

# NGPX

NEXT GENERATION PATIENT EXPERIENCE

## The Event for Patient Experience Innovators

November 29-December 1, 2016 • The Wigwam Resort • Phoenix, AZ  
[www.nextgenpx.com](http://www.nextgenpx.com)



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# Just a Few of the Featured Topics and Speakers for 2016

2

## PX Essentials In A Reduced Reimbursement Environment

**Amber Gilroy**  
Senior Vice President, Operations  
**Cancer Treatment Centers of America®**

## Patient Experience And Diversity

**Lara Burnside**  
Chief Patient Experience Officer  
**JPS Health Network**

## The ROI Of Employee Engagement

**Sven Gierlinger**  
Chief Experience Officer  
**Northwell Health**

## Patient Experience Journey Mapping

**Joan Kelly**  
Chief Customer Officer,  
**NYU Langone Health System**

## Physician Score Transparency

**Matt Gove**  
Chief Consumer Officer  
**Piedmont Healthcare**



## About NGPX

Now in its 3<sup>rd</sup> year, Next Generation Patient Experience (NGPX) is a three day event that unites patient experience innovators from across the spectrum of care. Interactive formats from workshops to roundtable discussions allow for unparalleled idea exchange, while short, sharp case studies and structured networking provide practical take-aways and invaluable partnerships. Join us this fall to take your patient experience initiatives to the next level.

## Why Choose NGPX?

- ✓ **Tactical case studies** delivered by the most respected patient experience executives in the industry to provide a chance to benchmark with your peers and leave with new ideas to implement immediately
- ✓ **C-level executives** from the nation's leading hospitals and health systems will share their secrets to success
- ✓ **7 interactive workshops** to allow for group work and a deeper dive into the most pressing PX issues
- ✓ **An invite-only CXO think tank** that allows for the leading PX innovators to brainstorm new concepts and address their unique challenges in a closed-door environment
- ✓ **Months of market research** validated and approved by an independent national advisory board of patient experience leaders to ensure that the content is relevant and practical
- ✓ **PX leaders Interactive roundtable discussion sessions** (2 separate time slots and 20+ topics) allow for peer-to-peer idea exchange around the topics that matter the most to you
- ✓ **Structured networking** to help you meet the right people on your terms
- ✓ **Two session streams** on day one and two to allow you to customize your event experience
- ✓ **A gorgeous resort** in sunny Arizona in December...Yes, please!

## Who Will You Meet?

**PX Innovators from hospitals, health systems and other healthcare organizations with titles like:**

- Chief Experience Officer/Chief Patient Experience Officer
- Chief Executive Officer
- Chief Nursing Officer
- Chief Operating Officer
- VP, Directors and Managers of Patient Experience
- Patient and family advocates
- VP, Service Excellence
- VP, Operations
- VP, Marketing and Community Outreach
- VP, Patient
- Quality and Safety
- HR
- Clinical Education/Staff Development
- Patient Experience Design
- Innovation



## A Very Special Thank You To Our 2016 Advisory Board



**Pam Prissel**  
Patient Experience  
Manager  
**Mayo Clinic Health  
System**



**Amy Ranier**  
Senior Director,  
Patient Experience  
**UPMC**



**Christine  
Cunningham**  
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Patient Experience  
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Health**



**Peggy Greco**  
Clinical Psychologist and  
Physician Consultant  
**Nemours Children's  
Clinic**



**Sandy Myerson**  
Chief Patient  
Experience Officer  
**Mount Sinai Health  
System**



**Julie Becker**  
DBA, RN, Director,  
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Hospital**



**Airica Steed**  
Chief Customer  
Experience Officer  
**Ohio Health**



**Lynn Charbonneau**  
Director, Patient  
Experience,  
Northside Hospital  
**HCA West Florida  
Division**



**Sven Gierlinger**  
Chief Experience Officer  
**Northwell Health**



**Virgie Mosley**  
Patient Experience  
Manager  
**UCLA Health**

“ All information was AMAZING. I am new to the PX world and so excited to meet others. What a vast knowledge I received as well as some great advice and wonderful colleagues who encouraged me! I am so excited to be a part of this PX conference!

- Jamie DiPiazza Rodriguez, Hillcrest Medical Center

## Take Your Patient Experience Strategy To The Next Level With Insights From





# Introducing The 2016 Speaker Faculty!

5



**Rick Evans**  
SVP and Chief Experience Officer  
New York-Presbyterian Hospital



**Sandy Myerson**  
SVP & Chief Patient Experience Officer  
Mount Sinai Health System



**Matt Gove**  
Chief Consumer Officer  
Piedmont Healthcare



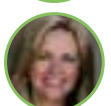
**Sven Gierlinger**  
Chief Experience Officer  
Northwell Health



**Mariane Stefano**  
SVP and Chief Experience Officer  
Nemours Children's Health System



**Joan Kelly**  
Chief Patient Experience Officer  
NYU Langone Health System



**Rita Croom**  
SVP, Chief Experience Officer  
Capella Healthcare



**Rebecca Zuccarelli**  
SVP, Chief Experience Officer  
Tampa General



**Ryan Jenkins**  
Author  
A Guide To What Motivates Millennials At Work



**Airica Steed Ed.D, MBA, RN**  
Chief Customer Experience Officer  
Ohio Health



**Sean Rodriguez**  
Chief Experience Officer  
Barnes-Jewish Hospital



**Alison Tothy MD**  
Chief Experience and Engagement Officer  
University of Chicago School of Medicine



**Lara Burnside**  
Chief Patient Experience Officer  
JPS Health Network



**Amber Gilroy**  
SVP, Operations  
Cancer Treatment Centers of America®



**Michael Bennick, MD**  
Medical Director of Patient Experience, Associate Chief of Medicine  
Yale-New Haven Hospital



**Lori Kondas**  
Senior Director, Patient Experience  
Cleveland Clinic



**Chrissy Daniels**  
Director of Strategic Initiatives  
University of Utah Hospitals and Clinics



**Amy Searls**  
Executive Director, Guest Relations and Service Excellence  
University of Colorado Hospital



**Julie Becker DBA, RN**  
Director, Patient and Family Experience  
UW Health



**Susan Ritter**  
Administrative Director, UCSF Health Experience  
UCSF Medical Center/UCSF Benioff Children's Hospital



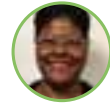
**Christine Cunningham**  
Administrative Director, Office of Patient Experience  
Stanford Children's Health



**Peggy Greco, PhD**  
Clinical Psychologist, Director of Physician Coaching Program  
Nemours Children's Health System



**Pam Prissel**  
Patient Experience Manager  
Mayo Clinic Health System



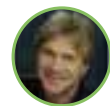
**Virgie Mosley**  
Patient Experience Manager  
UCLA Health



**Maureen Fagan**  
DNP, MHA, WHNP-BC, FNP-BC, Associate Chief Nurse-OB/GYN  
Brigham and Women's Hospital



**Patrick Kneeland MD**  
Medical Director for Patient and Provider Experience  
University of Colorado Hospital



**Dale Shaller**  
Managing Director  
National CAHPS Database



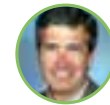
**Brian T. Smith**  
Vice President, Clinical Affairs- Clinical Practice Executive Director  
Rush University Medical Group



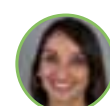
**Phil Shaw**  
Director, Patient and Visitor Relations  
Rush University Medical Center



**Lynn Charbonneau**  
Director, Patient Experience, Northside Hospital  
HCA West Florida Division



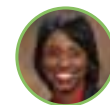
**Thomas G. Howell, MD**  
Patient Experience Medical Director, Con-OB GYN  
Mayo Clinic Health System



**Arshiya Seth, MD**  
Performance Improvement Coach, Primary Care Physician  
Somerville Hospital Primary Care



**Alpa Viyas**  
VP, Patient Experience  
Stanford Healthcare



**Cassandra Willis Abner**  
Associate Director, Operations and Service Excellence  
University of Michigan Health System



**RJ Salus**  
Director, Patient Experience  
El Camino Hospital



**Rachel Biblow, MSW, LCSW**  
Senior Director, Patient and Family Services  
Children's Hospital of Philadelphia (CHOP)



**Connie Feiler**  
Senior Manager, Patient Education  
UPMC



**Bonnie Anton**  
Electronic Health Record Project Manager  
UPMC



**Sheila Maroney**  
Director, Patient Experience Services  
Hennepin County Medical Center



**Natalia Cineas DNP, RN, NEA-BC**  
Adjunct Faculty, Practice Leadership & Quality, **Columbia University School of Nursing**, Senior Director of Nursing, Patient Care Services, Mount Sinai St. Luke's  
**Mount Sinai Roosevelt**



**Mark Mendelow**  
Director, Patient and Family Relations  
**Seattle Children's**

**Jade Hewitt**  
Patient Experience Coach  
**Johns Hopkins Health System**



**Kristin Leitch**  
Healthcare Informatics, Senior Patient Engagement Technologist  
**Carolinas Healthcare System**



**Brian Carlson**  
Director Patient Access and Experience/Associate Hospital Director  
**Vanderbilt University Medical Center**



