

PRE-CONFERENCE WORKSHOPS

Wednesday, May 1, 2019

9:00 – 11:00 am Choose between two interactive, hands-on workshops

Changing the Game by Disrupting the Patient Experience

Shawn R. Nason, CEO & Ecosystem Disruptor, Nason Group

If we're serious about changing the patient experience, we have to first adopt the mindset of disruption. But, what exactly does it mean to be a disruptor in the healthcare industry? It means not being ok with the status quo, being ready to move quickly, and, most importantly, it means being relentlessly focused on putting the patient first. Instead of being bogged down in systemic roadblocks, disruptors find ways to navigate and change the system, which changes the lives of patients and their families. Disruptors make change happen instead of just talking about it.

Join this interactive workshop to engage the power of consumer-centered design through the lens of disruption as we challenge each other to embrace bold, game-changing ideas for creating the experience that our patients and their families deserve.

- Identify the benefits and challenges of adopting a disruption mindset in the healthcare industry
- Articulate a paradigm shift in patient experience from status quo to patient first
- Empower participants to imagine themselves as disruptors who execute bold ideas that change people's lives by tackling systemic change

Who Should Attend This Workshop?

Fellow disruptors and anyone else looking to make a ruckus in the health care system.

Your HCAHPS Aren't Moving (and Why They Never Will)

Gigi Fergus, MBA, BSN, RN, CEO, Memorable Care, Interim/Transformational Executive Leader

Do you see your scores go up and down in a sawtooth pattern? Are you frustrated in seeing no consistent improvement in your scores despite implementing new initiatives? Your managers are telling you that their departments are following initiatives, yet you continue to see failures in execution. Does this sound familiar?

Healthcare professionals are adept at implementing new initiatives in order to impact patient experience. However, inconsistent application and poor adoption of these initiatives results in frustration and continued mediocre outcomes. In order to see expansive and sustainable results, leaders must move with urgency, restore integrity in processes, and create a culture that supports consistency.

Using real world examples, in this interactive workshop we will present several scenarios describing common failures in patient experience and the proven tactics used to overcome them. Participants will be given opportunities to build their skill at creating actionable language and strategies to address their current patient experience failures. Role play and team

exercises will be used to address issues solicited from the participants, creating a battle plan to execute upon return to your facilities.

- Develop a clear understanding of what does not work to produce sustainable scores
- Articulate a new perspective and measure of effectiveness in creating outcomes
- Understand the limits of their effectiveness as leaders
- Recognize facility practices that create a gap in actualizing scores
- Develop execution strategies to implement upon return to your facility

12:00 – 2:00 pm Choose between two interactive, hands-on workshops

Dealing With Difficult People...And Looking Forward to It...The Positive Messages These People Bring To Our Lives

Steven Shama, MD, MPH, FAAD

Tena Brown, Patient Advocate, Tenacity Matters, LLC

In today's healthcare environment, with all the stresses that exist between patients, their clinicians, support staff and administrators, empathetic communication may very well be one of the most powerful approaches in establishing and maintaining a healthy patient experience in general, and more specifically, a warm and trusting patient-clinician relationship that all of us wish were present more often. This interactive workshop seeks to bring all participants of the healthcare team to this watering hole of empathy. The question we ask is...What challenging, so-called difficult, people and situations do we encounter during a typical day in healthcare and how can we make things better?

In this heartfelt and touching workshop, with over twenty years of presentations to medical groups, we will find creative ways of dealing with these challenging people and situations so we find resolutions that are harmonious and respectful. What can we learn about ourselves and other people? We can learn to listen with empathy, to understand the true and positive messages difficult people bring to ourselves and to life itself. And we can learn powerful tools and techniques for dealing with these difficult and challenging situations.

