

Association

Your invitation to partner with us:

The **HCAHPS** Breakthrough Series™

webinars

Transforming the Patient Experience... 1 webinar at a time.

Webinar Series Faculty:



Brian Lee, CSP
Founder of CLS



David Dworski, MA,
Implementation Specialist

 **Custom
Learning Systems**
1.800.667.7325 customlearning.com

Join us to partner *in the delivery of this dynamic, high impact, innovative, practical education series, designed to enable your members to achieve breakthrough sustainable improvements in their HCAHPS patient experience survey scores.*

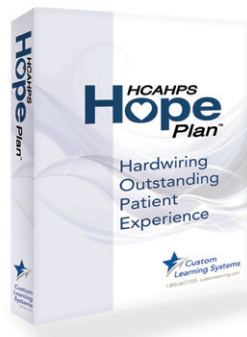
Here's how the HCAHPS Breakthrough Series™ – Webinars works:

- Each webinar will focus on one HCAHPS domain and is crafted to provide participants with a step by step actionable blueprint to sustainably improve their patient experience scores.
- The content has been designed to provide an engaging, educational, how-to roadmap that will captivate the imagination of attendees to successfully drive positive behavioral change at every level.
- Hospitals are permitted and encouraged to enroll 10% of their people, (5% management, and 5% frontline leaders). This high level of participation will create a critical mass of expertise and generate powerful implementation momentum.
- The series will launch with a bonus session for C-Suite Leaders & HCAHPS domain champions by focusing on three critical skill sets needed to lead, plan and systematically leverage the series to achieve their strategic goals.
- Each webinar includes a downloadable Learning Guide that features priority best practice tools, LEAN friendly SOP checklists, and critical implementation skills.
- An important building block for webinar curriculum is the Custom Learning Systems proprietary “HCAHPS HOPE Plan™”, Hardwiring Outstanding Patient Experience, a powerful systematic step by step blueprint to hardwire sustainable HCAHPS improvement.
- As a value-added bonus, every hospital team will receive a complimentary one hour customized Coaching Call with author Brian Lee, CSP.
- Every registered participant will be emailed a follow up DO IT™ Implementation Checklist, and an attendance reminder for the next webinar.
- Participants who miss any of the scheduled webinar series, or wish to revisit or share the content with other employees, can access the HCAHPS Breakthrough Series™ Library for three months following the 12th webinar.
- Every participant will receive an HCAHPS Breakthrough Series™ Certificate of Completion.



A National Symposium on sustainable HCAHPS improvement, will take place in February, at the Annual HealthCare Service Excellence Conference. *(A conference within a conference.)*

- The National Symposium will include both general and breakout sessions featuring Best Practices focused on HCAHPS improvements.
- HCAHPS Breakthrough™ partners and their hospitals will receive preferred symposium registration fee discounts.



Schedule

The HCAHPS Breakthrough Series Webinars Schedule

All Webinars scheduled on Tuesdays at: 10PT / 11MT / 12CT / 1ET

Webinar	Date
1. Leadership Engagement: The C-Suite Leader Role in HCAHPS Transformation™ <i>Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success</i>	November 17, 2015
2. Quiet at Night: The Quiet Revolution™ <i>How to Create a Restful, Healing Environment that Patients Perceive to be Quiet</i>	December 8, 2015
3. Cleanliness of Patient Rooms: Cleanliness Matters™ <i>Cleanliness is Next to Godliness</i>	January 12, 2016
National Symposium on HCAHPS Sustainability	February 8, 2016
4. Communication about Medicine: Medication Education Imperative™ <i>Master the Skills of Successful Patient Medication Education</i>	March 8, 2016
5. Communication with Doctors: Skillful Physician Communication™ <i>Master the Communication Skills for a Compassionate Patient Experience</i>	April 12, 2016
6. Communication with Nurses: Relationship-Based Nurse Communication™ <i>Master Relationship-Based Communication Skills that Heal</i>	May 10, 2016
7. Discharge Information: Discharge Satisfaction Guaranteed™ <i>How to Prepare Every Patient for Safe, Continued Recovery at Home... Every Time!</i>	June 17, 2016
8. Pain Control: Compassionate Pain Care™ <i>Create a Culture of Compassionate Pain Control Through Proven Skills and Best Practices</i>	July 12, 2016
9. Responsiveness of Staff: Revolutionize Staff Responsiveness™ <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	August 9, 2016
10. Transition of Care: Care Transitions Done Right™ <i>Engage Staff and Patients in Creating a Seamless Care Transition Experience</i>	September 13, 2016
11. Overall Rating: High-Performing Overall Hospitals™ <i>A Strategic Blueprint to Engage All Staff in Creating a Compassionate Experience for Patients and Family Throughout their Hospital Stay</i>	October 11, 2016
12. Willingness to Recommend: The Power of Word-of-Mouth Marketing™ <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	November 8, 2016

