

Discover why leaders at 1400+ hospitals have made this  
webinar series the #1 HCAHPS education program in America!

# The HCAHPS Breakthrough Leadership<sup>TM</sup> Series

## Results tell the story...

### Before & After HCAHPS Scores – Yearly Comparison



HCAHPS Composite	May 2012-2013	Dec 2013-2014
Quietness of the Hospital Environment	91 <sup>st</sup> %	97 <sup>th</sup> %
Cleanliness of the Hospital Environment	75 <sup>th</sup> %	91 <sup>st</sup> %
Communications about Medications	51 <sup>st</sup> %	91 <sup>st</sup> %
Communications with Doctors	75 <sup>th</sup> %	93 <sup>rd</sup> %
Communications with Nurses	64 <sup>th</sup> %	96 <sup>th</sup> %
Discharge Information	61 <sup>st</sup> %	87 <sup>th</sup> %
Pain Management	67 <sup>th</sup> %	94 <sup>th</sup> %
Responsiveness of Hospital Staff	91 <sup>st</sup> %	98 <sup>th</sup> %
Care Transitions	47 <sup>th</sup> %	99 <sup>th</sup> %
Overall Rating	70 <sup>th</sup> %	97 <sup>th</sup> %
Willingness to Recommend	73 <sup>rd</sup> %	94 <sup>th</sup> %

Data Compiled by Avatar

### Webinar Series Faculty:



Brian Lee, CSP  
Founder of CLS



David Dworski, MA  
Implementation Specialist



1.800.667.7325 customlearning.com

**Join us** for this dynamic, high impact, innovative, practical leadership education series, designed to achieve breakthrough in sustainable improvements for your HCAHPS patient experience scores.

# The HCAHPS Breakthrough Leadership Series™ (HBS) includes:

## Engaging How-to Roadmap

Designed to provide an engaging, educational, how-to roadmap that will captivate the imagination of attendees to successfully drive positive frontline behavioral change at every level.

## One Hour a Month, Time Sensitive Education Blueprint

Each webinar includes a downloadable Learning Guide that features priority best practice tools, LEAN friendly standard operating procedure checklists, and vital implementation skills.

## Learn How to Overcome...

The two biggest barriers to improving hospital HCAHPS scores:

- Managers & staff don't know what to do
- Staff don't want to do it

Q What would it mean to your hospital, patients, and community if every leader were HCAHPS competent?

A **Invaluable!**

## Who Should Attend?

The CEO, CNO, CMO, Senior Leadership, Physicians, Providers, Directors, Managers, Supervisors, Charge Nurses, and Key Influencers.

## The 10% Tipping Point

With 10% of your team participating (5% management and 5% frontline key influencers), you will create a critical mass of expertise to generate sustainable results. You can register 100% of your team members (at no additional charge).

## Everyone's a Caregiver

“Everybody depends on somebody for something.”

– Brian Lee, CSP

This series is equally valuable and relevant to your:

- Emergency Department
- Ambulatory/Surgery/Outpatient Dept
- Medical Practice
- Skilled Nursing/LTC Unit

## It All Starts with Webinar #1: The C Suite Role in HCAHPS Transformation™

Capitalize on the entire HCAHPS Breakthrough Leadership Series™ by ensuring your entire leadership team participates in this eye-opening HCAHPS role defining “wake up call.”

## A High Impact Agenda that Educates

- Why this HCAHPS domain matters
- Key leadership engagement best practices
- 6-8 competency based proven skills and best practices
- Critical tools and resources
- Key Frontline engagement best practices
- Team “DO IT” Implementation Plan (Daily Ongoing Improvement Tactics)

## Create Your Own Timetable

To fully leverage your leaders' busy calendar, the HBS™ Series can be viewed:

- At the pre-scheduled time, or
- At a time that works for you and your team by accessing the library 24/7 anytime after the webinar has aired

# It's a Total Package!

Thanks to the financial sponsorship of your webinar series partners, you have **access** to the entire HCAHPS Breakthrough Leadership Series™, **free of charge**