The first part of the workshop will be a detailed description from a handout, of the 30 "teaching moments", i.e. themes and specific expressions useful in defusing difficult situations, universals for life's most stressful situations. The remaining time will be spent as members of the audience suggest difficult people and situations and, using a variation of role-playing, generate many powerful and practical solutions to these challenging scenarios. In the closing minutes we will reflect in written and verbal ways what participants have learned and what they can immediately apply to tomorrow's challenging situations. The workshop is filled with humor and poignant moments and will leave participants with tools and techniques to use with their next challenging person or situation. It will also add a refreshing and deep understanding about how these situations and people bring positive messages which enrich our lives.

- Recognize the power of empathy in dealing with difficult people
- Appreciate the many true positive messages difficult people and situations bring to ourselves and to life itself.
- Acquire powerful tools and techniques for dealing with these challenging people and situations.

Pinpoint Your Passion, Build Community, Effect Change and Lead or Contribute to a HealthCare Movement

Workshop Facilitators:

- **Dave deBronkart, Cancer Survivor “e-Patient Dave”; Cofounder and Chair Emeritus, Society for Participatory Medicine**
- **Sarah Krüg, CEO, Cancer101; Founder, Health Collaboratory; Acting Director, Society for Participatory Medicine**
- **Daniel Z. Sands, MD, MPH, FACP, FACMI, Assistant Clinical Professor of Medicine, Harvard Medical School; Co-Founder and Co-Chair, Society for Participatory Medicine**
- **Joseph Ternullo, JD, MPH, Former Associate Director, Partners HealthCare’s Center for Connected Health; Vice Chair, Society for Participatory Medicine**

The phrase “lead, follow or get out of the way” has been used by many famous people such as General George Patton, Lee Iacocca, Mitt Romney, to name a few. Making the point that thoughtful, steadfast, intelligent and calm grassroots efforts bring about profound change, cultural anthropologist Margaret Mead famously said “Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.” It is well recognized that our healthcare system is broken and desperately in need of change - (i) lack of cost transparency, (ii) exponentially high prescription drug costs, (iii) perverse incentives that lead to overuse of medical resources, (iv) inflated billing, and (v) multiple other challenges that result in less than optimal quality, access and value. Unleash the healthcare activist/change agent/leader within. Lead, or contribute to, a healthcare movement. You will surely find it as among the most fulfilling and rewarding of life’s pursuits.

This interactive workshop will inspire you and use as a case study example, the trajectory of the Society of Participatory Medicine. Created by a passionate group of professionals and patients with a vision to transform the culture of healthcare, the Society is a 501(c)(3) not-for-profit membership organization devoted to promoting the concept of participatory medicine, a movement in which activated empowered patients engage as drivers of their health, and in which providers collaborate with them as full partners in their care. With membership globally, the Society advances its mission by stimulating dialogue, influencing policy, advocating research, and educating patients, health care professionals, and others. Now a decade old, the Society’s members include stakeholders from across the healthcare continuum globally.

Who Should Attend this Workshop

Disruptive innovators, change agents, healthcare professionals, patients, regulators and policy makers, advocates of transformational change, visionaries committed to the power of collaboration and all who aspire to an improved healthcare system

2:30 – 4:30 pm Choose between three interactive, hands-on workshops

How to Give Patients a Great Experience (When You Don’t Have Time To)

Bob Baker, MD

The obstacles to giving patients the best possible experience are legion. Physicians, nurses, and other caregivers have to contend with, among other impediments, greater productivity demands, longer hours, patient satisfaction surveys, and the much beloved electronic health record. Today we must quickly forge a strong provider-patient relationship and address medical

issues in less time than ever before.

In this informative and entertaining workshop, Dr. Bob Baker will share techniques and strategies to optimize the patient experience and restore the pleasure of practicing medicine or nursing. In addition, participants will “crowd source” the best solutions to common patient satisfaction issues in the office, clinic, and hospital.

Workshop delegates will receive a complimentary copy of Dr. Baker’s book, “The Performance of Medicine.”