**David Janka, MD**  
Faculty Affiliate and Advisor, Harvard Medical School Advisor For Primary Care, Teaching Faculty  
**Stanford D School**



**Kathy Boswell**  
Director Patient Experience and Community Wellness  
**Baptist Health System**



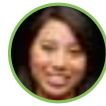
**Martie Carnie**  
Senior Patient Experience Advisor  
**Brigham and Women's Hospital**



**Natalie Hagerty**  
Director, Facilities Planning  
**Children's Hospital of Philadelphia (CHOP)**



**Leanne Cimato**  
Manager of Family Centered Care  
**Children's Hospital of Philadelphia (CHOP)**



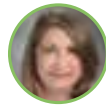
**Melody Lau**  
Design and Innovation Leader  
**Stanford Healthcare**



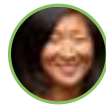
**Sara Toomey**  
Assistant Professor  
**Harvard Medical School**, Physician Lead, Patient Experience  
**Boston Children's Hospital**



**Christine Cassisi**  
Director, Patient Experience of Care, Shands Hospital  
**University of Florida**



**Kathy Denton, PhD CMQ/OE, SSBB, CPHQ**  
Associate Director of Patient Experience  
**MD Anderson Cancer Center**



**Helen Waters**  
Design and Innovation Leader  
**Stanford Health Care**



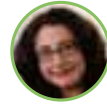
**Bethany Liebenritt**  
Senior Director, Patient Experience Strategy & Culture  
**Banner Health**



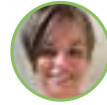
**Bon Ku, MD, MPP**  
Associate Professor, Dept. of Emergency Medicine  
**The Sidney Kimmel Medical College at Thomas Jefferson University**



**Sunitha K. Sastry, MPH**  
Director, Experience Improvement & Innovation Director, Discharge Care Call Center Patient Experience & Engagement Program  
**The University of Chicago Medicine**



**Claudine Cangiano**  
Senior Director  
**Northwell Health**



**Renee Jones**  
Director, Patient Experience  
**The James Cancer Hospital**



**Jill Golde, MS**  
Partner  
**Language of Caring**



**Peter D. Costantino, MD, FACS**  
Co-Founder, **CIT**, Executive Director & Senior Vice President, **The New York Head & Neck Institute and The Otolaryngology-Head & Neck Surgery Service Line of North Shore-LIJ Health System**



**Gurpreet Singh**  
Partner, Management Consulting Leader, Health Industries  
**PwC**



**Shawn Lemerise**  
VP, Business Development  
**CipherHealth**



**Jamie Gunsior**  
Principal, Health Industries  
**PwC**



**Paul D'Alessandro**  
Partner, Sales, Marketing and Customer Experience Practice Lead  
**PwC**



**Peter Edelstein, MD, FACS, FASCRS**  
Chief Medical Officer  
**Elsevier Clinical Solutions**



**Ted Danhauser**  
Head of Pharma/Healthcare & Partner Management North America and APAC Division, Intelligent Things  
**SMARTRAC**



**Samir Batra**  
VP, Patient Engagement  
**Oneview Healthcare**



**Keith Taylor**  
Director of Customer Management  
**PTP**



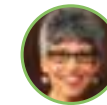
**David Betts**  
Principal, Strategy & Operations Life Sciences & Health Care  
**Deloitte Consulting**



**Gautam Mahtani**  
Founder and CEO  
**Care Experience**



**Wendy Leebov, EdD**  
Patient Experience Strategist  
**Language of Caring**



**Dorothy Sisneros, MS MBA**  
Partner  
**Language of Caring**

# An Interactive Learning Experience

7



## Panel:

a 40 minute interactive, moderated discussion on stage featuring 3-4 panelists and audience Q&A throughout.



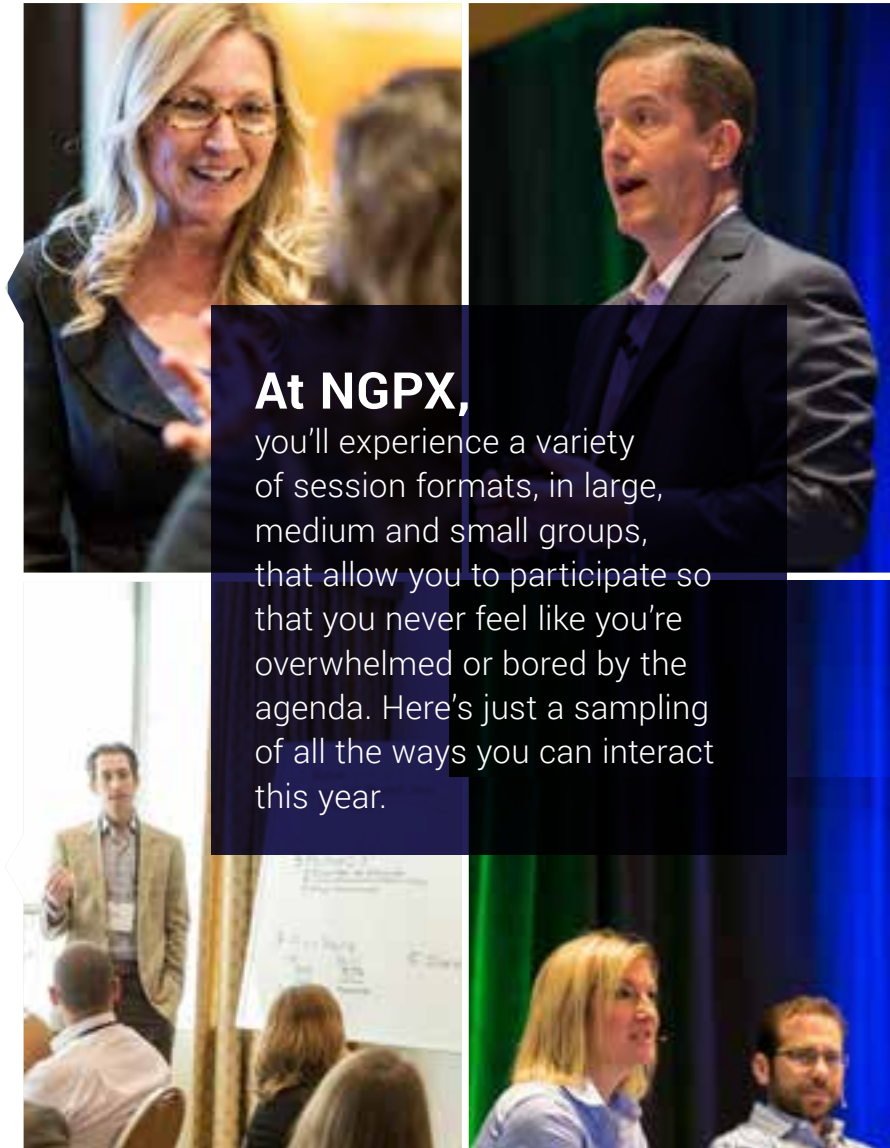
## Invite-only think tank:

A closed door session featuring 15-20 senior level executives debating strategic ideas and sharing insights.



## Case study revolution:

The speaker will give a roughly 20 minute case study on how they've gone about tackling a particular challenge. The remaining 20 minutes will have the attendees sharing their successes or challenges with the room helping those with challenges solve them together.



## At NGPX,

you'll experience a variety of session formats, in large, medium and small groups, that allow you to participate so that you never feel like you're overwhelmed or bored by the agenda. Here's just a sampling of all the ways you can interact this year.



## Workshop:

a one hour deep-dive into a particular topic led by a facilitator and featuring hands-on activities and/or group work.



## Fireside chat:

An informal, interview-style session with a chance for the audience to ask questions of a C-level executive.



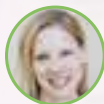
## Champagne roundtable:

Roundtable discussions are small peer-led group discussions on a niche topic. Your role would be to facilitate discussion and serve as a subject expert. The discussions are 2 40-minute rotations, meaning, after 40 minutes, all the attendees switch tables and select a new table to sit at for the second 40 minutes.



7:40 **Registration and Networking Breakfast**

8:25 **Welcome Remarks**



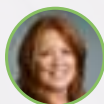
**Kristin Schoenstein**  
Program Director  
NGPX

8:35 **Opening Address By The Conference Chair**



**Samir Batra**  
Vice President, Patient Engagement  
Oneview Healthcare

8:45 **KEYNOTE: Leveraging Design Thinking Principles To Reinvent The Patient Experience**



**Joan Kelly**  
Chief Patient Experience Officer  
NYU Langone Health System

9:05 **KEYNOTE: Bridging The Gap Between Retail, Hospitality And Healthcare**

As healthcare continues to grapple with unprecedented change - defined by escalating costs, declining reimbursement, and increasing demands for high quality care and service; the ability to adapt to the ever-changing landscape by embracing innovation is critical. On the wake of this global burning platform, it is imperative to create an exceptional world-class experience centered around the customer. The underpinning of this journey encompasses a strong value proposition by borrowing innovative standards from the hospitality and retail service industry and establishing an infrastructure for service and operational excellence.