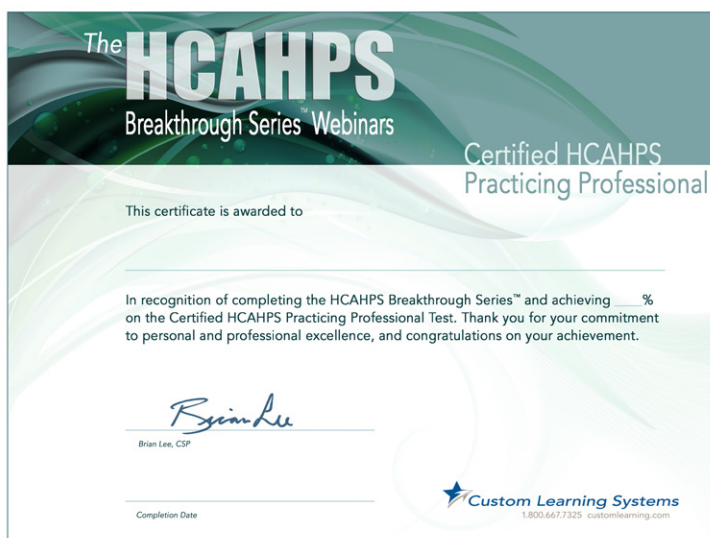
## Each Webinar Comes Complete With:

- 12-15 page downloadable **learning guide** featuring priority best practice tools, LEAN friendly standard operating procedures checklists, and critical implementation skills.
- One page **Team DO IT Plan** of all the best practices needed to move scores and sustain improvement.
- The **Webinar Master™** team DO IT implementation system – a step-by-step guide to achieving sustainable improvement.
- **Library Access**  
Participants who miss any of the scheduled webinar series and wish to revisit or share the content with other employees, can access the HCAHPS Breakthrough™ library for **three months** following the 13th webinar.
- **CHPP Certification:** Participants have the option of completing a post series online test and earning the designation – **Certified HCAHPS Practicing Professional “CHPP”**

## Four HBS™ Value Added Features

Take full advantage of 4 benefits of the complete high-impact education tool kit, including:

- #1 All **13 Webinars** with unlimited access for 3 months after the last scheduled webinar
- #2 A personalized **coaching call** with author Brian Lee, CSP.
- #3 A customized Leadership Teleconference **The Magic of Frontline Engagement™**, *The 12 Biggest Barriers to Frontline Engagement and How to Overcome Them.*
- #4 Two-day onsite visit – **The CEO's Service Excellence Initiative™** (travel expenses only) that includes:
  - HCAHPS Hospital of Choice™ **Leadership Seminar**
  - The development of a **Strategic HCAHPS Patient Experience Improvement Plan™**



Contact 1-800-667-7325 x202  
or [webinars@customlearning.com](mailto:webinars@customlearning.com)

[www.customlearning.com/hbs](http://www.customlearning.com/hbs)

# The HCAHPS Breakthrough Leadership Series Schedule

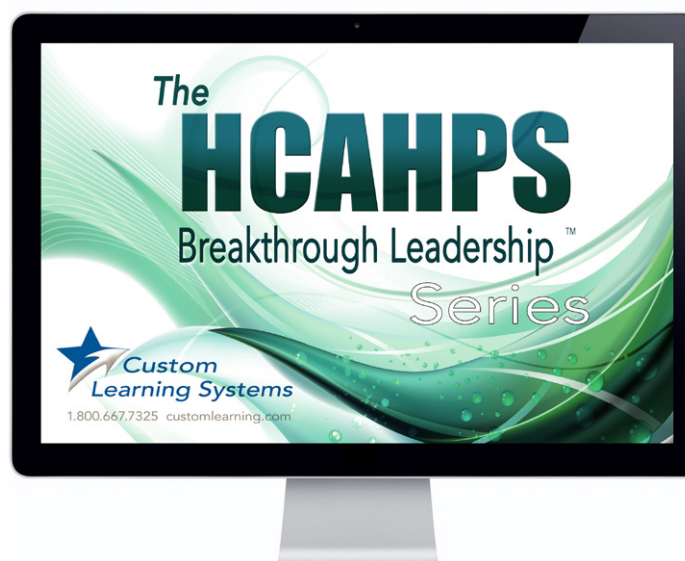
All webinars scheduled on Tuesdays at: 10PT / 11MT / 12CT / 1ET