- Discover the 4 things patients most want from their providers
- Learn easy-to-implement tips, techniques, and strategies that improve the patient experience and require no additional time from the physician or nurse
- Benefit from the shared experiences of other providers in the group
- Rediscover the joy of medicine

Compassion in Action: A Skill-Building Workshop for All Healthcare Professionals
Mandy Kilmartin, Planetree Advisor, Planetree International

Most healthcare professionals opted into this field out of a calling to help others. Inherently, compassion is at the heart of what we do. However, most have never had specific training in the behaviors and language cues that patients, families and colleagues interpret as caring and compassionate. Through a series of experiential exercises and discussion prompts, this interactive session will highlight specific strategies that enable us to better express these caring attitudes so that patients and families not only feel cared for, but cared about.

- Gain a greater understanding of the link between compassion and empathy and improved clinical and operational outcomes
- Examine the impact of word choice on perceptions and expressions of compassion, and apply a working vocabulary that communicates compassion
- Identify and demonstrate key non-verbal cues that convey compassion
- Reflect on the importance of self-compassion and learn techniques for self-care

CONFERENCE AGENDA

Thursday, May 2, 2019

8:00 am

Registration & Coffee

8:45 - 9:00 am

Chair's Welcoming Remarks

Matt Herndon, CEO, The Schwartz Center for Compassionate Healthcare

9:00 - 9:45

Opening The Door: Learning from Patient Stories of Life, Death and in Between

Daniela J. Lamas, MD, Pulmonary & Critical Care Doctor, Brigham & Women's Hospital; Faculty Member, Harvard Medical School; Associate Faculty, Ariadne Labs

In this session, Dr. Lamas will share stories from her book *"You Can Stop Humming Now: A Doctor's Stories of Life, Death and In Between"* in which she profiles people who are faced with decisions about life-saving technology and will discuss how these individuals have changed her work as a doctor.

- Learn about long-term outcomes of critical illness and ongoing efforts to improve these outcomes
- Consider what is important to them and how to discuss this with their clinician team
- Discuss the benefits and challenges of writing about patient stories.

9:45 - 10:30

"Excellence the Elusive"; aka Why Isn't This Working?

Ginger Williams, Former President & CEO, Oaklawn Hospital

Oaklawn Hospital achieved safest hospital in the US, maintained excellent clinical/experiential outcomes in the face of a 7% workforce reduction and a major financial turnaround.

In healthcare, we are surrounded by 'proven' concepts that should translate to excellence: "Acme Hospital reports zero patient harm – achieved by instituting bedside rounding and daily huddles." "The HCAHPS scores rock at XYZ health system because of specific workforce tactics." Why don't we have zero patient harm even though we do those things? And, why don't these same approaches work as well at my institution?

Achieving and sustaining excellence – clinical, financial and throughout the care experience – takes more than inserting someone else's 'proven' technique. In this session, you'll learn about the underpinnings of creating and sustaining desired change.

- Understand and articulate the mindset of an 'excellence-focused' organization
- Understand the importance of diagnosing and treating the real reasons for outcomes that fall short of expectations
- Learn about one method of teaching and measuring excellence-focused culture in a user-friendly approach
- Consider how to approach your unique transformation opportunity

10:30 - 10:45

Refreshment Break/Exhibit Viewing

10:45 - 11:30

Using Stories to Influence Change in Healthcare

Tracy Granzyk MS, MFA, Director, Center for Healthcare Narratives, MedStar Institute for Quality & Safety

Stories connect the head and the heart, and can remind all of us why we chose to go into healthcare in the first place. In this short session you will see examples of stories that are changing healthcare in meaningful ways, and learn that you too have a story to tell!

- Understand how stories can be used in healthcare to move an initiative forward
- Gain a working knowledge of short narratives that are changing healthcare
- Begin thinking about how your healthcare experiences can be shaped into a narrative with purpose

11:30 am - 12:15 pm

Creating a Culture of Empathy and Curing the Epidemic of Burnout

Helen Riess, MD, Founder, Chief Scientific Officer, Empathetics, Inc.

