

# PATIENT EXPERIENCE SUMMIT

## Sunday, May 15

11:00 AM Registration Opens

12:00 PM *Nursing Track*  
**The Other Side of the Story...Beyond the Bedside**

Welcome

Kelly Hancock, DNP, RN, NE-BC, Executive CNO, CCHS and Chief Nursing Officer, Cleveland Clinic

12:05 PM **Start with Laughter**  
Moderator: Jeannie Walters, Chief Executive Officer, 360 Connex  
Marc Jaffe, Co-Founder, Shaking with Laughter  
Karen Jaffe, MD, Patient; Co-Founder, Shaking with Laughter

*Any patient experience is full of the unexpected, often starting with a diagnosis. Karen Jaffe, a physician diagnosed with Parkinson's disease, together with her husband Marc, a comedian and writer, have been sharing their story through humor and wit since 2011, when they founded Shaking with Laughter, a non-profit organization on a mission to find a cure. Hear how Marc and Karen have taken on the diagnosis together, with many laughs along the way.*

1:05 PM **CARE Talks: Compassion-Actions-Resources-Empathy. Powerful Patient Care Experience Ideas - presented quickly**

**Real-Time Intentional Patient & Family Check-Ins: A Catalyst for Cultural Change**

Rachel Biblow, MSW, Sr. Director, Patient & Family Services, The Children's Hospital of Philadelphia

**Innovation Leadership and the Patient Experience**

Sherry Gevedon, PhD, MS, MBA, RN, President & Chief Executive Officer, Professional Education Seminars, Inc.

**Transforming the Patient Care Experience in a Sub-Acute (Post-Acute) Setting through Partnership, Engagement and Co-design during Transitions and at the Bedside**

Debbie Gravelle, RN, BScN, MHS, Senior Vice President Clinical Programs  
Chief of Nursing and Allied Health, Bruyere Continuing Care

**Partnering with Patients to improve Communication & Responsiveness with the Nightingale Phone-Vocera Project**

Marie Roggenkamp, RN, Nurse Manager Oncology, Huntington Hospital

1:35 PM **Reducing Caregiver Suffering Through Compassionate Connected Care™**

Christina Dempsey, MSN, MBA, CNOR, CENP, Chief Nursing Officer, Press Ganey

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*This session will review data demonstrating caregiver suffering and identify how caregiver engagement impacts patient experience. Participants will also learn tangible and tactical strategies to reduce caregiver suffering utilizing the Compassionate Connected Care framework.*

2:10 PM

Break

2:40 PM

## **Picture This: The Patient's Story**

Moderator: Christina Dempsey, MSN, MBA, CNOR, CENP

Illustrated by: Johnine (Jo) Byrne, Graphic Recorder and Graphic Designer, See Your Words

Jonathan Williams, Matt Hiznay, and Katherine Rohrer, Cleveland Clinic Patients

*Every patient has a story to tell. Several past Cleveland Clinic patients come together to share their personal journey of their individual experiences while the audience watches their stories unfold before them through a graphical artist note taker to help drive home the messages of the stories and the importance of sharing these messages in different formats.*

3:15 PM

## **Your Experience Starts With Me**

Selinza Mitchell, APHON, Clinical Nurse Educator - Consultant, The Selinza Mitchell Experience

*We begin to make an impression when we say hello, as we assess our patients they are assessing us as well, learning quickly how and why we care. We commit to our patients with dedication and compassion as they find themselves dealing with some of life's most unanticipated events. Serving our patients with incredible knowledge as well as having an intense fearless courage to use our talent makes us a gift to those we serve, such unrelenting passion is in each impression we make-which makes us unforgettable. Today's presentation shall also will reveal how in so many cases the treatment is actually YOU, how we are viewed as HOPE walking and the impact of our Patient centric care. The impressions we make are lasting, undying and enduring. Finally we make heartfelt commitments – with a personal mission to make an impactful difference in the lives of others each day. Every encounter is a journey and every journey is an experience which starts with ME.*

4:00 PM

## **Theory of Human Caring**

Jean Watson, PhD, RN, AHN-BC, FAAN, Founder, Watson Caring Science Institute; Distinguished Professor & Dean Emerita, University of Colorado Denver