Session Objectives:

- Understand the “customer centered” transformational strategy borrowing innovations from the hospitality and retail service industry
- Learn key best practices and interventions employed through a real-life case study
- Hear lessons learned and obstacles overcome



**Airica Steed Ed.D, MBA, RN**  
Chief Customer Experience Officer  
Ohio Health

9:25 **KEYNOTE: Patient Engagement: The Complexity Behind The Buzzword**

The recent healthcare revolution has launched providers and stakeholders on a mad journey to purchase a variety of new technological “solutions” for engaging patients. The truth is that the vast majority of such solutions are in reality patient education rather than patient engagement tools. Don’t miss this dynamic presentation from nationally recognized patient engagement expert, Dr. Peter Edelstein, as he shares his perspective on the challenges behind “Patient Engagement” and on his belief that it is only through a mixture of technology and human interaction that patients can be successfully engaged, educated, and empowered.



**Peter Edelstein MD, FACS, FASCRS**  
Chief Medical Officer  
Elsevier Clinical Solutions

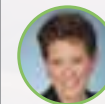
9:45 **KEYNOTE: Creating A System-Wide Patient Experience Strategy: Mount Sinai’s Approach**

How do you lead a newly-formed, multifaceted organization, with disparate cultures, capabilities, and resources, from trying “the flavor of the day” approach to improving the patient experience, to focusing on fundamental, evidence-based approaches that, when done well and consistently, will result in the desired outcomes?

Learning objectives:

At the end of this session, participants will be able to articulate how one organization

- Defined Six Key Strategies to improve the Patient Experience goals
- Supports leaders, physicians, managers, and frontline staff across the organization to develop necessary competencies





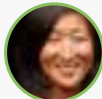
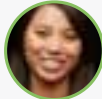


**Sandy Myerson**  
SVP & Chief Patient Experience Officer  
Mount Sinai Health System

10:05 **Networking & Refreshment Break**



Concurrent workshops begin.

	Track 1	Track 2
10:35	<b>Opening Remarks</b>	<b>Opening Remarks</b>
10:40	<p><b>DEEP DIVE WORKSHOP A: Physician Burnout: Why Improving Patient Experience Is The Answer</b></p> <p>A presentation about where we are in Patient Experience, How it interfaces with the current Burnout crisis. Motivational frameworks will be discussed. Some key thoughts to use to reconnect with our true motivation and purpose in medicine will be discussed. This should allow physicians to have more resiliency, and leaders to provide an authentic reason why we should all strive to improve patient experience.</p> <p>Learning objectives;</p> <ul style="list-style-type: none"> <li>• Be able to discuss differences in the concepts of satisfaction vs Experience, as well as Patient and Physicians perceptions of Quality</li> <li>• Understand and acknowledge some of the core causes of Burnout</li> <li>• Discuss motivational frameworks and Intrinsic vs Extrinsic Motivators</li> <li>• Provide a “connect to purpose and Motivation” idea that can be used by physicians, advanced practice providers, and leaders</li> </ul> <p> <b>Pam Prissel</b> Patient Experience Manager <b>Mayo Clinic Health System</b></p> <p> <b>Thomas G. Howell, MD</b> Patient Experience Medical Director, Con-OB GYN <b>Mayo Clinic Health System</b></p>	<p><b>DEEP DIVE WORKSHOP B: Redesigning The Patient &amp; Family Experience At Stanford Health Care Through Innovation &amp; Design Thinking</b></p> <p>The case for innovation and change in healthcare delivery, quality and cost has solidified over the past few years. Healthcare organizations have been slow to bring new products, services and technologies to market to meet the needs of our patients, and the process has been costly. To innovate products and services amid the major industry shifts, growth and reform, organizations are increasingly embracing the importance of human-centered design.</p> <p>This session will:</p> <ul style="list-style-type: none"> <li>• Provide an overview of design thinking ecosystem at Stanford Health Care including leadership engagement, team structures, training</li> <li>• Demonstrate the value of integrating improvement and design methodologies to develop patient/family centered products &amp; services through case examples</li> <li>• Provide lessons learned and reflections on the design thinking journey and what is ahead</li> </ul> <p> <b>Alpa Viyas</b> VP, Patient Experience <b>Stanford Healthcare</b></p> <p> <b>David Janka, MD</b> Faculty Affiliate and Advisor, Harvard Medical School Advisor For Primary Care, Teaching Faculty <b>Stanford D School</b></p> <p> <b>Helen Waters</b> Design and Innovation Leader <b>Stanford Health Care</b></p> <p> <b>Melody Lau</b> Design and Innovation Leader <b>Stanford Healthcare</b></p>

# SEE YOU IN SUNNY ARIZONA!

Welcome to Litchfield Park, Arizona, a niche historic town located right outside of Phoenix in the Sonoran Desert. Stay after the conference to watch an Arizona Coyotes game, hike along the White Tank Mountains and play 54 holes of championship golf in the area. There's a lot of fun to be had in the desert!

Deeply entwined with Arizona history, The Wigwam welcomes you to come make a little history of your own. Stretching over 440 lushly landscaped acres, our elegantly crafted adobe-and-timber luxury resort provides a rich palette of experiences to suit your every occasion-whether business, romance, relaxation or rollicking family fun. From dawn's first blush to the tangerine streaks of our Sonoran Desert sunsets, each day at The Wigwam is awash in endless possibilities.

## The Wigwam

300 E Wigwam Boulevard  
Litchfield Park, AZ 85340  
(623) 856-1044

[www.wigwamarizona.com](http://www.wigwamarizona.com)





Track 1

Track 2

11:40

**CASE STUDY PRESENTATION: The Journey To The Top Decile: Improving the Patient Experience At Rush University Medical Group**

The Institute for Healthcare Improvement has identified five key drivers to achieve exceptional patient and family experience. Systems that deliver Reliable Care, Leadership focused on patient centered care, Hearts and Minds of all staff and providers fully engaged, every care interaction anchored in a Respectful Partnership and collaborative Evidenced Based Care are all equally important. We will share how Rush University Medical Group continues on a journey to exceptional patient and family experience through focused attention and improved performance in several of these key drivers, including the specifics of improvement strategies employed at the clinic level such as Lean Rapid Improvement Events and Experience Based Design.

Goals and Learning Objectives:

- Understanding of the IHI key drivers of achieving exceptional patient and family experience
- Exposure to improvement strategies such as Rapid Improvement Events and Experience Based Design



**Brian T. Smith**  
Vice President, Clinical Affairs-Clinical Practice Executive Director  
**Rush University Medical Group**



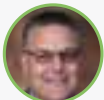
**Phil Shaw**  
Director, Patient and Visitor Relations  
**Rush University Medical Center**

12:00

**DEEP DIVE WORKSHOP C: Reimagining The Way You Think About Patient Identification**

Traditional patient wristbands have a number of shortfalls when it comes to patient safety and experience. Combining a cutaneous identifier and a mobile device app with an Internet of Things platform delivers a breakthrough solution for hospitals to holistically manage the patient experience during and after the hospital stay.

- Challenges associated with the current identification process?
- How does this new technology address key patient experience and safety issues?
- How does this meaningfully impact patients, families, hospital staff, hospital administration and physicians?



**Ted Danhauser**  
VP, Sales, Americas, Head of Pharma & Healthcare  
**SMARTRAC**



**Peter D. Costantino, MD**  
FACS, Co-Founder, **CIT**, Executive Director & Senior Vice President, **The New York Head & Neck Institute and The Otolaryngology-Head & Neck Surgery Service Line of North Shore-LIJ Health System**

**CASE STUDY PRESENTATION: Effective Leadership Coaching- Tips To Make A Good Leader A Great Coach**

Everyone on the team has a role in improving the Patient Experience. But leaders have an especially important role that can make the difference in overall performance. We will review just how important coaching is in order to create and sustain an ideal patient experience for every patient, every time. This session will explore the role of leaders as coaches in the workplace and provide insight into what can make a good leader a great coach.

Learning Objectives:

- Explore the role of leader as coach
- Review what makes a good Coach
- Discuss the results of good coaching



**Cassandra Willis Abner**  
Associate Director, Operations and Service Excellence  
**University of Michigan Health System**

**DEEP DIVE WORKSHOP D: The Words We Use To Transform The Patient Experience**

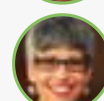
The words we use to advance our patient experience strategies have a powerful impact on our aspirations, team engagement and our results. Language has the power to shift the conversation and is a key ingredient in transforming the patient, family and care team experience. In this session, you will find keywords that propel your patient experience conversations, instead of limiting your capacity for breakthroughs. You will also identify concrete language skills and words that enable employees and physicians to build relationships quickly and strengthen engagement and partnership and communicate with empathy and compassion to reduce patient and family anxiety and suffering. Participants will come away with strategies for engaging the entire healthcare team in choosing and using language that elevates the patient experience to a breakthrough level.



**Wendy Leebov, EdD**  
Patient Experience Strategist  
**Language of Caring**



**Jill Golde, MS**  
Partner  
**Language of Caring**



**Dorothy Sisneros, MS MBA,**  
Partner  
**Language of Caring**



1:00

Lunch For All Attendees

Concurrent sessions resume.