Associate Professor of Psychiatry, Harvard Medical School

Author, The Empathy Effect

Clinical empathy is essential for delivering compassionate care. The human experience is what patients remember. An optimal patient experience is tied to greater patient safety and patient satisfaction, better health outcomes, and enhanced clinician well-being. Advances in the neuroscience of empathy have provided solid evidence that empathy can be increased or decreased. The epidemic of burnout is challenging patient care. This presentation will show how enhanced empathy is preventative and how empathy training can be implemented as an antidote to burnout.

- Describe the benefits of creating a culture of empathy
- Define the symptoms of burnout
- Describe the importance of self-regulation in empathy and burnout

12:15 - 1:30 pm

Luncheon and Exhibit Viewing

1:30 - 2:00 pm

Activating Patients for Better Outcomes: Using a T.E.A.M Approach to Engage and Empower Patients and their Health Care Providers

Claire Snyman, Patient Advocate & Founder, Two Steps Forward

Activated patients collaborate more effectively with their health care teams, are more likely to have better clinical indicators, better patient experiences with their health care team, seek preventative care earlier, engage in healthier behaviors and stick to recommended treatments. How can we connect, communicate and collaborate to engage both patients and health care providers to ensure we see measurable results?

- Identify the key challenges that may hinder a patient's ability to self-manage their care
- Learn how a T.E.A.M Approach can help both patients & health care providers to achieve better outcomes
- Discover how activated patients can have a positive impact on our health care system

2:00 - 2:45 pm

Integrating Family Partnerships to Develop an Experienced-Based Culture

Sara L. Toomey, MD, MPhil, MPH, MSc, Chief Experience Officer, Boston Children's Hospital

Director, Center of Excellence for Pediatric Quality Measurement

Division of General Pediatrics, Boston Children's Hospital/Harvard Medical School

Healthcare organizations are increasingly recognizing the value of patient and family partnerships. While supporting patients and families has always been foundational, many hospitals and health systems are just now incorporating strategies to support meaningful and widespread partnership with patients and families. This session will help participants learn about approaches to integrate family partnerships into the organizational structure and culture.

- Understand the importance of patient and family partnerships within healthcare
- Learn novel approaches to listening to and partnering with patients and families
- Discover the impact partnering with patients and families can have on your organization and beyond

2:45 - 3:00 pm

Coffee Break & Exhibit Viewing

3:00 - 3:45 pm

What If We REALLY Built Care Around Our Patients?

Rushika Fernandopulle, MD, MPP, CEO & Co-founder, Iora Health

While there is much talk about making care more patient-centered, the reality is that most of our care models are built to optimize the time and economics of providers or payers, and not patients. What if we were able to start from scratch and actually design a care model which was solely designed to optimize the experience, outcomes, and affordability of health care for patients?

- Describe a new care model currently being implemented in dozens of locations across the US that truly is built around patients
- Show how the business model, IT system, space, culture, and process all must be radically different than how they are today
- Demonstrate the improved outcomes and economics that can result from such a redesigned care model

3:45 - 4:30 pm

Purpose, Possibilities and People.... Bringing Passion and Joy to Life's Experience

Charlotte S. Yeh, MD, Chief Medical Officer, AARP Services, Inc.

This session will help participants understand the importance of resiliency and social connection to health and well-being. Seeing life through the lens of the patient beyond risk mitigation and

boosting the capacity to adapt will help providers enhance not only the patient experience but also well-being. This novel framework for more life-centric model of health will also introduce participants about how the vibrancy and vitality of aging and the correlation of attitude and connections to better health outcomes, lower utilization and healthcare costs (e.g., readmissions).

The session will close with an examination of the science behind resiliency – the ability and attitude that ensures you can cope and adapt when life throws you a curve ball. Attendees will review literature around optimism and positive perceptions of aging and learn about the three components that help inform the essence of resiliency. The session will examine how we can bring positivity to life, aging and healthcare, and do so with meaning that fosters social connections that can bring satisfaction across all dimensions of life.