*This session will provide a philosophical, values guided, ethical and theoretical framework for caring science. Universals of human caring (the 10 Caritas Processes) serve as the basis for transformation of Professional Caring Practice models, informing staff-patient/family relationships, communication and outcomes. National multi-site collaborative caring research on patient experiences of caring/Caritas will be reported.*

5:00 PM

Adjourn

- 
- 12:00 PM      *Marketing and Communication Track*  
**Diving into Digital: Exploring the Paths to Patient Engagement**  
  
Welcome – Paul Matsen, Chief Marketing & Communications Officer, Cleveland Clinic
- 12:05 PM      **Digital Leadership in Healthcare**  
Moderator: Paul Matsen  
Brian Gresh, Executive Director, Multi Channel Content Marketing, Cleveland Clinic  
Sue Omori, Executive Director, Marketing Account Services, Cleveland Clinic  
Mary Beth Pate, Executive Director, Marketing Communications, Cleveland Clinic  
Eileen Sheil, Executive Director, Corporate Communications, Cleveland Clinic  
  
*Experts from across the Cleveland Clinic marketing and communications division will address the latest trends in digital and provide tactical tips for success in today's modern marketing environment.*
- 12:30 PM      **Authentic Storytelling**  
Christoph Trappe, Director of Content Marketing, MedTouch; The Authentic Storyteller, The Authentic Storytelling Project  
  
*Everyone connects around stories and empowering your organizations and patients to share authentic stories can help market great patient experience in a more meaningful way and even improve it long term.*  
  
*Christoph Trappe, who wrote the book on authentic storytelling, will share his tips on how you empower frontline staff, marketing staff and patients to share your and their stories in the most meaningful way.*
- 1:30 PM      **Empathy for the Mobile Patient: Solving Healthcare's Location Data Crisis**  
Jeff Rohrs, Chief Marketing Officer, Yext  
  
*Recent estimates suggest that over 70% of physician listings contain inaccurate address, phone, and other information. At a time when over 60% of the U.S. population now owns a smartphone, this is more than a problem--it's a patient service crisis. This session will highlight why healthcare location data is more important than ever and the steps you can take to ensure your data is accurate across your website, directories, and apps as well as 3rd party maps, apps, search engines, and directories.*
- 2:30 PM      Break
- 3:00 PM      **Your Role in Leading & Communicating Change**  
Michelle Mahony, Regional Director – North America, Ketchum  
  
*People and organizations today operate in an ever-changing ebb and flow of constant change. In this environment, traditional linear models for executing change are no*

*longer sufficient, as change efforts are frequently interrupted by other pressing changes as organizations keep up with disruption and new demands.*

*Ketchum Change recently surveyed 500 leaders in seven countries to understand how employees perceive and are experiencing change. The consensus is clear: Respondents agree that managing change is CRITICAL to performance. However, change fatigue is growing – especially among mid-level managers and frontline employees. And not only is change fatigue exhausting; it can be counterproductive to company performance. So how can organizations flourish in this challenging environment? We've identified four key attributes that enable leaders and organizations to flourish in an environment of constant change and seize opportunities as they emerge. Organizations that embrace these attributes are 'liquid:' well-positioned to succeed in today's environment of what we call Liquid Change.*

*In this session we'll discuss the Liquid Change concept and how leaders and organizations can use this new paradigm to re-energize employees and become more liquid.*

4:00 PM

## **How and Why to Create an Integrated Patient Experience Online and Offline**

Sandra Fancher, Chief Strategy Officer, MedTouch

*Patients and community members interact with you online and offline throughout their journey of staying healthy or getting healthier and they expect this experience to be cohesive.*

*In this interactive session we will discuss strategies:*

- *To integrate the patient experience*
- *Identify which touchpoints have the most value to your organization and to your patients*
- *Reporting processes to evaluate various channels*

*Having a cohesive strategy and implementation can help your organization and improve the patient experience at the same time.*

5:00 PM

Adjourn

5:00 PM

Welcome Reception

GLOBE

**Monday, May 16**

7:00 AM

## **Mindful Morning Activities**

- Guided Centering Meditation: Rose Hosler, RN, Healing Services Hillcrest Hospital (Blue Point Grille - 21)
- Laughter Therapy: Karen Fink RN, Healing Services, Cleveland Clinic (Urban Farmer - 24)
- Seated Yoga: Judi Barr, Wellness Institute, Cleveland Clinic (Alley Cat - 23)