2:00

Track 1

**DEEP DIVE WORKSHOP E: Creating a High Reliability Experience Through Patient Journey Value Mapping**

The University of Chicago Medicine Patient Experience and Engagement Program developed and deployed an advanced methodology to Lean Value Stream Mapping that intentionally integrates the patient experience called Patient Journey Value Mapping (PJVM). PJVM has demonstrated success in identifying improvement opportunities and integrating an appreciative inquiry model, all of which centers around elements of operational, care perceptions, behaviors, communication, and physical environment concepts at each patient / family touchpoint. This approach has proven to identify an ideal state for creating a high reliability institution based on direct patient and family feedback.

Participants will learn:

- The benefit of Patient Journey Value Mapping (PJVM) integrating the patient voice in improvement methodologies
- How to conduct a PJVM session
- Methods to operationalize the defined future state
- The tactical tools necessary to translate this practice into your institution



**Sunitha K. Sastry**  
 MPH, Director, Experience Improvement & Innovation Director, Discharge Care Call Center Patient Experience & Engagement Program  
**The University of Chicago Medicine**

Track 2

**DEEP DIVE WORKSHOP F: Designing, Implementing And Sustaining Patient Family Advisory Councils In Your Healthcare Organization**

This workshop will provide a pragmatic approach to understanding the role of patient family advisors, and the fundamental knowledge on how to create a Patient Family Advisory Council including recruiting patient family advisors to be part of a Patient Family Advisory Council. We will discuss how to sustain a patient family advisory council and ensure successful engagement of patient and family advisors with staff.

Objectives:

At the end of this workshop, participants will be able to

- Describe the qualities necessary to be a patient family advisors and their role on a Patient Family Advisory Council
- Develop and implement a successful Patient Family Advisory Council within a health care system
- Discuss how to engage patient family advisors and sustain Patient Family Advisory Councils



**Maureen Fagan, DNP, MHA,WHNP-BC,FNP-BC**  
 Associate Chief Nurse -OB/GYN  
**Brigham and Women's Hospital**



**Martie Carnie**  
 Senior Patient Experience Advisor  
**Brigham and Women's Hospital**

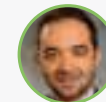
Track 3

**DEEP DIVE WORKSHOP G: Building A High Reliability Organization (HRO) That Is Focused On Human-Centered Care**

Learn about the an operating system framework used in one of the nations largest academic medical centers that purposefully aligns its high reliability model with its vision of being a national leader in the patient experience. See how the organization rolled out this system making intentional connections to several key strategies that focus on quality & safety, professional resiliency, and building a culture that is focused on positive outcomes. Also covered is a balanced approach to a comprehensive patient experience strategy.

During this session participants will learn Barnes-Jewish Hospital's:

- Methods, systems and tools for bringing its mission, vision and values into the fabrics of it daily operations
- How the BJH team selects, standardizes and organizes system-wide operational models and best practices from a high reliability perspective
- The significance of professional resiliency and developing a culture gratitude and the role of these key strategies on both the patient experience and highly reliable outcomes



**Sean Rodriguez**  
 Chief Experience Officer  
**Barnes-Jewish Hospital**

## Track 1

3:00

**CASE STUDY REVOLUTION: Bridging The Facilities And Family Relations Gap**

With a focus on improving the family and patient experience, The Children's Hospital of Philadelphia created a dedicated Facilities/Family Relations workgroup which is unique to most children's hospitals. This presentation will identify ways that a facilities and hospitality partnership can improve patient experience. The Facilities/Family Relations workgroup is dedicated to working with multiple departments to insure that the family and patient experience is smooth throughout the patient's entire experience at CHOP. The workgroup has launched several work streams including a new wayfinding/theming initiative, a family hospitality center, refocusing of the public spaces, developing on-stage/off stage staff spaces and a full community and staff communication plan. We have been able to improve the family and patient experience through design improvements, without a new physical space. Audience participants will work in groups to develop solutions to facilities-related challenges at their own organizations.

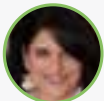
Learning Objectives:

- Identify ways that a facilities + hospitality partnership can improve patient experience
- Learn tips to improve an existing facility and experience without building new or breaking the bank
- Prioritize the greatest family impact with short, mid and long term initiatives
- Learn tools to evaluate the impact of the environment on family hospitality



**Rachel Biblow, MSW, LCSW**

Senior Director, Patient and Family Services  
Children's Hospital of Philadelphia (CHOP)



**Natalie Hagerty**

Director, Facilities Planning  
Children's Hospital of Philadelphia (CHOP)



**Leanne Cimato**

Manager of Family Centered Care  
Children's Hospital of Philadelphia (CHOP)

## Track 2

**CASE STUDY REVOLUTION: Patient Education: Chaos To Strategy In 24 Months**

Patient education offers a significant opportunity to engage patients, with the ultimate goal of improving health outcomes. We are pleased to share our journey of the transformation of a fragmented education program across a 20 hospital system into a more comprehensive unified health library. Faced with eleven different vendors supplying patient education content housed in multiple electronic health record systems, we successfully created a strategy and practical tactics to transform our approach. Ultimately, our patients are better prepared with consistent education messages leading to enhanced self-management skills, improved health outcomes, and potentially reduced hospital readmissions. National best practices for patient education were researched and implemented, transforming our program into a highly functioning and effective patient engagement strategy. Audience participation will focus on attendee's patient education challenges with discussion of suggested solutions.

Learning Objectives:

- Identify key components of a strategic plan for Patient Education.
- Examine effective teaching strategies to engage patients such as Health Literacy and Teach Back.
- Explore practical steps to transform your patient education program to engage patients more fully.



**Connie Feiler**

Senior Manager, Patient Education  
UPMC



**Bonnie Anton**

Electronic Health Record Project Manager  
UPMC

3:40

**Networking and Refreshment Break, Opening Of The Solutions Zone**

Welcome to the kick off the NGPX Solutions Zone which will serve as your "home base" for next two days. This is where you'll enjoy bottomless coffee, soft drinks, cocktails and snacks; learn about the latest PX tools and technology; and catch up with colleagues and peers!

4:20

**PX LEADERS CHAMPAGNE ROUNDTABLE DISCUSSIONS**

**1. How Identification Can Impact Patient Safety, Patient Experience And Transitions Of Care**

Moderator: **Peter D. Costantino, MD, FACS**, Co-Founder, CIT, Executive Director & Senior Vice President, **The New York Head & Neck Institute and The Otolaryngology-Head & Neck Surgery Service Line of North Shore-LIJ Health System**

**Ted Danhauser**, Head of Pharma/Healthcare & Partner Management North America and APAC Division, Intelligent Things, **SMARTRAC**

**2. Driving diversity and cultural competence for improved patient experience**  
Moderator: **Lara Burnside**, Chief Patient Experience Officer, **JPS Health Network**

**3. LEAN models and methodologies**

Moderator: **Susan Ritter**, Administrative Director, UCSF Health Experience, **UCSF Medical Center/UCSF Benioff Children’s Hospital**

**4. Sustaining your patient and family advisory council**

Moderator: **Kathy Denton, PhD, CMQ/OE, SSB, CPHQ**, Associate Director of Patient Experience, **MD Anderson Cancer Center**

**5. Volunteer services—why it’s a win-win**

Moderator: **Virgie Mosley**, Patient Experience Manager, **UCLA Health**

**6. Identifying, addressing and preventing staff burn out**

Moderator: **Kathy Boswell**, Director Patient Experience and Community Wellness, **Baptist Health System**

**7. The ideal relationship between quality, safety and PX**

**8. New survey modalities to increase response rate and representativeness**

**9. How to work with performance improvement to fix grievances**

**10. How can you better align marketing with your patient experience efforts?**

5:20

**GUEST SPEAKER: Creating An Extraordinary Patient Experience In An Environment Of Declining Reimbursement**

- What does it mean to provide services patients “value”?
  - See research that CTCA has done on what patients truly value in a Cancer Center and a Hospital
- How is CTCA looking at our model to determine what areas are valued and what areas can be scaled back?

5:45

**Wine Tasting Reception In The Solutions Zone**

Kick off NGPX in fabulous style with a wine tasting reception featuring a variety of wines from around the world and tasty appetizer pairings. There’s no better way to network and relax after a busy day, so grab a drink...or two!

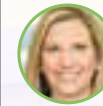
If you are interested in sponsoring this reception, please contact Alicia Upchurch at [alicia.upchurch@wbresearch.com](mailto:alicia.upchurch@wbresearch.com)

6:45

**Conclusion Of Day One**

“ Thank you to the organizers, presenters, and wonderful attendees. This was truly a great experience. It was a pleasure to spend time with you all.

- **Camille Mulkeen**, Crystal Run Healthcare



**Amber Gilroy**  
Senior Vice President, Operations  
**Cancer Treatment Centers of America®**





7:45 **Registration And Networking Breakfast**

8:30 **Welcome Remarks**



**Kristin Schoenstein**  
Program Director  
NGPX

8:35 **Opening Remarks By The Conference Chairs**



**Gurpreet Singh**  
Partner, Management Consulting Leader, Health Industries  
PwC



**Jamie Gunsior**  
Principal, Health Industries  
PwC



**Paul D'Alessandro**  
Partner, Sales, Marketing and Customer Experience Practice Lead  
PwC

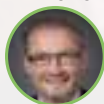
8:45 **KEYNOTE: The Synergistic Relationship: Patient Experience and Employee Engagement**

It is not a secret that a strong correlation between employee engagement and customer satisfaction exists. We have all heard the widely known formula at some point in our careers: "Happy employees = happy customers". However what comes first? Does it matter? The reality is that they are both intrinsically linked.

