pm Breakout Tracks II

2:45 pm – 3:00 pm Break

3:00 pm – 4:30 pm Special Interest Groups

4:30 pm Free time & Evening out

Friday, Jan 28

7:30 am – 8:30 am Continental Breakfast

7:30 am – 5:00 pm Registration & Info Desk

8:30 am – 8:45 am Opening

8:45 am – 9:45 am General Session 3

- **Guest Astonishment** – Dave Gorden CSP, CPAE

9:45 am – 10:45 am General Session 4

- **Inspiration to Lead, Solutions to Succeed**
– Brian Lee CSP

10:45 am – 11:15 am Break

11:15 am – 12:15 pm Breakout Tracks III

12:15 pm – 12:45 pm Lunch

12:45 pm – 1:45 pm General Session 5

- **Amazed & Amused** – Karyn Buxman RN, MSN,
CSP, CPAE

1:45 pm – 2:00 pm Break

2:00 pm – 3:00 pm Breakout Tracks IV

3:00 pm – 3:15 pm Break

3:15 pm – 4:45 pm Closing Ceremonies/
Keynote

- **SHIFT: The New Business Imperative**
– Simon T. Bailey

6:30 pm – 7:00 pm Founder's Reception
(cash bar)

7:00 pm – midnight

Night of Excellence: Banquet,
Summit Awards, and Dance

Pre-Conference

Pre-Conference Seminars

Wednesday 8:00 am - 3:00 pm



HCAHPS Value-Based Purchasing Leadership Bootcamp™

There's simply no way around it now: "patient experience" has become a direct and quantifiable cost center. Leverage HCAHPS and VBP to create world class customer satisfaction and achieve long-term sustainable competitive advantage as The Hospital of Choice in your market area. (Note: Additional Fee Applies) — Brian Lee CSP



CLS Program Directors Session

Come spend a day with your fellow SEI Program Directors for the sharing of best practices, new tools, lessons learned, and many other shortcuts to help you on your journey. These are the people you're going to want to connect with and you may even help some others along the way. This session is open to SEI Program Directors - current, past, or prospective - or their designate.

Program at a Glance

Wednesday, January 26

8:00 am	Registration, Light Breakfast, Meet & Greet
9:00 am	Welcome
9:15 am	Seminar – Part 1
11:30 am	Lunch (provided)
12:30 pm	Seminar – Part 2
2:45 pm	Closing remarks
3:00 pm	Adjourn

Reviews

What last year's participants had to say....

"Conference was outstanding. Just when our enthusiastic tire pressure was getting low – this session refilled us so we can keep going to get where we need to be!!"

*Beverly Fisher, Registration,
Memorial Hospital of Carbondale*

"Great presentations – loved the theme focus. Enjoyed the "real life" relationships many of the presenters used to tell their story."

*Kay Swisher, COO,
Laurens County Health Center*

"Excellent information. Wonderful hosts and speakers. Delightful colleagues from other hospitals. Great ideas."

*Judy Bartley, Dir.,
Meadowview Regional Medical Center*

"This conference re-energized our Service Excellence Program. I loved to see my frontline's service excellence light get brighter with each speaker and new ideas. It is great to attend a conference aimed at the frontline and their role in service excellence."

*Stephanie Diedericks, Div. Dir. Planning,
West Virginia University Hospital - East*

"This conference was exceptional. I left with a renewed spirit! I'm excited to take this new found information back to my hospital. The speakers were humorous and informative. This is actually information that I can implement to make my hospital the "hospital of choice."

*Kim Tschacher, Clinical Nurse Manager,
Box Butte General Hospital*

"Thank you! I feel re-energized to start our 2nd year of our journey. I have laughed, cried and been inspired by the stories of so many."

*Connie Fairchilds, VP Patient Care,
Emanuel Medical Center*

"Education regarding the need to focus on improving patient satisfaction. Try empowering staff along with leadership responsibilities in this practice. Overall, the conference was great and very helpful information, inspiration and fun was a big part of it."

*Donna Green, Nurse Manager,
Princeton Baptist Medical Center*

"Inspiration and practical solutions = great conference."

*Cari Frus, Chaplain,
St. Elizabeth's Hospital*

General Sessions and Keynotes

Keynotes

Opening Keynote | Wednesday 5:00 - 6:45 pm



Critical Leadership Skills for Service Excellence

Are you ready to achieve the next level of excellent customer service? Can you be a Leader that can deliver what's necessary for your healthcare organization to thrive? Do you have the specific 7 skills necessary for a leader to successfully mobilize action?