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- Self-Recovery Acupressure Technique for Jet Lag and Stress: Tricia Gilbert, Spiritual Care, Fairview Hospital (Crop Bistro - 22)

7:00 AM

## **Registration Opens**

Continental Breakfast

8:00 AM

## **Welcome/Opening Remarks**

Adrienne Boissy, MD, MA, Chief Experience Officer, Cleveland Clinic

8:20 AM

## **Walk a Mile in My Shoes**

Sarah Cawley, MPAS, PA-C, Advanced Specialty NE, Cleveland Clinic; Patient

*Though life gave Sarah Cawley a challenging set of circumstances, she believes that there is purpose in every trial. You are invited to share in her story, "walk a mile in her shoes", and learn how her journey through every facet of the healthcare system has given her a unique perspective on patient experience, and transformed her own way of caring.*

8:50 AM

## **The Dying**

BJ Miller, MD, Senior Director & Advocate, Zen Hospice Project

*BJ's talk is meant for us as caregivers to see ourselves as "the dying", and therefore see mortality as a major thread for unity and therefore empathy. This presentation will prompt the audience to see themselves in their patients - and vice versa - and to reconcile life's inevitabilities with the goals and purpose of the healthcare system. In addition to laying out a route towards deeper empathy, the talk will also spur creative energies around how we might design our system better and improve the clinical experience for all involved, patient and provider and administrator alike.*

9:20 AM

## **Capability, Comfort and Calm: Designing Health Care Services for Excellence and Empathy**

Elizabeth Teisberg, PhD, Professor, Community and Family Medicine, Geisel School of Medicine at Dartmouth

Scott Wallace, Distinguished Fellow, Geisel School of Medicine at Dartmouth

*Transformative, high-value health care starts with understanding the needs of patients and families. Our work enables insight into the experience of individuals and families that affect health but that occur outside of the walls of the office or clinic — the "other" 350+ days of the year. We developed a human-centered design approach to see the unmet needs that can undermine success and to develop measures that mirror patients' hopes, concerns and aspirations.*

9:50 AM

## **Reverse Perspective: What If Hotels Treated Guests Like Hosts?**

Mark Hoplamazian, President & Chief Executive Officer, Hyatt Hotels Corporation

*Many companies talk about empathy, but empathy is about more than just walking in another's shoes. What if every decision started with a question: How will this care for people so they can be their best? Hyatt Hotels Corporation President and CEO Mark*



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*Hoplamazian says taking a reverse perspective has allowed the company to unleash its most valuable asset – its 100,000 colleagues worldwide – and to use technology as an unexpected vehicle to scale care and human connection. Amid unprecedented industry disruption, Hyatt is redefining the hotel experience and writing the next chapter of its story. In this session, Hoplamazian will discuss key examples of how reversing the perspective leads to improved colleague engagement, better business results, and ultimately, a bigger impact on the world.*

10:20 AM

Networking Break

10:40 AM

## **If We Can't Cure the Patient, Can the Community?**

Mark Hyman, MD, Director, Center for Functional Medicine, Cleveland Clinic; Author

*Dr. Hyman will explore a powerful new social experiment developed within the faith based community for sustainable wellness, and other novel models for decentralizing health care through community based small groups and disruptive models of clinical care that drive the double revolution needed for people to take back their health. The first revolution is changing the content of care and nature of health information accessed by both professionals and citizens, and the second revolution is harnessing the power of community to address our chronic disease epidemic.*

11:10 AM

## **What You Thought You Knew but Patients Know Better: Reimagining the Patient Experience**

Sally Okun, RN, MMHS, Vice President for Advocacy, Policy and Patient Safety, PatientsLikeMe

*Being a patient is not an experience one voluntarily chooses or for that matter enthusiastically seeks to engage in. The transition from wellness to illness or the movement from one stage of disease to another are experiences fraught with uncertainty, unfamiliar environments and unwelcome intrusions into daily life. We'll reconsider the notions of patient engagement as we explore the six common questions patients and caregivers have told us matter most to them across the continuum of their health and healthcare experiences.*

11:40 AM

## **What Would You Do, If You Knew You Could Not Fail?**

Regina Holliday, Founder, Walking Gallery

*Regina Holliday takes the audience through an odyssey of empowerment in her presentation. She navigates the halls of healthcare policy with the determination of one who has faced all the challenges life has to offer and has seen that much can be accomplished with grit, determination and a little paint.*