- Understand the new view of aging as one of contribution and not decline; Healthy longevity as the norm and not the exception
- Examine a new forward-thinking model for fulfilling the promise of longevity beyond the typical social determinants: the Personal Determinants
- Rethink how we deliver healthcare through the eyes of the consumer with resiliency, purpose, optimism and social connection to drive better outcomes and lower costs

4:30 - 5:15 pm

I'm Not Limping, That's Swagger

Kelsey Tainsh, Patient Advocate, Kelsey Tainsh, LLC

Kelsey Tainsh has been through more in her 27 years than most will endure in a lifetime. Successfully overcoming a brain tumor at only 5 years of age, Kelsey went on to be a happy, healthy kid and a champion athlete. 10 years later, at 15, it all came crashing down when the tumor returned followed by a crippling stroke. Her friends had disappeared, her right side didn't function and she became paralyzed with fear and self-doubt. Despite her significant physical challenges, she worked hard to pull herself up and charged back into life graduating magna cum laude from the University of Florida and going on to work for one of the most recognized companies in the world.

A two-time pediatric brain tumor and stroke survivor, the story of Kelsey's journey back and her relationship with her doctors and nurses along the way, is both remarkable and inspiring. Kelsey gives an amazing patient account, while offering a unique and actionable message on gratitude and perspective. Her story is a nice reminder of what a difference doctors and nurses make in the lives of patients every day.

- Learn how changing your perspective will enhance your performance at work and at home
- Gain insight into the positive difference you are making in the lives of patients everyday
- Identify tools that help and hinder the life, recovery and progress of patients

5:15 pm

Cocktail Reception and Exhibit Viewing

Friday, May 3, 2019

Friday, May 3, 2019

8:00 am

Registration & Coffee

9:00 am

Chair's Welcoming Remarks

Dr. Bob Baker, MD

9:00 -9:45 am

The Other End of the Stethoscope

Marcus Engel, M.S., CSP, CPXP, Author & Patient Advocate, Co-Founder of the I'm Here Movement

As a college freshman, Marcus Engel was blinded and nearly killed after being struck by a drunk driver. Through two years of rehab, over 350 hours of reconstructive facial surgery and adaptation through a multitude of life changes, Marcus witnessed the good, the bad and the profound in patient care.

This remarkable story illustrates how healthcare providers sustained body and mind in the face of incredible trauma. Marcus' touching tale of trauma, hospitalization and healing will provide insight from 'the other end of the stethoscope.' Heartwarming and hilarious, this program reminds healthcare professionals why they do what they do, and inspires dedication to excellence in patient care.

- Convey the foundation of compassionate care: human presence
- Demonstrate an understanding of individual patient and family needs in a clinical setting
- Implement best practices in patient communication

9:45 - 10:30 am

XIC (Xperience Innovation Café) Marks the Start!

Elizabeth Paskas, VP Experience Innovation & Consumer Services, Hackensack Meridian Health

Imagine this...a place that creates space for ideation and innovation, eliminates duplication of effort, gives vendors a clear path in your organization and accelerates sharing of best practices and bright spots. Sounds like an experience leader's utopia, right? Hackensack Meridian Health has created space that supports our culture values & beliefs....Innovation in our DNA. Join Hackensack Meridian Health to learn how we created the Xperience Innovation Café (XIC) – a place where innovative ideas, new technologies and best practices are evaluated by key stakeholders and frontline users for implementation and scale. Learn how we harnessed the power of XIC as our starting point, creating a definitive process for vendors, co-design a better way with patients and created a stage for the best and brightest ideas within our Network to deliver on our strategy and vision to humanize the health care experience...and even implement ideas with measurable results...while having fun along the way!

- Learn how to establish a culture that promotes frontline innovation, team member engagement and patient experience outcomes
- Create a process to streamline technology and other program opportunities across your organization
- Discover the benefits of co-designing with end users and patients

10:30 - 10:45 am

Coffee Break

10:45 - 11:15 am

Compassion is the Blockbuster Drug of the Century

Pat Mastors, Executive Director and Founder, Patients View Institute

We know what to do to make health care better. Patients feeling "seen" and listened to; having their needs met intuitively and reliably, within a system that supports clinicians' best work. Take accountability for improving outcomes. Cultivating empathy and compassion is more than an ideal. It's a business strategy. Within a culture of empathy – toward patients, colleagues and themselves – care teams earn patient loyalty, reduce clinician burnout, move quality metrics, restore joy to the practice of medicine and reinvest in truly healing people.