Hear about how Northwell Health's enterprise wide patient experience strategy is closely aligned with the efforts to improve employee engagement. Sven Gierlinger will share lessons learned along the way and how the collaborative strategy is impacting the results.

Learning objectives:

- See how Northwell Health analyzed and correlated employee engagement and patient satisfaction data
- Understand the value of an aligned experience and engagement strategy and the resulting synergies
- Learn specific strategies Northwell Health deployed to impact employee engagement and patient satisfaction



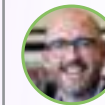
**Sven Gierlinger**  
Chief Experience Officer  
Northwell Health

9:05 **KEYNOTE: Beyond Star Ratings: Taking Transparency To The Next Level**

As more health systems dip their toes into consumer-centric transparency, primarily through physician star ratings and patient reviews, it's time to ask ourselves "Are we actually providing the experience-focused information patients want or need to make the best decisions for them?" Spoiler Alert: The answer is NO.

After this session, audiences will be able to:

- Understand the value of physician star ratings and comments
- Consider how transparency can better serve their patients



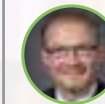
**Matt Gove**  
Chief Consumer Officer  
Piedmont Healthcare

9:25 **KEYNOTE: The Value Of Leadership Engagement In Rounding**

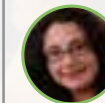
To ensure patient needs are being met and improvements are made to enhance the patient experience, leadership from all facets of an organization must be engaged in the patient's journey. Join representatives from Northwell Health and CipherHealth and discover how Northwell achieved success by engaging leaders in the rounding process while leveraging technology to drive positive change.

Key Takeaways:

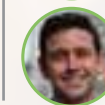
- Learn how to gain leadership buy-in to the rounding process
- Understand how technology can enhance processes and help drive rapid improvements
- See how to demonstrate the value of leadership engagement in rounding



**Sven Gierlinger**  
Chief Experience Officer  
Northwell Health



**Claudine Cangiano**  
Senior Director  
Northwell Health



**Shawn Lemerise**  
VP, Business Development  
CipherHealth

9:45 **KEYNOTE: Creating A Culture of Accountability**

A patient experience program will go nowhere without ensuring that everyone in the organization is held accountable. In this session, discuss:

- How to get front-line employee involvement
- How to get staff on board with standards
- How to get everyone to understand their role in it, why should they care
- Tips for holding your staff accountable
- How to use a consultative model to drive and support accountability

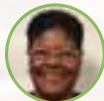


**Lori Kondas**  
Senior Director, Patient Experience  
Cleveland Clinic

10:05 **PANEL: Designing A Transformational Leadership Development Program**

Without stand-out leaders, your patient experience program will quickly fall flat and you'll be back to business as usual. Find out how 3 different healthcare systems approach leadership development and discuss:

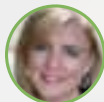
- Standards/best practices/role modeling that comes from the top
- The importance of leadership from middle management
- How to create the behavioral and cultural change
- Methods for incentivizing and rewarding team members for the work they are doing



**Virgie Mosley**  
Patient Experience Manager  
UCLA Health



**Patrick Kneeland MD**  
Medical Director for Patient and Provider Experience  
University of Colorado Hospital



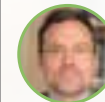
**Susan Ritter**  
Administrative Director, UCSF Health Experience  
UCSF Medical Center/UCSF Benioff Children's Hospital

10:35 **Networking And Refreshment Break In The Solutions Zone**

11:10 **FIRESIDE CHAT: Chief Patient Experience Officers In Action**

Join us for a candid discussion where you'll hear how two CXO's come into a new organization and assess what approach is needed for improvement. Hear their thoughts on:

- Assessing a new organization's culture
- Dispelling organizational myths and beliefs about service and patients
- Identifying early adopters, allies and resisters
- The importance of having a defined PX strategy and some essential elements of that strategy
- How to maintain focus in complicated environments and work the strategy
- How to work together to assure that the right things are measured and reported in the current public reporting environment



**Rick Evans**  
SVP and Chief Experience Officer  
New York-Presbyterian Hospital

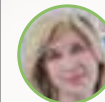


**Rebecca Zuccarelli**  
SVP, Chief Experience Officer  
Tampa General

11:40 **KEYNOTE: The Doctors Finally Bought In, Now What?**

Patient experience leaders spend a lot of change capital getting physicians to buy into the concept of patient experience. Once you get buy in, then what?

- Learn practical approaches to improve systems
- Teamwork and communication in physician practices that have been successful with primary, specialty and sub specialty physicians



**Chrissy Daniels**  
Director, Strategic Initiatives  
University of Utah Hospitals and Clinics



12:00 | **KEYNOTE: Patient Experience And Diversity: Serving The Many Faces Of Healthcare**

Creating an environment focused on greater cultural competence will improve the interactions between patients and the hospital team. Not only will the overall experience for patients and families become better, but quality outcomes can also improve.

Outcomes for the session:

- Acquire ways to engage with patients and families in a patient-centered way
- Discover tools to identify patient preferences as it relates to cultural preferences
- Learn the importance of creating diversity curiosity in your workforce to serve patients in a meaningful way
- Discover the importance of using technology to support language services



**Lara Burnside**  
Chief Patient Experience Officer  
JPS Health Network

12:20 | **PANEL: Coaching Models And The Characteristics Of A Good Coach**

Every organization approaches patient experience coaching a little bit differently, but across the board, it's becoming increasingly important to make sure that healthcare providers receive proper coaching to uncover how small changes can have a major impact on the patient experience. In this panel, hear different examples of coaching models and discuss:

- What makes a good coach
- How to operationalize the coaching efforts
- Which models are working and what's falling out of favor



**Lynn Charbonneau**  
Director, Patient Experience, Northside Hospital  
HCA West Florida Division



**Jade Hewitt**  
Patient Experience Coach  
Johns Hopkins Health System



**Kathy Boswell**  
Director Patient Experience and Community Wellness  
Baptist Health System



**Renee Jones**  
Director, Patient Experience  
The James Cancer Hospital

12:55 | **Lunch**



**Awesome few days! I met so many creative, caring and daring people, you all remind me why I love this business so much.**

- Dave Dolton, Health Monitor Network





Concurrent sessions begin.

Track A: Patient-Centered Communication

Track B: The PX Data Picture

1:50

Opening Remarks By The Track Chair

Opening Remarks By The Track Chair

2:00

**PRESENTATION: Creative Tools For Managing High Risk Patient/Family Situations**

Hospital staff and providers are often challenged by patients and families with complex psychosocial needs and limited coping skills. Many families are under great stress and we know this may impair their ability to cope effectively. This may be reflected in behaviors that staff and providers may characterize as challenging, disruptive to the patient’s care and at times, unsafe-verbally or physically. We’ll explore three tools employed at Seattle Children’s Hospital to mitigate challenging situations.

Learning Objectives:

- Learn about Partnership Plans as a respectful, patient-centered method to contract with patients and families
- Learn about proactive management of high risk situations through Psychosocial Rounds
- Review a job aid for staff to help manage a challenging phone call



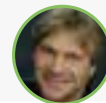
**Mark Mendelow**  
Director, Patient and Family Relations  
Seattle Children’s

**PRESENTATION: Using the CAHPS Database to Identify Ambulatory Patient Experience Improvement Opportunities**

The national CAHPS Database is a public repository of CAHPS data offered as a free service by the U.S. Agency for Healthcare Research and Quality (AHRQ) to support comparisons of CAHPS survey results. The CAHPS Database compiles both CAHPS Health Plan and Clinician & Group (CG-CAHPS) Survey data. CAHPS survey users voluntarily submit their data to the CAHPS Database and receive access to comparative benchmarking reports through the Online Reporting System that displays overall, regional, and other benchmarks on a public website. Organizations that contribute data receive access to a password-protected portion of the website where they can generate custom reports for their practices, including a statistical comparison to the overall database average.

Learning Objectives:

- Learn how to use the national CAHPS Database as a free resource to identify patient experience improvement opportunities
- Understand the benefits and features of the CAHPS Database
- Explore examples of how the CAHPS Database has been used by health systems and medical practices to support improvement



**Dale Shaller**  
Managing Director  
National CAHPS Database

2:20

**PRESENTATION: The Next Decade Of Innovation In The Patient Experience**

The way that we communicate is changing. Studies have shown that over 40% of the patient population access health related consumer reviews on social media. While patients are taking their health communication online, is your facility equipped to listen?