12:10 PM

## **Reaction Panel**

Moderator: Michael Bennick, MD, MA, AGAF, FACP, Medical Director of the Patient Experience and Associate Chief of Medicine, Yale-New Haven Hospital  
Regina Holliday, Founder, Walking Gallery  
Sarah Cawley, MPAS, PA-C  
Christine Traul, MD, Pediatric Medicine, Cleveland Clinic

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*The focus of this year's conference is "caring transformed: anytime, anywhere". The focus of this panel will be "how transforming the caregiver, transforms care". We will begin to explore how we have changed as a result of our own personal experiences and learn how these lessons can be shared and taught.*

12:30 PM

Luncheon

2:00 PM

Breakout Sessions #1

BPL

## **Improving the Patient Experience Through Leadership Development - Hosted by NCHL**

Hofbräuhaus - 25AB

Moderator: Andrew Garman, PsyD, Chief Executive Officer, National Center for Healthcare Leadership; Professor, Rush University

Patti Adelman, Assistant Vice President, Physician Leadership Institute, Northwell Health

Laurie Jensen, Director, Organizational & Human Resource Development, Henry Ford Health System

Kathy Oswald, Chief Human Resource Officer, Henry Ford Health System

*Hear from two leading health systems recognized for their work in developing internal talent as a strategy to improve organizational performance, including quality, patient safety, and patient experience. This session will explore the research and best practices of leadership development using two case studies. Learn how your organization can use evidence-based methods to develop internal talent and improve organizational outcomes.*

CA

## **Keys for Creating a Culture of Employee Accountability in Healthcare**

Flying Fig - 26C

Carol Santalucia, MBA, President, Santalucia Group, LLC

*Accountability is a popular buzzword, most often associated with holding others accountable. During this session, participants will explore the concept of personal accountability. They will be challenged to explore their own level of accountability and will learn how personal accountability is the foundation for effective leadership. Holding others accountable will also be explored in this session. Participants will dissect common, real-life professional challenges and will learn skills to hold others accountable using both strength and empathy.*

COM

## **Overcoming Disengagement, Disruption & Defensiveness in Communication Skills Training**

TownHall - 26A

Richard Frankel, PhD, Professor of Medicine and Geriatrics, Indiana University School of Medicine; Professional Staff, Education Institute, Cleveland Clinic

Timothy Gilligan, MD, Staff Oncologist, Cleveland Clinic

Kathleen Neuendorf, MD, Staff, Cleveland Clinic

Rachel Taliercio, DO, Staff Respiratory, Cleveland Clinic

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Vicente Velez, MD, Staff, Hospital Medicine, Cleveland Clinic  
Amy Windover, PhD, Psychologist, Cleveland Clinic

*In our experience facilitating required courses in relationship-centered communication to different providers and groups, we have encountered behaviors that have the potential to interfere with learning, such as disengagement, disruption and defensiveness. In this interactive session, we will explore the context of such behavior and highlight effective ways of responding to these behaviors. Although the session will provide examples of behaviors we have encountered in our relationship-centered communication courses, the strategies we will discuss have broad applicability outside of communication skills training.*

CT

## **Care Coordination, Living the Care.....A Journey Through A Daughter's Eyes**

Johnny's - 25C

Brenda Mullan, MSN, RN, CDP, NE-BC, Associate Chief Nursing Officer, Ambulator Nursing and Care Management, Cleveland Clinic

Nirav Vakharia, MD, Internal Medicine/Associate Chief Quality Officer, Quality & Patient Safety Institute, Cleveland Clinic

Kelli Chovanec, MSN, RN, Sr. Nursing Director, Care Coordination Integration, Cleveland Clinic

Terri Bishop, RN, CCM, Administrative Program Coordinator, IV, Cleveland Clinic

Terri Moldrow-Hines, MSSA, MEd, Program Manager Care Coordination Clinical Integration, Cleveland Clinic

Cari Gump

Julie Lalli, Director of Nursing, Home Care & Hospice, Cleveland Clinic

Michelle Card, BSN, RN-BC, CCCTM, Primary Care Coordinator, Cleveland Clinic

Michelle Edwards, BSN, RN-BC, Education Manager, Clinical Integration, Care Management, Cleveland Clinic