Deliverables

Your members can register for free thanks to your sponsorship.

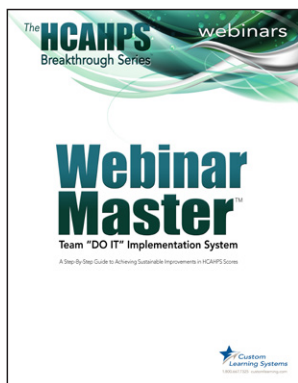
HCAHPS Breakthrough™ Series Sponsorship Deliverables Includes:

- Free participation by 100% of your members in the complete 12 part HCAHPS Breakthrough Series™
- Your logo on all Learning Guide Covers and marketing materials
- Bragging rights to position you as a “Proud Sponsor” and utilize the HCAHPS Breakthrough Series™ logo in your marketing and promotional materials
- Member access to the HCAHPS Breakthrough™ video library for 3 months following the series completion
- A turn-key package of brochures and marketing materials to use in your member enrollment process
- Preference to participate as a partner at the Annual HealthCare Service Excellence Conference

Bonus:

HBS Webinar Master™ Team DO IT Implementation System

A Step-By-Step Guide to Achieving Sustainable Improvements in HCAHPS Scores



You will know how to:

- Appoint an HCAHPS Domain Owner/Champion
- Create a domain-specific HCAHPS Strategic Plan
- Schedule dynamic “Lunch and Learn” team learning events
- Fast-track improving scores by utilizing the “WWWH”
(Who will do What by When and How) Action Tool
- Choose an HBS Series Coordinator to fully capitalize on the complete HBS™ Tool Kit provided
- Save time and energy by utilizing the forms and time planners included

Investment

Un-sponsored facilities may register directly with Custom Learning Systems; charges would be based on this published fee schedule below:

Costs Without Sponsorship	
Full-Time Employees	Hospital
0 - 200	\$ 495
201 - 400	\$ 995
401 - 600	\$1,450
601 - 800	\$1,700
801 - 1,200	\$2,000
1,201 - 1,500	\$2,500
1,501 - 1,750	\$2,800
1,751 - 2,500	\$3,950
Over 2,500	\$4,950

Facilities/Members that you sponsor do not pay these fees to CLS for registration.



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Discover for yourself why hospital Leaders from Across the Nation are Raving about the Value and Impact of the HCAHPS Breakthrough Series™ Webinars

Leadership Engagement – The Leader's Role in HCAHPS Transformation™

"The webinar was a gift from heaven."

– Katherine Pearce, Memorial Hospital of Bradford Health System

"Very informational - on point, kept my interest with good takeaways I can implement, and take back to the rest of my team."

– JoEllen Patterson, CNO, Pekin Hospital, Pekin, IL

Quiet at Night – The Quiet Revolution™

"Excellent - down to basics, good information and good tips. Motivating."

– Esther Van Baren, Quality Care Specialist, Fairchild Medical Centre, Yrek, CA

"Wonderful! The presentation, the materials, the resources are wonderful. Thank you Swank Healthcare for sponsoring this series."

– Katie Pfitzer, HR Representative, Mid-Valley Hospital, Omak, VA

Cleanliness of Patient Rooms – Cleanliness Matters™

"The speakers were great. Very informative, understandable. Information current and useable."

– Diane Ocheltree, Director of Respiratory Care, Stonewall Jackson Memorial Hospital, Weston, WV

"Relevant to us and our low patient satisfaction scores."

– Denise Krajewski, CNO, Doctors Hospital, Dallas, TX

"Subject matter experts!"