- Discover the overriding mandate from 1200-plus patient stories submitted to the Patients' View Institute about what they want, need, and have the right to expect
- Understand why patients/consumers are eager for the impact that blockbuster industries entering the health care space will have on care delivery
- Learn how traditional providers of care must pivot to remain sustainable and win the hearts and minds of patients

11:15 - 12:00 pm

Patient Experience – An Essential Strategy for the Next Frontier

Dr. Jay Bhatt, Senior Vice President and Chief Medical Officer, American Hospital Association and President, Health Research & Educational Trust

In this session, you will:

- Identify important strategic areas to consider with respect to patient experience
- Address what matters for patients and families
- Provide a perspective on the future of patient experience

12:00 - 1:00pm Lunch

1:00 - 1:45 pm

Leading Change for an Optimal Care Experience

Richard Corder MHA, FACHE, CPXP, Partner, Wellesley Partners, Ltd

You will leave this session with a fresh perspective on your ability to lead (regardless of role, title or position) change in your job, department and organization, and with the tools to help you execute. Mr. Corder will explore and discuss the tactics that are deployed at hospitals/clinics and practices (and in other industries), that are delivering on the promise of a safe, effective and efficient experience for those delivering and receiving care.

- Identify the practices and resources necessary for managing operations and effectively sustaining change
- Discover tactics and tools that improve the caregiver, and in turn, the patient and family experience

- Understand how service level agreements, standard work and clear communication are 'must-haves' when managing the operational excellence necessary to drive an exceptional experience of care

1:45 - 2:15 pm

Walking the Talk: Building Partnerships Alongside Consumers with Complex Needs Using Journey Mapping and Their Powerful Lived Experiences

Melinda Karp, Executive Director, The Center to Advance Consumer Partnership and VP of Consumer Centered Quality, Commonwealth Care Alliance

Individuals with complex health and social needs are our most vulnerable, costly, and marginalized – while least likely to receive high quality healthcare. Using our model for embedding consumer voices in care design and delivery, we will discuss touchpoint journey mapping as a transformative way to gain insights into your organizations' strengths and opportunities related to engaging these consumers and leveraging their insights.

- Define consumer partnership and recognize what areas to consider when evaluating the current level of consumer partnership in your own organization
- Understand and be able to discuss the process and value of journey mapping as a foundational tool in fostering a consumer partnership centered organization
- Identify approaches to determine, organize, and connect journey touchpoints experienced by consumers with complex needs and develop next steps for your organization to launch or continue to build a consumer partnership model reflective of, and tailored, to individuals with complex health and social needs

2:15 - 2:45pm

Patient Recorded Outcome Measures: How Measurement Can Drive Improvements in Health, Healthcare Value and Research

Eugene C. Nelson, DSc, MPH, Professor, The Dartmouth Institute; Chief Science Officer, The Health Assessment Lab

Capturing the voice of the patient and turning it into valuable and actionable information -- as well as key outcome, experience and value measures -- is at the heart of person-centered care. In this session we will use case studies to show how the patient voice is being used to build learning health systems that measurably improve health outcomes, healthcare value, and patient-centered outcomes research.

- Understand how patient reported outcomes are being used to improve health, patient experience, healthcare value and research
- Discover how health IT is being used to collect and display patient reported information -- alongside clinical information -- to make dashboards that support shared decision making, as well as enlightened clinical co-management and patient self-care
- Learn how three specific types of patient reports – patient reported outcome measures (PROMs), person-centered outcome measures (PCOMs), and patient reported experience measures (PREMs) – contribute to a learning system for coproducing health, healthcare value and research

2:45pm Chairperson's Closing Remarks

3:00pm End of Conference