Barb Wojtala

Kim Bischel-Dunn

Gwen Plummer, Caregiver and Retired Educator

*The transition across multiple levels of care is oftentimes cumbersome, confusing, and fragmented – requiring careful management to be executed smoothly and safely. There are numerous known barriers to effective and safe transitions of care, including lack of interdisciplinary synchronization, ineffective handover to primary care providers, and insufficient empowerment of patients and families to self-manage the often complex acute and chronic conditions they face. The Cleveland Clinic care coordination integrated care model places patients and families first by connecting inter-professional teams across the continuum of care. Join us for this session and experience a true example of coordinated care, as told through a daughter's eyes.*

HUM

## **Grief & Bereavement Services: Caregiver Perspectives and Resources**

Urban Farmer - 24

Mark Berry, MDiv, Administrative Staff Chaplain, Cleveland Clinic

Mark Oster, Cleveland Clinic

Laura Shoemaker, DO, MS, Associate Staff Physician, Cleveland Clinic



Jackie Tinsley, Administrative Assistant Spiritual Care Department, Cleveland Clinic

*Presenters will provide a brief overview of grief and bereavement common to the clinical context. A case study will be presented followed by perspectives from a physician and a bereavement resource coordinator. Then a bereavement resource specialist will provide information and insights for how to establish grief and bereavement services in a clinical setting. The session will conclude with time for Q & A.*

IFT

## **Making Shifts Happen: From Drama to Empowered Patient Conversations**

Blue Point Grille - 21

David Emerald Womeldorff, Co-Founder, Bainbridge Leadership Center & The Power of TED

Donna Zajonc, Co-Founder, Bainbridge Leadership Center & The Power of TED

*This presentation will explain the Dreaded Drama Triangle (DDT)™ roles and its toxic brew of Victim, Rescuer and Persecutor as the central characters that perpetuate ineffective patient conversations. Many patients feel victimized by their health challenges and clinicians can unknowingly add to their disempowerment by rescuing patients with excessive advice and supervision. TED\* (\*The Empowerment Dynamic)™, is a positive antidote to the DDT reactive roles and provides tools to recognize the impact you have on the patient conversation. You will leave this interactive session with practical insights on how to generate empowered conversations with patients.*

PAP

## **Incorporating the Most Important Voice in the Room in Organization Design and Operations**

AlleyCat - 23

Diane Marriott, DrPH, Manager, Michigan Primary Care Transformation Project, University of Michigan

*Despite the best of intentions, it is not yet commonplace to see patient and caregiver perspectives and representation in design, policy and decision-making in healthcare organizations. Patient and family perspectives add a unique dimension, depth and range of experience that can enrich these discussions and contribute to better end outcomes. Other industries routinely include the end-user as a stakeholder in design and operations decisions. This presentation focuses on models and resources that ease the path to greater patient and family inclusion in ways that promote mutual benefit and improved outcomes.*

PE

## **Harnessing the Power of the Sharp Rees-Stealy Medical Group in Transforming the Patient Experience - The Sharp Experience Journey**

Crop Bistro - 22

Stacey Hrountas, Senior Vice President & Chief Executive Officer, Sharp Rees-Stealy Medical Centers - Hosted by AMGA

*Stacey Hrountas will guide you through the highlights of our fifteen year Sharp Experience journey. This presentation will cover the Sharp Experience journey and how Sharp Rees-Stealy Medical Group, a multispecialty medical group in San Diego, California, has embraced the patient experience in all that we do and will include*

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*fundamental concepts in the patient experience as well as patient engagement through population health.*

TTT

## **Patient Feedback, Making it Count**

Parallax - 26B

Moderator: Carmen Kestranek, Senior Director Patient Experience, Cleveland Clinic

Chrissy Daniels, Director, Strategic Initiatives, University of Utah Health Care

Tiffani Darling, MNA, Program Director, Patient Engagement - Central Region,  
Northwestern Memorial HealthCare

Sven Gierlinger, Chief Experience Officer, Northwell Health

Deirdre Mylod, PhD, Executive Director, Institute for Innovation; Senior Vice President,  
Research & Analytics, Press Ganey

*Patient feedback is a fundamental element of the entire patient experience strategy. Getting it right here is critical in order to prioritize efforts, effectively engage staff and improve patient experience where it matters most. Join our panel discussion and explore purposeful strategies from 4 leading experts who are using their patient feedback and making it count.*