Webinar	Date
1. Leadership Engagement: <b>The C-Suite Leader Role in HCAHPS Transformation™</b> <i>Creating Leadership Inspiration, Engagement &amp; Accountability to Drive HCAHPS Success</i>	January 17, 2017 59 minutes
<div data-bbox="94 405 683 499">  </div> <div data-bbox="735 405 1203 506"> <i>Pre-Conference Day – The 17th Annual              HealthCare Service Excellence Conference              in Long Beach, California, Feb 6-8, 2017</i> </div>	February 6, 2017
2. Quiet at Night: <b>The Quiet Revolution™</b> <i>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</i>	February 21, 2017 55 minutes
3. Cleanliness of Patient Rooms: <b>Cleanliness Matters™</b> <i>Cleanliness Is Next to Godliness</i>	March 21, 2017 59 minutes
4. Communication about Medicine: <b>Medication Education Imperative™</b> <i>Master the Skills of Successful Patient Medication Education</i>	April 18, 2017 58 minutes
5. Communication with Doctors: <b>Skillful Physician Communication™</b> <i>Master the Communication Skills for a Compassionate Patient Experience</i>	May 16, 2017 66 minutes
6. Communication with Nurses: <b>Relationship-Based Nurse Communication™</b> <i>Master Relationship-Based Communication Skills that Heal</i>	June 20, 2017 64 minutes
7. Discharge Information: <b>Discharge Satisfaction Guaranteed™</b> <i>How to Prepare Every Patient for Safe, Continued Recovery at Home... Every Time!</i>	July 18, 2017 62 minutes
8. Pain Control: <b>Compassionate Pain Care™</b> <i>Create a Culture of Compassionate Pain Control Through Proven Skills and Best Practices</i>	August 15, 2017 74 minutes
9. Responsiveness of Staff: <b>Revolutionize Staff Responsiveness™</b> <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	September 19, 2017 90 minutes
10. Transition of Care: <b>Care Transitions Done Right™</b> <i>Engage Staff and Patients in Creating a Seamless Care Transition Experience</i>	October 17, 2017 70 minutes
11. Overall Rating: <b>High-Performing Overall Hospitals™</b> <i>A Strategic Blueprint to Engage All Staff in Creating a Compassionate Experience for Patients and Family Throughout their Hospital Stay</i>	November 21, 2017 112 minutes
12. Willingness to Recommend: <b>The Power of Word-of-Mouth Marketing™</b> <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	December 19, 2017 90 minutes
13. BONUS WEBINAR! Marcus Engel: <b>Applied Inspiration™</b> <i>Discover How Small Acts of Compassion Make a Big Difference in the Patient Experience</i>	January 16, 2018 40 minutes

# Registration:

Hospitals and Hospital Systems may register directly with Custom Learning Systems based on this published fee schedule:

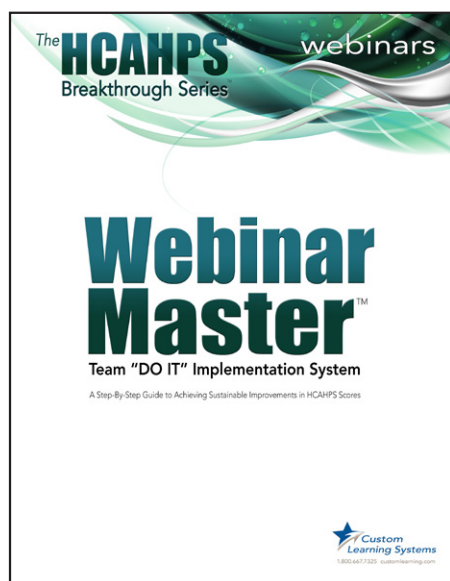
Full-Time Employees	Hospital
0 - 200	\$ 495
201 - 400	\$ 995
401 - 600	\$1,450
601 - 800	\$1,700
801 - 1,200	\$2,000
1,201 - 1,500	\$2,500
1,501 - 1,750	\$2,800
1,751 - 2,500	\$3,950
Over 2,500	\$4,950



**Check with your sponsor for special pricing**

## 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 Tactical Plan
- Schedule dynamic “Lunch and Learn” team events
- Fast-track improving scores by utilizing the “**WWW**” (Who will do What by When and How) Action Tool
- Choose an HBS™ Series Coordinator to fully capitalize on the Four HBS™ Value Added Features
- Save time and energy by utilizing the forms and time planners included