If you want to see an action-packed series of quick-start ideas for leadership, be sure and come to this session profiling leadership skills that are critical for success. — Clint Maun CSP

Thursday General Sessions | 8:45 - 9:45 am | 9:45 - 10:45 am



Leading Your Organization to Professional Paradise and Beyond

Would employees say they work in Professional Prison or Professional Paradise? Evidence indicates that far too many people feel stuck in their jobs. This presentation provides audiences with a proven methodology for creating an organization-wide culture of Professional Paradise — Vicki Hess CSP, RN, MS



Angels Among Us

It takes great passion, commitment, and extraordinary courage to respond to the calling of care giving with a Servant's Heart. Yet, all over North America there are angels among us who serve quietly but consistently without expectation of reward or recognition. In their stories you will hear hearts full of compassion, devotion, and love. — Facilitated by Natalie Edwards MAEd, RHEd

Friday General Sessions | 8:15 - 9:15 am | 9:45 - 10:45 am | 12:45 - 1:45 pm



Guest Astonishment

Walt Disney said; "You can dream, create, design and build the greatest place in the world, but it takes people to make the dream a reality." We will look at your greatest natural resource, that is your Team Members. Experience has proven that to be the "Healthcare Provider of Choice" in your market, you must be the "Employer of Choice." — Dave Gorden CSP, CPAE



Inspiration to Lead, Solutions to Succeed

There's an old saying, "The speed of the Leader is the speed of the team." In a world where health care reform is forcing controversial change, every health care provider must be a care giver and a care leader. Brian will provide insights, examples and tools to inspire everyone to lead with accountability, passion and speed. — Brian Lee CSP



Amazed and Amused

Success is not measured only in dollars and cents, but also in the moments that you live amazed and amused. Join Karyn as she takes you on a life-changing journey of humor, hope, and inspiration.

— Karyn Buxman RN, MSN, CSP, CPAE

Closing Keynote | Friday 3:15 - 4:45 pm



SHIFT: The New Business Imperative

Every individual in an organization possesses the potential to use their insight, innovation, and ideas to make the organization and business more efficient and profitable. Brilliant team members that leverage their potential are leaders without a title who will shift the company in a positive direction. Simon will share how to shift in the New Normal and lead in your current role. — Simon T. Bailey

The 11th Annual
Service Excellence

Summit Awards



Celebrate Exceptional Customer Service Achievement in Healthcare. Nominate Your Service Superstars

Recognize the commitment of your Managers, Physicians, Nurses, Administrators, Service Excellence Councils, and more. These awards are open to healthcare facilities participating in the Service Excellence Initiative™. Ask your Service Excellence Initiative™ Program Director for information on submitting a Summit nomination. The Top 3 Nominees will be recognized during the conference as "Pinnacle Achievers."

Nominations close on November 1, 2010. Nomination forms are available through your SEI Program Director or Summit Award Directors. Those achieving "Pinnacle" status will be announced in early December and all awards will be presented at the Night of Excellence Banquet. Information available at www.ServiceSummitAwards.com

Award categories

Individual Awards

- 1 Service Excellence Advisor – 1st Year
- 2 Service Excellence Mentor
- 3 Exceptional Nurse
- 3a Exceptional Employee
- 4 Empowering Manager
- 5 Customer-Focused Physician/ Provider

Team Awards

- 6 Service Excellence Advisor Team
- 7 OASIS Team
- 8 DO IT Improvement of the Year

Leadership Awards

- 9 Super Coach
- 10 Service Excellence Program Director
- 11 Service Excellence Executive Sponsor
- 12 Service Excellence Council
- 13 Inspiring Administrator

Organizational Awards

- 14 Hospital Provider of Choice

Service Breakthrough AWARDS



Awards Luncheon | Thursday, January 27 @ 12:15 pm

These awards recognize and acknowledge the efforts of all facilities in their challenge for "World Class" patient and family satisfaction as measured by an independent source. We will also continue to provide recognition in the HCAHPS categories. Your SEI Program Director has the details for nominations.

Those being recognized will be notified prior to the conference and certificates will be presented at the Service Breakthrough Luncheon at the conference.

Entries to be received by 12:00 midnight on December 15, 2010. Forms are available on our website at www.ServiceSummitAwards.com

Registration

Registration Info

New Orleans is back, and there is no place quite like it!! Great restaurants, elegant hotels, exciting entertainment, and unmatched hospitality! It is charming, exciting, decadent, and picturesque all at the same time.