3:00 PM

Networking Break

3:30 PM

## **Interactive Experiences**

- 360 Degrees of Ideas (Mabel's - 19, Hyde Park - 20)
- Cleveland Clinic Tours
- Code Lavender Experience (Greenhouse Tavern (east))
- Improving Teams with Improvisational Communication (Hofbräuhaus - 25AB)
  - Belinda Fu, MD, Clinical Assistant Professor, University of Washington; Founder, Mayutica
  - Amy Windover, PhD, Psychologist, Cleveland Clinic
- Poster Presentations (Johnny's - 25C)
- Roundtable Speed Dating (Greenhouse Tavern - Hall C)

5:00 PM

Adjourn

6:30 – 9:30 PM

**Social Event – Punch Bowl Social**

**Tuesday, May 17**

7:00 AM

## **Mindful Morning Activities**

- Guided Centering Meditation: Rose Hosler, RN, Healing Services Hillcrest Hospital (Blue Point Grille - 21)
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- Self-Recovery Acupressure Technique for Jet Lag and Stress: Tricia Gilbert, Spiritual Care, Fairview Hospital (Crop Bistro - 22)

7:00 AM      **Registration Opens**  
Continental Breakfast

8:00 AM      Welcome

8:10 AM      **Who Cares**  
Ronald Wyatt, MD, MHA, Patient Safety Officer & Medical Director, The Joint Commission

*This session will describe who a caregiver is. The importance of caregivers practicing individual, coordinated and activating care to patients and families that is respectful, compassionate and maintains dignity will be highlighted. The critical importance of equitable care will be presented as well.*

8:40 AM      **Meeting the Patient Where They Are**  
Patti Substelny, MLIR, Patient

*The hard costs of healthcare are obvious. Let's talk about the ones that don't get as much press. Economist and sports car driver, Patti Substelny, will talk frankly about her journey with narratives that will make you laugh, cry, and think. She beautifully highlights the greatest secret of the human experience...meeting people where they are.*

9:00 AM      **The Patient Experience: Past, Present and Future**  
Moderator: Adrienne Boissy, MD, MA  
Toby Cosgrove, MD, Chief Executive Officer and President, Cleveland Clinic

9:30 AM      **Transform Patient Care with Technology & Gratitude Innovation**  
Andrew Horn, Founder, Tribute

*This session will introduce compelling research on gratitude and its ability to transform health, compassion and psychological well-being. Andrew will also showcase the important role that friendship and community can play in accelerating positive patient outcomes. The session will lay out tangible strategies and highlights innovative, often free technologies that are available to caregivers who want to connect patients to their communities during times of adversity.*

10:00 AM      Networking Break

10:30 AM      **Cultural Engagement to Transform the Experience**  
James Merlino, MD, President & Chief Medical Officer, Strategic Consulting, Press Ganey

*Caregiver engagement is known to be a powerful driver of the patient experience but it's connectivity to other critical operational areas in healthcare has been less well*

*defined. We will explore the interconnectivity of engagement, patient and caregiver experience, safety and quality and discuss strategy to link cultural development with the patient promise of safe, high-quality care, in an environment of patient and family centeredness.*

11:00 AM

***Will the Health Professions Survive? Only If We Connect Better with Patients***

Moderator: Helen Riess, MD, Founder, Chief Scientific Officer, Empathetics  
Brian Hodges, MD, PhD, FRCPC, Professor, Faculty of Medicine and Education, University of Toronto  
Richard Levin, MD, President & Chief Executive Officer, The Arnold P. Gold Foundation

*In this interactive, plenary session, three leading advocates for empathy in healthcare discuss how technological innovation and the drive for efficiency have led to a concerning global deficit in empathy and compassion in medicine today. The panel will discuss the relationship between empathy and compassion, describe how empathy can be taught, discuss what role empathy plays in positive outcomes for providers and patients, and conclude that health professions and patients are at risk without an explicit effort to put compassionate, empathetic care at the core of healthcare.*

11:30 AM

***End of Life - Compassionate Conversations and Care***

Daniel Diaz, Advocate – End of Life Options

*On November 1<sup>st</sup>, 2014 Brittany Maynard passed away gently, but only after having to move from her home in California to Portland Oregon in order to have the option of medical aid in dying. Dan Diaz will share the details of what his wife Brittany Maynard experienced as they navigated the chaos of the brain tumor during those 10 months.*