# Thirteen Powerful Webinars Hospital Leaders Won't Want to Miss

Discover for yourself why hospital leaders from across the nation are raving about the value and impact of the HCAHPS Breakthrough Leadership Series™

## 1 Leadership/Executive Strategy

### The C-Suite Leader's Role in HCAHPS Transformation™

**MISSION:** Creating leadership, inspiration, engagement, and accountability to drive HCAHPS success.

**You will learn how to:**

- Effectively educate your leaders on the core skills and competencies of how to improve and sustain HCAHPS Patient Satisfaction Survey Scores
- Successfully engage, motivate, and empower frontline staff at every level to own the patient experience and deliver compassionate care to every patient, every time
- Avoid the two fatal mistakes most C-Suite teams make designing their HCAHPS strategy, and create a plan of action to move scores to the 75th percentile
- Gain an immediate snapshot of your leader's patient satisfaction survey score literacy, and learn how to create consistently high ownership and commitment
- Create organization-wide positive anticipation and enthusiasm about completing the HCAHPS Performance Improvement Series™

**Reviews:**

*"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

## 2 Quiet at Night

### The Quiet Revolution™

**MISSION:** Create a restful, healing environment that patients perceive to be quiet.

**You will learn how to:**

- Ensure that patients get the rest they need in order to heal and recover
- Make them feel like they are honored guests, not objects being "processed" through a mill

- Engage all staff in making an effort to create a healing environment - even as they go about the job of caring for others during the night
- Let patients appreciate special "healing time" during the day when they know they won't be disturbed
- Provide positive proof that the care team is concerned about the experience of patients and family members, and their return to good health

**Reviews:**

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

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

*"Wonderful! The presentation, the materials, the resources are wonderful."*

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

## 3 Cleanliness of Patients Rooms

### Cleanliness Matters™

**MISSION:** Cleanliness is next to godliness. Create a hospital culture where *Everyone's a Housekeeper!*

**You will learn how to:**

- Use a five step coaching model to engage all hospital associates in cleanliness awareness
- Take advantage of latest research on sanitizing room surfaces to combat the threat of HAIs
- Avoid nosocomial infections
- Use "behavior labeling" to let patients know what you're doing to keep them safe and comfortable
- Lead a hospital culture that sees Environmental Services and its housekeepers as "life savers"

**Reviews:**

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

– Diane Ochiltree, 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

## 4 Communication about Medication

### The Medication Education Imperative™

**MISSION:** Master the skills of successful patient medication education.

**You will learn how to:**

- Involve family caregivers in new medicine education
- Utilize conversation-starters for patients reluctant to ask questions about new medicines
- Be certain patients understand all aspects of a new medication
- Assure all clinical staff are skilled at delivering medication instructions
- Reduce medication errors

**Reviews:**

*“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

## 5 Communication with Doctors

### Skillful Physician Communication™

**MISSION:** Master the communication skills of a compassionate patient experience.

**You will learn how to:**

- Understand why patients place more importance on doctor's interpersonal skills than on the medical judgment or experience
- Enable doctors to communicate skillfully with patients
- Support physicians to make the most of their time with patients
- Leverage ten practical tools to empower the patient and improve outcomes
- Apply three thoughtful questions that guarantee improved HCAHPS scores

**Reviews:**

*“Outstanding! My CNO and I will develop a plan to have all leadership watch.”*

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

*“Listen and learn the skills the MDs need to bring on board. HCAHPS are serious and the MDs need to get on board.”*

– Barb Urbis, Supervisor Dietary Aspirus

## 6 Communication with Nurses

### Relationship-Based Nurse Communication™

**MISSION:** Master relationship-based communication skills that heal.

**You will learn how to:**

- Manage patient expectations around their hospital stay
- Consistently deliver courteous and respectful behaviors for listening well
- Overcome barriers to better patient communication
- Apply a take-home model for providing bedside care with empathy, intent, and compassion
- Utilize “Chat Time” as a way to develop a positive relationship

**Reviews:**

*“Dynamic speakers. Thought provoking. Great ideas that are ready for implementation.”*