Outcomes:

- Pricing transparency forces increased focus on high quality patient experience
- The untapped potential of health care APIs
- Sophisticated patient journey mapping for clinical outcomes
- Traditional surveys replaced by frictionless feedback and social
- Predictive and directional analytics around unstructured data



**Gautam Mahtani**  
Founder and CEO  
Care Experience

**PRESENTATION: Surviving The Omni-Channel Explosion**

The explosion of new ways to interact with patients such as virtual assistants, SMS Text Response systems, and Live-Agent SOS are transforming the way you do business. We often think of Omni-channel as a new disruptive phenomenon. Disruption isn’t new, the pace of new disruptions is what’s new and different. Learning to adapt to these new ideas and technology is critical to the success of next generation businesses. PTP will demonstrate how leaning forward to efficiently blend channels and approaches will maximize patient experience for service, assisted service and self-service.



**Keith Taylor**  
Director of Customer Experience Management  
PTP

2:40

**CASE STUDY REVOLUTION: Delivering Customized Care In A Standard-Work World**

Patient- and Family-Centered Care depends on adaptable staff who can both quickly assess and then respond to the unique and diverse needs and preferences of their patients and families. In a fast-paced, widely diverse healthcare setting such as an urban teaching hospital, learning and absorbing the patient's story is both an inspiring and daunting challenge. This Case Study Revolution will highlight some of the ways that Hennepin County Medical Center, an urban teaching hospital in Minneapolis, has implemented strategies to help staff focus on "the story."

Challenges:

- Not enough time to truly know patients and their families
- How to understand and adapt to the diverse needs to patients and families from a wide range of backgrounds
- Standard work can get in the way of personalized care



**Sheila Maroney**  
Director, Patient Experience Services  
Hennepin County Medical Center

3:10

**PRESENTATION: Symphony Of Patient Experience Of Care And Staff Experience Of Care**

Presenters will share the building blocks of PEOC and SEOC curriculum and discuss challenges leading to culture change and beyond. Participants will identify key lessons learned that can be applied in transforming PEOC and SEOC within their organization and how to implement an approach to engaging frontline staff and leadership in improvement work.

Participants will learn

- How integrating efforts on improving PEOC and transforming the work experience for staff simultaneously helps achieve customer patient experience and joy at work
- Strategies and tools to create a PEOC and SEOC curriculum; engage providers and staff to develop, implement and sustain the impact of the curriculum
- Fundamentals of patient communication such as Managing Up, key words at key times AIDET(Acknowledge, Introduce, Duration, Explain, Thank you) and Service recovery



**Arshiya Seth, MD**  
Performance Improvement Coach, Primary Care Physician  
Somerville Hospital Primary Care

3:30

**Afternoon Networking And Refreshment Break In The Solutions Zone**

**CASE STUDY REVOLUTION: Creating A Robust Feedback System And Integrating The Voice Of Patients And Families**

This presentation will cover the integration of different types of feedback systems, including real-time, predictive analytics, rounding software, interactive television, complaints, social media, and post discharge survey data. Generating meaningful input into your organization can greatly influence and nurture patient experience efforts and the culture of the organization, but it only pays dividends if it is integrated in the right ways.

This talk will uncover and discuss the following challenges:

- A mountain of feedback, now what do you do with it?
- How do you focus efforts in the right place at the right time and effectively track responsiveness to concerns in real-time?



**RJ Salus**  
Director, Patient Experience  
El Camino Hospital

**PRESENTATION: Can Mapping Healthcare Spaces Improve The Patient Experience?**

Physicians and architects developed a novel toolkit consisting of an application-based Survey instrument and sensors to measure environmental variables (temperature, sound, and light) while also mapping the presence and movement of patients and providers in an emergency department. The data visualization of movement patterns/behaviors, mapping and diagramming of occupants may provide an improved understanding of how to redesign clinical spaces to improve both patient and provider experience.

- How high resolution, spatially explicit data on how occupants (patients, providers, and clinical staff) behave in a clinic or hospital can affect the delivery of healthcare
- How to use GIS (geographic information system) to map healthcare spaces
- How to use sensors to measure environmental variables such as temperature, light and sound



**Bon Ku, MD, MPP**  
Associate Professor, Dept. of Emergency Medicine  
The Sidney Kimmel Medical College at Thomas Jefferson University

4:00

## PX LEADERS CHAMPAGNE ROUNDTABLE DISCUSSIONS

### 1. Surviving the Omni-Channel Explosion

Moderator: **Keith Taylor**, Director of Customer Experience Management, **PTP**

### 2. Your patient experience plan for 2017...What will you do differently?

Moderator: **Shawn Lemerise**, VP, Business Development, **CipherHealth**

### 3. Powerful leadership rounding strategies

Moderator: **Christine Cunningham**, Administrative Director, Office of Patient Experience, **Stanford Children's Health**

### 4. Shared Decision Making—Lessons Learned

Moderator: **Carol Majewski**, Director, Office of Patient Experience, **Dartmouth-Hitchcock**

### 5. Getting beyond vouchers—effective service recovery strategies

Moderator: **Lynn Charbonneau**, Director, Patient Experience, Northside Hospital, **HCA West Florida Division**

### 6. Tips for effective physician and nurse rounding

Moderator: **Natalia Cineas**, DNP, RN, NEA-BC, Adjunct Faculty, Practice Leadership & Quality, **Columbia University School of Nursing**, Senior Director of Nursing, Patient Care Services, **Mount Sinai St. Luke's, Mount Sinai Roosevelt**

### 7. How do you integrate translation and interpreter services into PX?

Moderator: **Christine Cassisi**, Director, Patient Experience of Care, Shands Hospital, **University of Florida**

### 8. Beyond Star Ratings—taking transparency to the next level

Moderator: **Matt Gove**, Chief Consumer Officer, **Piedmont Healthcare**

### 9. Capturing voice of the patient

Moderator: **Jade Hewitt**, Patient Experience Coach, **Johns Hopkins Health System**

### 10. From Generalist to Specialist: Fitting your PX Model to the Type of Provider

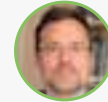
Moderator: **Peggy Greco**, Clinical Psychologist and Physician Consultant, **Nemours Children's Health System**

### 11. Storytelling—when does it help, when does it hinder?

## INVITE ONLY CXO THINK TANK

As a patient experience executive, it is your responsibility to prioritize patient experience initiatives and promote a patient-centric value proposition throughout your organization. This is your opportunity to gain honest feedback, debate strategic ideas and share high level insights in a closed door forum.

Moderator:



**Rick Evans**

SVP and Chief Experience Officer  
**New York-Presbyterian Hospital**



Great job with the Next Gen Patient

Experience Event! Fantastic speakers and great opportunities for sharing, networking and connecting! I'm impressed!

- Greg Berney, Cone Health



The quality of the people who attended was fantastic. The speakers were very knowledgeable and encouraging. Everyone was so willing to share ideas and collaborate. This has been the most interactive and friendly conference I have ever been to!

- Jean Barske MBA, PT, Executive Director, Corporate and Affiliate Relations, Parkview Hospital



5:00

### KEYNOTE: Achieving Employee Engagement From The Front Line To The Back Office

Enhancing caregiver engagement is highly linked to improving patient experience and outcomes. This session explores how one organization strived to improve caregiver engagement through communication skills training and best practices showcases.

- Recognize the connection between employee engagement and patient experience as demonstrated by improving the experience for the patient and the clinician through a strengths based communication training program
- Understand the concept of creating positive healthcare experiences and the effect of change on the caregivers, the patients, and the organization.
- Learn the power of engaging caregivers in creating relationships while refining their communication skills



**Alison Tothy, MD**

Chief Experience and Engagement Officer  
University of Chicago School of Medicine

So very impressed with the quality of all the information sharing – thanks so much to the NGPX team!

- Lynn Charbonneau, Northside Hospital, HCA West Florida



5:20

### GUEST SPEAKER: Next Generation Engagement: Proven Strategies to Attract and Retain Millennial Talent

71% of Millennials are disengaged at work, the most of any generation. 58% of Millennials expect to leave their jobs in three years or less. A war on talent has begun as 80 million Millennials continue to pour into the workplace. Organizations must battle competitors and the entrepreneurial ambition of Millennials to attract today's top talent. Where there are unmotivated Millennial employees you will find uninspired leaders who lead teams of anxious, job-hop-in-a-heartbeat Millennials. For the organizations eager to spark change and energy into their organizations there are specific Millennial motivators that can be leveraged to ignite Millennial hustle and extend Millennial retention. Audience Outcomes:

- Gain extreme clarity around who Millennials are
- Understand each generation's perspective of leadership, communication and work
- Proven strategies on how to attract and retain top Millennial talent
- Relevant examples of organizations winning at Millennial engagement
- Inspiring story about how to manage change successfully



**Ryan Jenkins**

Author  
A Guide To What Motivates Millennials At Work

6:00

### Casino Night Reception On The Sachem Terrace

Head outside and enjoy a gorgeous desert night featuring fun casino games and prizes and delicious appetizers and cocktails.