Register...

online: www.HealthCareServiceExcellence.com

Questions, comments...

phone: 1.800.667.7325 / 403.245.2428

fax: 403.228.6776

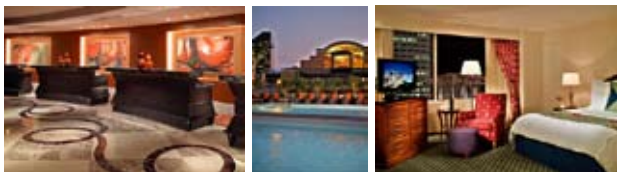
email: info@customlearning.com

mail: HealthCare Service Excellence Assoc.
2133 Kensington Rd NW
Calgary, AB Canada T2N 3R8

Register before December 15 and save \$50 per person.

Registration Includes: 7 Dynamic, Inspiring, World-Class Keynote Speakers • 21 Practical, Relevant, How-to Workshops • 8 Special Interest Groups • Two Continental Breakfasts • Two Lunches including the Service Breakthrough Awards Luncheon • *"Who Killed the HCAHPS Scores?"* Opening Party and Light Buffet • The 11th Annual "Night of Excellence" featuring The Summit Awards Banquet and Ball.

Additional registration fees apply for Pre-Conference Seminars.



The HealthCare Service Excellence Conference is a premiere, not-for-profit annual event. It is presented by the HealthCare Service Excellence Association and organized by Custom Learning Systems Group Ltd. in association with its Conference Sponsors and Partners.



Hotel Reservations:

New Orleans Marriott
555 Canal Street,
New Orleans, LA 70130
1.888.364.1200, direct 504.523.6755 or visit healthcareserviceexcellence.com and click on the Hotel Link.

Conference preferred rate is \$149 for single/double (Parking fees apply). Mention Custom Learning when you book to receive this special rates. Hotel rates are guaranteed until January 3, 2011 or when the rooms are sold, whichever comes first. Rooms are subject to availability. Book early; the hotel has sold out several years in the past.



Hotel Highlights

High-speed Internet & Web TV, dual-line phones, in-room coffee and tea service, on-site Starbucks, heated outdoor swimming pool, fitness center. Marriott is a positive force for the environment through *Green Meetings* visit marriott.com/environment for more details

New Orleans

January 26 - 28, 2011

Register before December 15 and save \$50 per person



1. Contact Information:

Name:	Job Title:
Organization:	
Address:	City:
State / Province:	Zip / Postal Code:
Business #:	Fax #:
E-mail:	
Name as it should appear on your Name Tag:	
Special Needs (<i>dietary, accessibility, allergies, etc</i>):	

2. Optional Events:

Pre-Conference: HCAHPS Value-Based Purchasing Bootcamp - Brian Lee (Jan 25)	\$250		
Pre-Conference: Program Directors (Jan 25)	Free (to Program Directors)		
Event Subtotal		\$	US

3. Full Conference Registration:

	(by Dec 15)	(after Dec 16)		
Individual Registration	\$925	\$975		
One-Day Rate <input type="checkbox"/> Thursday or <input type="checkbox"/> Friday (<i>not including Banquet</i>)	\$500	\$500		
Registration Subtotal		\$		US

Opening Party & Closing Banquet, breakfasts, and lunches are included with full registration. Pre-Conference events are an additional fee.

4. Guest Tickets: (*For non-delegates wishing to attend social functions*)

A. Opening Party and Light Buffet: "Who Killed the HCAHPS Scores?" (Jan 26)	\$ 60			
C. The "Night of Excellence" Summit Awards, Banquet and Ball (Jan 28)	\$ 90			
D. Meal Ticket Package (<i>includes opening party, 2 breakfasts, 2 lunches, and banquet</i>)	\$325			
Name as it should appear on Guest Name Tag:				
Guest Ticket Subtotal		\$		US

5. Total Payment:

Total of Event, Registration, and Guest Tickets	\$		US
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6. Payment: Visa MasterCard

Credit Card #:	Expiry Date:
Cardholder's Name:	
Signature:	

Register On-line at www.HealthCareServiceExcellence.com

OR 2133 Kensington Road NW, Calgary, AB T2N 3R8 CANADA (*ensure sufficient postage*)
 Phone: 800-667-7325, Fax: 403-228-6776, E-mail: info@customlearning.com

Cancellation Policy: Refunds, less a \$100 administration fee, will be issued for cancellations requested in writing and received no later than December 15, 2010. No refunds will be issued after this date. Substitutions will be accepted at any time. The HealthCare Service Excellence Conference reserves the right to amend programs. Programs have limited seating.