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

*“Very informative and wonderful ideas.”*

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

## 7 Discharge Information

### Discharge Satisfaction Guaranteed™

**MISSION:** How to prepare every patient for safe, continued recovery at home... every time!

**You will learn how to:**

- Adapt to patient and family preferences in everyday decision-making
- Eliminate the root cause of most adverse events after discharge
- Apply new skills for communication about medication
- Perform effective, thorough medication reconciliation
- Provide timely care transition communication and follow-up

**Reviews:**

*“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

## 8 Pain Control

### Compassionate Pain Control™

**MISSION:** Create a culture of compassionate pain control through proven skills and best practices.

**You will learn how to:**

- Evaluate pain as the “5th Vital Sign”
- Overcome misconceptions about pain medications
- Teach alternative pain-reduction techniques
- Restore patient’s self-esteem, often lost when in the grip of pain
- Create a culture of nurse pain control mastery

**Reviews:**

*“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

## 10 Transition of Care

### Care Transitions Done Right™

**MISSION:** To engage staff and patients in creating a seamless care transition experience.

**You will learn how to:**

- Apply the five essentials to get care transitions done right – and avoid adverse events
- Perform a collaborative assessment of care transition needs
- Understand why medication reconciliation is vital
- Implement the keys to a timely handoff and follow-up
- Establish the importance of post-transition phone calls
- Deliver special care/safety for high-risk patients

**Reviews:**

*“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

## 9 Responsiveness of Staff

### Revolutionize Staff Responsiveness™

**MISSION:** Create a culture of empathetic, timely, responsive service.

**You will learn how to:**

- Train all staff to overcome service delays - and perform service recovery
- Establish trust by responding to the patient’s emotional needs
- Allow your empathy to create a privileged intimacy between you and your patient
- Realize the Magic of Frontline Engagement
- Implement best practices that lead to sustainable results

**Reviews:**

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

– Marilyn Mandas, BSN, RN, Linda Hospital, 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, Rio Grande Hospital, Del Norte, CO

## 11 Overall Rating

### High-Performing Overall Hospitals™

**MISSION:** A strategic blueprint to engage all staff in creating a compassionate experience for the patient and family throughout their hospital stay.

**You will learn how to:**

- Discover the key evidence-based drivers that directly influence a patient’s overall judgment and perception
- Utilize an Overall HCAHPS Scorecard to pinpoint specific improvements needed for every domain
- Clarify and link your “brand promise” to your deliverables.
- Stop over-promising and under-delivering
- Crystallize the role of the CEO and senior leadership needed to achieve breakthrough results.
- Implement the 12 core leadership competencies that drive frontline engagement and empowerment

**Reviews:**

*“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

# 12

## Recommend the Hospital

### The Power of Word-of-Mouth Marketing™

**MISSION:** To help you create a hospital experience that patients will enthusiastically recommend.

#### You will learn how to:

- Lead the understanding of what “recommend” really means
- Harness the power of referrals - and increase volume
- Exceed patient expectations by consistently meeting them
- Empower an enthusiastic frontline - their good will builds recommendations from your patient population
- Onboard new employees so they feel appreciated and ready to deliver personal, patient-centric care

#### Reviews:

“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

# The HCAHPS Breakthrough Leadership Series™ Tool Kit

This comprehensive HBS™ competency based education program includes 24 ready-to-use how-to tools:

#### The C-Suite Role in HCAHPS Transformation™

- 1 Tool: Leadership Accountability Agreement Forms

#### Quiet at Night – The Quiet Revolution™

2. Tool: Satisfaction Guaranteed eBook

#### Cleanliness of Patient Rooms – Cleanliness Matters™

- 3 Tool: Service Excellence Council Charter

#### Communication about Medicine – Medication Education Imperative™

4. Tool: Patient Medication Education Team Charter

#### Communication with Doctors – Skillful Physician Communication™

5. Tool: Skilled Physician Communication At-A-Glance Poster, and Skilled Physician Communication At-A-Glance Three Thoughtful Questions that Guarantee Improved HCAHPS Scores (Reference)

#### Communication with Nurses – Relationship Based Nurse Communication™

6. Tool: S.E.R.V.E. Communication Tool Mini Poster
7. Tool: Keep your Nurses for Life eBook

#### Discharge Information – Discharge Satisfaction Guaranteed™

8. Tool: Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience.
9. Tool: Discharge Team Charter

#### Pain Control – Compassionate Pain Care™

10. Tool: Pain Care Resource Team Charter
11. Tool: Nominate a Pain Care Angel Poster and Pain Care Nomination Form
12. Tool: Pain Care Management Flow Sheet

