

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

# The HCAHPS Breakthrough Leadership 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 HBS™ 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 Video Keynote **The Magic of Frontline Engagement™**, *The 12 Biggest Barriers to Frontline Engagement and How to Overcome Them.*

Contact 1-800-667-7325 x203  
or [webinars@customlearning.com](mailto:webinars@customlearning.com)

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





# The HCAHPS Breakthrough Leadership Series™ Schedule

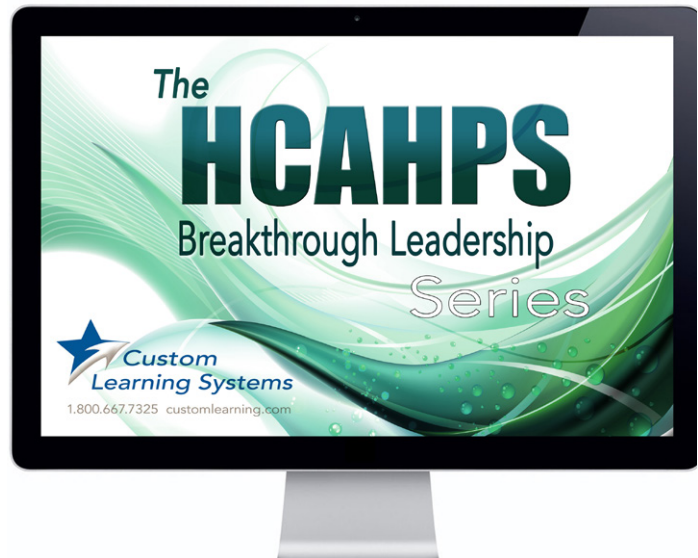
All webinars scheduled on Tuesdays at: 10PT / 11MT / 12CT / 1ET

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>	March 27, 2018 59 minutes
2. Quiet at Night: <b>The Quiet Revolution™</b> <i>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</i>	April 24, 2018 55 minutes
3. Cleanliness of Patient Rooms: <b>Cleanliness Matters™</b> <i>Cleanliness Is Next to Godliness</i>	May 22, 2018 59 minutes
4. Communication about Medicine: <b>Medication Education Imperative™</b> <i>Master the Skills of Successful Patient Medication Education</i>	June 26, 2018 58 minutes
5. Communication with Doctors: <b>Skillful Physician Communication™</b> <i>Master the Communication Skills for a Compassionate Patient Experience</i>	July 24, 2018 66 minutes
6. Communication with Nurses: <b>Relationship-Based Nurse Communication™</b> <i>Master Relationship-Based Communication Skills that Heal</i>	August 28, 2018 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>	September 25, 2018 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>	October 23, 2018 74 minutes
9. Responsiveness of Staff: <b>Revolutionize Staff Responsiveness™</b> <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	November 27, 2018 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>	December 18, 2018 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>	January 22, 2019 112 minutes
 Pre-Conference Day – The 19th Annual HealthCare Service Excellence Conference	February 11, 2019
12. Willingness to Recommend: <b>The Power of Word-of-Mouth Marketing™</b> <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	February 26, 2019 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>	March 26, 2019 40 minutes

# Registration:

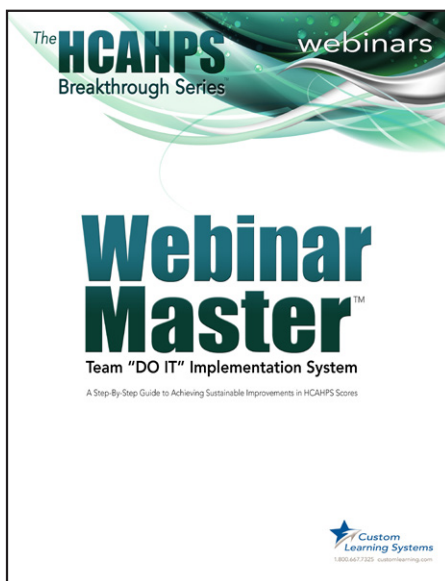
Hospitals and Hospital Systems may register directly with Custom Learning Systems based on this published fee schedule:

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



## 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

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

**You will learn how to:**

- Effectively educate leaders on the core skills/competencies of how to improve and sustain HCAHPS Patient Satisfaction Survey Scores
- Successfully engage, motivate, and empower 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-Suites make designing their HCAHPS strategy: create a plan to move scores to the 75th percentile

### 2 Quiet at Night

#### 2 The Quiet Revolution™

**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” when they know they won't be disturbed

### 3 Cleanliness of Patients Rooms

#### 3 Cleanliness Matters™

**You will learn how to:**

- Use a five step coaching model to engage all hospital associates in cleanliness awareness
- Use “behavior labeling” to tell patients what you're doing to keep them safe and comfortable
- Lead a hospital culture that sees Environmental Services and its housekeepers as “life savers”

### 4 Communication about Medication

#### 4 The Medication Education Imperative™

**You will learn how to:**

- Involve family caregivers in new medicine education
- Be certain patients understand all aspects of a new medication
- Reduce medication errors

### 5 Communication with Doctors

#### 5 Skillful Physician Communication™

**You will learn how to:**

- Understand why patients place more importance on doctor's interpersonal skills than on medical judgment or experience
- Help doctors communicate skillfully with patients
- Support physicians to make the most of their time with patients

### 6 Communication with Nurses

#### 6 Relationship-Based Nurse Communication™

**You will learn how to:**

- Manage patient expectations around their hospital stay
- Overcome barriers to better patient communication
- Utilize “Chat Time” as a way to develop a positive relationship

### 7 Discharge Information

#### 7 Discharge Satisfaction Guaranteed™

**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
- Provide timely care transition communication and follow-up

### 8 Pain Control

#### 8 Compassionate Pain Control™

**You will learn how to:**

- Evaluate pain as the “5th Vital Sign”
- Overcome misconceptions about pain meds
- Teach alternative pain-reduction techniques

### 9 Responsiveness of Staff

#### 9 Revolutionize Staff Responsiveness™

**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

## 10 Transition of Care Care Transitions Done Right™

*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
- Establish the importance of post-transition phone calls

## 11 Overall Rating High-Performing Overall Hospitals™

*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
- 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

## 12 Recommend the Hospital The Power of Word-of-Mouth Marketing™

*You will learn how to:*

- Lead the understanding of what “recommend” really means
- Exceed patient expectations by consistently meeting them
- Empower an enthusiastic frontline - their good will builds recommendations from your patient population

## 13 BONUS WEBINAR Marcus Engel: Applied Inspiration™

*You will learn how to:*

- Apply innovative techniques to treat patient challenges
- Celebrate the healing power of humor
- Understand the unique issues surrounding trauma and loss

## 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



# 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, such as:*

## 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
- The Accountability Protocol

- Change Your Culture or Be Doomed to Repeat the Past
- Create High-Performance Leadership Engagement
- 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
- 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
- The Mystery Patient
- Patient Reality Checks – Done Weekly
- Over-Communicate
- Tell Stories!
- Transform Your Team into Real Life Ambassadors
- Lead the Paradigm Shift
- The Boomers Are Coming

**Register now...**

**email: [webinars@customlearning.com](mailto:webinars@customlearning.com)**