If you are interested in sponsoring this reception, please contact Alicia Upchurch at [alicia.upchurch@wbresearch.com](mailto:alicia.upchurch@wbresearch.com)



7:00

### Conclusion Of Day Two

7:45 **Registration And Networking Breakfast**

8:30 **Welcome Remarks**



**Kristin Schoenstein**  
Program Director  
NGPX

8:35 **Opening Remarks By The Conference Chair**



**David Betts**  
Principal Strategy & Operations Life Sciences & Health Care  
Deloitte Consulting

8:50 **KEYNOTE: Applying LEAN Principles To Reduce Human Suffering**

The focus of any Continuous Improvement (a.k.a.LEAN) journey is the focus on the “customer”, insuring that we constantly evaluate processes to determine whether or not they add value, as defined by the customer. The identification and elimination of waste (anything that is non-value added) is therefore a fundamental concept to Continuous Improvement. In healthcare, as in manufacturing (where LEAN originated), there are several forms of waste such as transportation, inventory, search time, complexity, etc. We believe there is an additional form of waste that is actually created by defects in our systems and processes. That is the waste of human suffering.

In this presentation, participants will:

- Recognize the difference between “inherent suffering” and “avoidable suffering”
- Understand how the other forms of waste contribute to “avoidable suffering”
- Learn how Continuous Improvement can prevent patient suffering

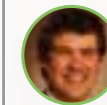


**Mariane Stefano**  
SVP and Chief Experience Officer  
Nemours Children’s Health System

9:10 **KEYNOTE: Patient Experience = Brand. The Important Partnership Between Patient Experience And Marketing**

The definitions of each include the sum total of all interactions that a consumer (patient or family) has with an organization. In the age of consumerism the partnership between patient experience and marketing is key to delivering on the goal of life long patients for an organization. In this presentation VUMC will describe the partnership between marketing and patient experience to enhance the brand of VUMC. The audience will learn the following:

- Why brand is so important
- Specific collaborations and projects between marketing and patient experience to enhance the brand



**Brian Carlson**  
Director Patient Access and Experience/Associate Hospital Director  
Vanderbilt University Medical Center

9:30 **PANEL: The Intersection of Digital Experience And Traditional PX—Where Does Technology Enhance Vs. Detract?**

As patient expectations shift and innovative technology becomes more accessible, it’s becoming increasingly important to use digital tools to measure the patient experience, improve patient engagement, provide self service and assist providers, but how can you ensure that this technology does not interfere with the experience and the human element?

Panelists will discuss:

- Examples of using technology to capture and analyze patient and family experience
- Examples of digital tools that are improving patient experience and outcomes
- How to train clinicians and staff to use the tools in a way that does not interfere with critical face time with patients
- How to encourage patient engagement and adoption of new tools

- Examples of digital in the care setting that detracted from the patient experience and what could be done differently



**Christine Cunningham**  
Administrative Director, Office of Patient Experience  
**Stanford Children's Health**



**Sara Toomey**  
Assistant Professor  
**Harvard Medical School,**  
Physician Lead, Patient Experience  
**Boston Children's Hospital**



**Kristin Leitch, RN, MS**  
Healthcare Informatics, Senior Patient Engagement  
Technologist  
**Carolinas Healthcare System**

10:05 **Networking And Refreshment Break In The Solutions Zone**

10:40 **CO-PRESENTATION & DISCUSSION: Insights Into Empathy Through Live Emotion Gathering**

People love to share their opinions on just about everything. Obtaining people's opinions is in essence an exercise in emotion gathering. In the world of live everything, why not practice true empathy served real-time at the moment of emotion.

Learn how Yale New Haven Hospital implemented live emotion gathering and enabled speed, ease, insight, culture, and true empathy resulting in 80% patient response rates and improvement in key performance metrics.



**Michael Bennick, MD**  
Medical Director of Patient Experience, Associate Chief of  
Medicine  
**Yale-New Haven Hospital**



**Susan Haufe**  
Executive Director, Patient Experience  
**Yale-New Haven Hospital**

11:20

**PRESENTATION: An Innovative Method For Educating Providers And Supporting Ongoing PX Strategy Use**

Time limitations often impede communication and coaching of patient experience strategies with medical providers; however, we piloted a novel method for education that minimizes this barrier. A "PX Minute" was embedded into each standing quarterly faculty meeting as well as monthly departmental monthly meetings. During the "PX Minute", a particular strategy is introduced, the research behind it reviewed (including the specific impact on the patient health care experience), and practical tools are provided in regard to how providers can apply this strategy in their encounters moving forward. The information is also posted digitally along with a chat feature that allows providers to post comments and/or notes on their progress. The impact of this program will be reviewed as well as findings that are directly applicable for providers in a number of healthcare settings including primary care, subspecialty outpatient care, and hospital-based care.



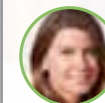
**Peggy Greco**  
Clinical Psychologist and Physician Consultant  
**Nemours Children's Health System**

11:40

**PRESENTATION: What's Next For PX? Everyone Plays Including Your Strategy**

In healthcare, patient experience strategies are typically confined to improving the relationships our caretakers have with our patients, but to become a top of mind choice for our patients', every strategy within every department has to begin intentionally designing with the patient in mind. By moving beyond interactions, and into the strategies of our operations, products, environment, etc., we can begin building a sustainable, consistent and differentiated experience for those we serve. Takeaways:

- Understanding the components and levers of the experience
- Considering the hierarchy of the experience
- Building a holistic organizational strategy and culture to address the experience



**Bethany Liebenritt**  
Senior Director, Patient Experience Strategy & Culture  
**Banner Health**



12:00

**PRESENTATION: Putting The Power Of Care In The Patient’s Hands**

Learn how Carolinas HealthCare System uses mobile technology to provide patients and caregivers with the tools they need to better manage their health, particularly those managing chronic diseases and conditions. Carolinas HealthCare has developed mobile technology that links caregivers, patients, and their electronic records in a manner that makes it easy for all.

Learn how:

- Design thinking was applied to the product development process
- Mobile technology in patients’ hands improves care delivery
- Patients adopt and use the technology in their lives



**Kristin Leitch, RN, MS**  
 Healthcare Informatics, Senior Patient Engagement Technologist  
 Carolinas Healthcare System

12:20

**GROUP DISCUSSION: The Future Of Patient Experience—What To Expect**

Several members of the speaker faculty will present their thoughts on the changing patient experience landscape.

12:30

**Chairperson’s Closing Remarks**

12:35

**Lunch For All Attendees**

1:35

**NGPX 2016 Concludes, See You Next Year!**



## The NGPX Solutions Zone

**NGPX provides you with an opportunity to meet potential business partners in the event's solutions zone.** Instead of having numerous meetings scattered throughout many months, investigate future patient experience partners in one place at one time to start implementing and seeing ROI almost immediately! And as NGPX is not a trade show, only the most reputable and effective solutions providers – as found during production research for this conference – will exhibit at the event.

### **Here are the top 5 reasons why NGPX is the leading forum to invest your marketing and business development dollars:**

- ✓ Full exposure to over 250 qualified conference attendees comprised of senior-level executives responsible for their company's strategy: you gain direct access to the senior decision makers leading the way in patient experience
- ✓ Extensive networking opportunities, allowing for face to face customer contact and one to one meetings.
- ✓ Tailor-made sponsorship packages enable you to competitively position your company the way you want.
- ✓ Opportunity to promote your brand and align it with the other industry leaders participating in the conference.
- ✓ Increased flow of traffic through the solutions zone during breakfast, networking breaks and receptions.

### **Sponsorship and exhibiting opportunities are extremely limited!**

Contact Alicia Upchurch at 646-200-7452 or [alicia.upchurch@wbresearch.com](mailto:alicia.upchurch@wbresearch.com)





BD is a global medical technology company that is Advancing the world of health by improving medical discovery, diagnostics and the delivery of care. BD leads in patient and health care worker safety and the technologies that enable medical research and clinical laboratories. The company provides innovative solutions that help advance medical research and genomics, enhance the diagnosis of infectious disease and cancer, improve medication management, promote infection prevention, equip surgical and interventional procedures, optimize respiratory care and support the management of diabetes. The company partners with organizations around the world to address some of the most challenging global health issues. BD has more than 45,000 associates across 50 countries who work in close collaboration with customers and partners to help enhance outcomes, lower health care delivery costs, increase efficiencies, improve health care safety and expand access to health. For more information on BD, please visit [www.bd.com](http://www.bd.com).

care experience™

## Care Experience

Care Experience offers a better view of the patient journey. Just as patients look to their caregivers to monitor wellness and address health issues, clinical staff must listen to the voices of their patients to assess risks and respond accordingly. The Care Experience CRMD platform leverages cognitive computing along with the voice of the patient to map the patient journey and care coordination across the care continuum. The Care Experience open data model draws upon clinical data and subjective patient feedback from multiple sources. Behind the scenes, advanced IBM Watson algorithms constantly scan and analyze to aggregate and translate patient feedback into actionable analytics. Care Experience user-friendly workflow tools and role-based analytics, healthcare staff at every level of the organization have the insights they need to take corrective action swiftly and confidently. With Care Experience, the voice of the patient becomes a powerful and effective ally in the delivery of quality care.



**CipherHealth** is a healthcare technology company committed to value-added solutions, excellent service, and tangible results – all with our clients' specific needs, goals, and patient populations in mind. Our integrated product suite includes a range of tools to help improve workflow and reporting, from nurse rounding to post-discharge follow-up to long-term care management. Whether our clients aim to reduce readmissions, improve patient satisfaction, or maximize staff time, our dedicated team is here to help them constantly achieve their goals.