#### Responsiveness of Staff – Revolutionize Staff Responsiveness™

13. Tool: Service Recovery Sample Policy
14. Tool: Rapid Cycle Improvement Planner

#### Transition of Care – Care Transitions Done Right™

15. Tool: The Skilled Nursing Organization Checklist
16. Tool: Person Care Plan Checklist
17. Tool: Care Transition Team Charter

#### Overall Rating – The High-Performing Overall Hospital™

18. Tool: The CEO's Engagement Checklist
19. Tool: Semi-Annual Leadership Empowerment and Retention Survey
20. Tool: The Patient and Family Advisory Council Charter
21. Tool: Active Physician Engagement Checklist
22. Tool: The High Performing Emergency Department Tool Kit

#### Willingness to Recommend – The Power of Word of Mouth Marketing™

23. Tool: Ideas Worth Quoting and Reading
24. Tool: Community First Council Charter

# 13

## BONUS WEBINAR

### Marcus Engel: Applied Inspiration™

**MISSION:** Discover the small acts of compassion that make a big difference in the patient experience.

#### You will learn how to:

- Apply innovative techniques to treat patient challenges
- Celebrate the healing power of humor
- Manage the not-so-caring aspects of the health care system
- Rediscover the rewards of providing health care
- Understand the unique issues surrounding trauma and loss

#### Reviews:

“Fantastic! Best one yet!”

– Holly Richard, Grand River Health

“I have never been so inspired and touched by another individual. For Marcus to share his story is to inspire those of us that forget how truly blessed we are. His determination and perseverance is amazing!”

– Shannon Chostoski, Harrisburg Medical Center

# Leadership Skills and Competencies

*In addition to 90+ patient experience improvement skills, the HBS™ Series includes 50 practical, ready to apply leadership competencies and best practices.*

## 1 C-Suite Role

- Patient Survey Literacy Pop Quiz

## 2 Quiet

- Daily Leader Intentional Staff Rounding

## 3 Cleanliness

- Five Step Coaching
- The Service Excellence/Patient Experience Council
- Empower RNs as Advocates

## 4 Medication Education

- The Patient Medication Education Team
- Keeping Repetitive Communication Fresh
- Recognize, Collaborate & Celebrate

## 7 Discharge

- The Discharge Satisfaction Team

## 8 Pain Care

- Inspired Coaching
- The Pain Control Resource Team
- Pain Care Angels – Recognition Program

## 9 Staff Responsiveness

- Peer Based Train-the-Trainer
- Nine Tools in Support of Staff Responsiveness

## 10 Care Transitions

- Mastering Moments of Truth
- Care Transitions Team
- Your Partnership with Skilled Nursing

## 11 Overall

- Why Overall Matters BIG Time!
- Reality Check & the HCAHPS Balanced Scorecard
- Clarify Your Brand Promise
- Role of the CEO
- The Accountability Protocol
- Change Your Culture or Be Doomed to Repeat the Past
- Chief Experience Officer
- Create High-Performance Leadership Engagement

- Team Based Leadership
- The Highly Visible Leader
- Create High Performing Frontline Engagement
- Choose Well & Onboard Effectively
- Measure Staff Engagement & Continuously Improve
- Frontline Engagement Bundle
- Create High-Performing Patient Engagement
- The Patient & Family Advisory Council
- Create High Performing Sustainability
- Culture of Continuous Quality Improvement
- Active Physician Engagement
- The High Performing Emergency Department
- Integration with Ancillary & Support Departments
- The High-Performing HCAHPS Hospital Scorecard

## 12. Recommend

- The Reality Check – Revisited
- The Power of Referrals
- How Patients Choose Hospitals
- Unleash the Priceless Value of Lifetime Patient Loyalty
- Imperative #1: Engage
- The Mother Test
- The Mystery Patient
- Patient Reality Checks – Done Weekly
- Imperative #2: Empower
- Over-Communicate
- Tell Stories!
- The Daisy Award
- Imperative #3: Transform
- Transform Your Team into Real Life Ambassadors
- The Community First Council
- Lead the Paradigm Shift
- The Boomers Are Coming
- Ideas Worth Quoting & Reading
- Take the CHPP Challenge