– Agnes Hay, Patient Experience Manager, Tenet Healthcare, Coral Springs, FL

Communication about Medication – The Medication Education Imperative™

"You provide an organized hour of why and how with great ideas and useful tools. Easy to understand with practical recommendations."

– Rhonda Marcus, Quality Coordinator, Granite Falls Hospital, Granite Falls, MN

"Excellent. Valuable information for meds as well as other educational opportunities for patients."

– Laura Woods, Nurse Manager, Richland Memorial Hospital, Olney, IL

Communication with Doctors – Skillful Physician Communication™

"Outstanding! My CNO and I will develop a plan to have all leadership watch. I made a copy of the presentation that is available to my ER Director/Physician to review."

– Emmett Schuster, President/CEO, Gibson General Hospital, Princeton, IN

"Listen and learn the skills the MD's need to bring on board. HCAHPs are serious and the MD's need to get on board."

– Barb Urbis, Supervisor Dietary Aspirus Ontonagon Hospital, Ontonagon, MI

Communication with Nurses – Relationship-Based Nurse Communication™

"Dynamic speakers. Thought provoking. Great ideas that are ready for implementation."

– Marilyn Mandas, RN, Placentia-Linda Hospital, Placentia, CA

"Very informational and wonderful ideas."

– Sandy Otten, Performance Improvement Coordinator, Memorial Hospital, Chester, IL

Discharge Information – Discharge Satisfaction Guaranteed™

“I felt like I knew pretty much everything about the discharge process, but this program organizes the information in such a way that I was inspired in spite of myself.”

– Colleen Todd, RN, Coquille Valley Hospital,
Coquille, OR

“Agree that all Nursing Leaders should be utilizing this resource. The speaker makes it usable for any size facility, which is great.”

– Tammy Lambright, Nurse Manager, Critical Care
Services, Anderson Hospital, Maryville, IL

Pain Control – Reinventing Pain Control™

“Outstanding! The best Pain Management Webinar I have ever attended.”

– Randall Aitchison, Coordinator, Patient
Satisfaction, University of Iowa Hospitals
and Clinics, Iowa City, IA

“Easy to listen to. The energy from the speakers is contagious.”

– Theresa Kirby, Quality Risk Manager,
Grande Ronde Hospital, LaGrande, OR

Responsiveness of Staff – Revitalize Staff Responsiveness™

“So many useful tips to implement for immediate use. I like the conviction and passion of the speakers.”

– Marilyn Mandas, BSN, RN, Director GI/Outpt
Surgery, Placentia – Linda, Placentia, CA

“Very informative. Although people think of ‘responsiveness of staff’ as being primarily Nurses, the speakers were great at pointing out the contributions that can affect patients, are not just the result of nursing.”

– Lottie Whitmer, Compliance/AQ/RM,

Transition of Care – Care Transitions Done Right™

“Brian and David are excellent and down to earth. They have great execution and elocution. I like their tag team approach, with great information shared in a professional manner.”

– Deb Puetz, Patient Representative, Illinois Valley
Community Hospital, Peru, IL

“Excellent ideas, content, information. Provided superb ideas for working with skilled nursing facilities to reduce readmissions”

– Roy Boland, ED Director, Saint Francis
Hospital, Memphis, TN

Overall Rating – High-Performing Overall Hospitals™

“They understand what makes hospital employees want to serve the patients, and what patients need to see to improve the perception of the hospital.”

– Wylenthia Reynolds, Occupational Therapy
Manager, Pinckneyville Community
Hospital, Pinckneyville, IL

“Great advice and ideas! Even provides tools needed to get started.”

– Theresa Kirby, Quality/Risk Management,
Grande Ronde Hospital, LaGrande, OR

Recommend the Hospital – The Power of Word-of-Mouth Marketing™

“The content and information was priceless! This was right in line with what our hospital needs and where we are trying to go.”

– Jamie Dickenson, Patient Experience Coordinator,
Grande Ronde Hospital, LaGrande, OR

“They are knowledgeable in all aspects of becoming a hospital where people feel like they belong.”

– Wylenthis Reynolds, Pinekneyville Community
Hospital, Pinekneyville, IL



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