As a team, we put clients first, and in turn, we help them put patients first. We constantly strive to strengthen the provider-patient relationship through meaningful communication, a tactic that we have shown improves the overall patient experience.



At **Deloitte**, we focus on helping clients transform their strategic vision into innovative, practical health care solutions that support their business goals today and tomorrow. Deloitte's Life Sciences and Health Care practice is among the largest in the world, leveraging the extensive knowledge, skills and experience of over 7,000 professionals in 80 countries around the world and approximately 4,465 professionals in the United States. Our practice offers a distinctive menu of professional services delivered in an integrated approach that address all segments of the health plan, health provider and life sciences industries. The mission of Deloitte's Life Sciences & Health Care practice is to work with our clients to help shape the new health economy and the roles they play within it. Drawing on more than 70 years of Life Sciences & Health Care experience, we offer wide-ranging, customized services and solutions designed to help our clients in their efforts to capitalize on opportunities and tackle their most pressing and complex challenges.



**Elsevier Clinical Solutions** empowers healthcare providers and educates patients with solutions in reference and decision support, clinical practice, patient engagement, performance management, practice transformation services and drug information and analytics. Discover how we are driving the delivery of high quality, economically sound care through world-class clinical content integrated within clinical workflows and EHR systems at <https://www.elsevier.com/clinical-solutions>



People in over 1/2 of U.S. hospitals improve clinical and business outcomes with HealthStream. Our learning solutions include the leading healthcare-specific learning management system, 6200+ e-learning courses, and revolutionary simulation training. HealthStream's talent management suite addresses the unique challenges of healthcare staffing. Hospitals use our research solutions to assess and improve patient experiences (HCAHPS), employee and physician engagement, and community perceptions. See how people use HealthStream to solve big problems at HYPERLINK "<http://www.healthstream.com>" [www.healthstream.com](http://www.healthstream.com).



## Language of Caring

It's easy for compassion to get lost in the high-stress, fast-paced world of healthcare. The good news is that it doesn't have to. Language of Caring® offers communication skill-building programs for staff and providers that hardwire the skillset for making empathy and compassion palpable in interactions and fulfilling the promise of patient-centered care. The programs, Language of Caring for Staff® and Language of Caring for Physicians®, have led to culture transformation, CAHPS breakthroughs, and employee engagement improvement in 200+



healthcare organizations in the US and Canada. The communication skills transform interactions with patients as well as with colleagues. Grounded in exhaustive research, the skills are intuitive, easy to remember, and effective. And the programs' teaching method, structure, and depth ensure that results last. In addition to its communication skill-building programs, Language of Caring serves healthcare organizations through leadership development, speeches, strategy assessments, and a rich knowledge center that includes webinars, books, a newsletter, whitepapers, and more.



**Oneview** Healthcare's innovative Patient Engagement and Clinical Workflow Solution seamlessly integrates a hospital's IT systems onto one high performance technology platform. It provides point-of-care access to those systems through a variety of end user devices, including bedside terminal, TV, tablet and smart phone. Through its services and applications, which include treatment education for patients, entertainment and interactive patient care services, Oneview enables hospitals to optimize patient engagement, clinical outcomes and workflow efficiencies – revolutionizing the patient experience. Leading providers to achieve quantifiable improvements across key performance areas resulting in; improved HCAHPS ratings, reduced readmissions, meaningful use achievement, and improved clinical outcomes. Established in 2007, Oneview has offices in Chicago, Dublin, Dubai, Sydney, and Melbourne. For further information on Oneview Healthcare, please visit [www.oneviewhealthcare.com](http://www.oneviewhealthcare.com) and follow us on Twitter @OneviewHC and on LinkedIn - <https://www.linkedin.com/company/oneview-limited>.



**Optum** is a health services and innovation company on a mission. We are 94,000 people dedicated to improving the health system for everyone in it. We power modern health care by combining data and analytics with technology and expertise.

Optum Interactive Platform offers a powerful data-driven solution for increasing patient satisfaction by delivering contextually relevant information, applications, collaboration tools and services to patients wherever they are.

By connecting people, data and services through intuitive applications and convenient, unified access points, Optum Interactive Platform helps hospitals improve responsiveness to patients' growing information access and transparency demands, optimize their performance and forge stronger relationships with the consumers they serve before, during and after their care.



**PTP** partners with you to develop and implement customer experience solutions that transform how you engage your customers. Our professional services team brings over 20+ years of deep, diverse experience optimizing contact center solutions and business processes to breakdown silos and build customer connections, so you can let customer loyalty and satisfaction drive revenue. At PTP, we engage



in performance-based partnerships that allow us to marry customized strategy with best-in-class technology to achieve your strategic goals.

Visit us at [www.ptpinc.com](http://www.ptpinc.com).

**PwC's Health Industries Group** is a leading advisor to public and private organizations across health industries, including healthcare providers, pharmaceuticals, health and life sciences, payers, employers, academic institutions and non-health organizations from strategy through execution. We continue to help the best health systems in the world make future-defining choices and discover new opportunities for growth.



**SMARTRAC** is the world's leading developer and supplier of RFID products and Internet of Things solutions, providing both ready-made and customized products and services suitable for a large number of applications in healthcare and beyond. SMARTRAC makes products smart, and enables businesses to identify, authenticate, track and complement product offerings.

The company's portfolio is used in a wide array of applications: healthcare, cold chain management, pharmaceuticals, logistics, packaging, supply chain management, access control, automated fare collection, automotive, border control, contactless payment, electronic product identification, industry, libraries and media management, laundry, logistics, retail, public transport, and many more.

Leveraging a global R&D, production and sales network, SMARTRAC combines and accelerates its product expertise with the IoT platform SMART COSMOS, delivering best in class solutions to customers worldwide.

SMARTRAC has its registered headquarter in Amsterdam, the Netherlands. For more information, visit [www.smartrac-group.com](http://www.smartrac-group.com), [www.smart-cosmos.com](http://www.smart-cosmos.com) and follow us on Twitter: [twitter.com/SMARTTRAC\\_NV](https://twitter.com/SMARTTRAC_NV).



**CIT** is an identification and information management company focused, at present, in the Healthcare Industry. We have developed a patent-pending, skin-wearable, durable technology called the Shield® that identifies patients in a wide range of healthcare settings. This Patient Information System also integrates the Shield® with the Electronic Medical Record, and will eventually integrate with digitally-controlled medication administration, patient tracking, and even non-invasive physiologic testing. The concept of our Cutaneous Identifier also has broad applicability in non-healthcare industries such as sports and recreation, hospitality, transportation, defense, and any environment where secure, temporary, non-transferrable, personal identification is required.



## CXPA

**Website:** [www.cxpa.org](http://www.cxpa.org)

The CXPA supports the professional development of its members and advances the field by providing research and education, developing standards, offering networking opportunities, promoting the industry, and creating a better understanding of the discipline of Customer Experience.

Founded in 2011, the Customer Experience Professionals Association is the premier global non-profit organization dedicated to the advancement and cultivation of the Customer Experience profession. We increase the impact and visibility of Customer Experience professionals, facilitate effective member-to-member sharing, and establish respected standards.



## EHRinPractice

**Website:** [www.ehrinpractice.com](http://www.ehrinpractice.com)

EHR in Practice brings together the latest news, opinion and resources for users of Electronic Health Records software. You'll find exclusive articles, product comparison tools, guides and whitepapers designed to help you expand your understanding of all things EHR.



## PM360

**Website:** [www.pm360online.com](http://www.pm360online.com)

PM360 is the premier, must-read monthly magazine for marketing decision makers in the pharmaceutical, biotech, and medical device industries. PM360 is the only journal that delivers practical how-to marketing information necessary for product managers/pharma marketing professionals to succeed in the complex and regulated healthcare environment. For more information, please visit: [www.pm360online.com/](http://www.pm360online.com/)



## Internet Health Management

Internet Health Management News is a weekly newsletter that provides news and strategic insight on how the Internet, mobile and e-commerce technology are fundamentally reshaping the U.S. healthcare system. Internet Health Management News informs readers on the key data analytics, digital marketing, e-commerce, mobile and social media applications and business strategies driving the future of retail and consumer-driven healthcare forward.



## The Beryl Institute

The Beryl Institute is the global community of practicededicated to improving the patient experience through collaboration and sharedknowledge. We define the patient experience as the sum of all interactions,shaped by an organization's culture, that influence patient perceptions across the continuum of care. Logo: <http://patientexperience.wbresearch.com/mediapartner>

**“ CXO Panel Discussion was like therapy!  
Thank you for your honesty, these roles  
are challenging.**

- Kara Eaton-Weaver, Roswell Park Cancer Institute

## Hospitals and Healthcare Providers

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Three Day Conference (Nov 29 - Dec 1)

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Access to executives looking to buy your solutions!

Includes all meals and refreshments during conference

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### Group Discounts for Hospitals & Healthcare Providers\*

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\*To qualify for the Hospitals & Healthcare Providers rate, you must be currently employed by a recognized Hospital of Healthcare System.

If you work for a company that provides a solution or service to those organizations, you do not qualify for this rate.