12:00 PM

***Professional Consequences of Physicians' Personal Well-Being***

Tait Shanafelt, MD, Professor of Medicine, Mayo Clinic

*Distress is common among physicians and can have substantial personal and professional implications. An extensive body of research has demonstrated a strong link between physicians personal well-being and the quality of care they provide patients. Several decades of research have identified many of the factors that contribute to physicians distress. Dr. Shanafelt will review the literature on physician satisfaction and burnout, discuss data on the personal and professional repercussions of physician distress.*

12:30 PM

Luncheon

2:00 PM

Breakout Sessions #2

BPD

***Outpatient Services - Beyond What is Expected***

Hofbråuhaus - 25AB

Moderator: Joseph Strauss, AIA, ACHA, Director, Planning & Design, Cleveland Clinic  
Jim Crispino, AIA, NCARB, President, Francis Cauffman  
Robert Greenspan, DDS, Chief Executive Officer, New York Hotel Trades Council & Hotel Association of NYC, Inc.

Jason Groneck, AIA, LEED AP, Principal, GBBN Architects  
Dwinelva Zackery, LISW-S, Director, Patient Experience, St. Elizabeth Healthcare

*This panel will focus on the synergistic relationship between design, technology, operations and cultural expectations for great patient experiences. Discussions will focus on key issues relating to waiting, wayfinding and enabling technologies for patient focused operations. Also discussed will be design as it relates to culture and reputation. Two projects are presented as case studies related to these important topics. 620 Fulton Street houses the New York Hotel Trades Council New Brooklyn Health Center and St Elizabeth Healthcare Heart and Vascular Institute.*

CA

## **Hospitalist Engagement and Cultural Accountability: Tapping into the Triple Win of Patient Experience Improvement - Hosted by SHM**

Parallax - 26B

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

Diane Sliwka, MD, Medical Director of Patient and Provider Experience, UCSF Health  
Vicente Velez, MD, Staff, Hospital Medicine, Cleveland Clinic

*Improved physician engagement and accountability is imperative for meaningful patient experience improvement in hospitals. Patient experience improvement has the potential to impact physicians in three important ways: (1) Reconnection to professional purpose and increased work-life satisfaction, (2) Improve immediate efficiency and productivity, (3) Allow physician groups to differentiate themselves from competition. Effective physician engagement and accountability strategies will support those three elements.*

COM

## **Physician Empathy and the Patient Experience - Performing Surgery or a Surgical Performance?**

Urban Farmer - 24

Fraser Rubens, MD, MSc, FACS, FRCSC, Professor of Surgery; Director, Patient Experience; Department of Surgery, The Ottawa Hospital

Christine Seabrook, MEd, Education Research & Projects Coordinator; Dr. Eric Poulin, Department of Surgery Office of Education, The Ottawa Hospital

Edward Spilg, MBChB, MSc, FRCP (UK), Assistant Professor; Vice-Chair Physician Health & Wellness; Department of Medicine, The Ottawa Hospital

*The panel will focus on (1) understanding the neurobiology of empathy and recognizing the consequences of bad empathic care; (2) recognizing the link between physician empathy and burnout and why burnout is bad for patients as well as physicians; (3) describing the challenges in engaging the issue of empathy in a single payer system; (4) identifying why the challenges faced by surgeons are different and how to effect change; (5) learn how empathy in surgical trainees can be assessed through simulation; (6) appreciate how it is possible for physicians to become more empathic and to build resilience to improve professional empathy and reduce burnout.*

CT

## **Taking Patient Experience Halfway Around the World**

Johnny's - 25C



Maazza Al Magthob, Manager, Service Excellence, Cleveland Clinic Abu Dhabi  
Carolyn Palsky, RN, MSN, NEA-BC, Director, Patient Experience, Cleveland Clinic Abu Dhabi

*From theory to implementation, Cleveland Clinic Abu Dhabi took patient experience half way around the world. Learn how patient experience was infused into every aspect of the patient journey. Hear stories of how TAWASOL, the comprehensive training program developed at Cleveland Clinic Abu Dhabi, bridges the gap in culture between East and West and provides the foundation for outstanding patient experiences.*

HUM

**Community and Patient Engagement, Social Justice and Academic Medical Centers  
- Hosted by AAMC**

Flying Fig - 26C

Karey Sutton, PhD, Lead Specialist in Health Equity Research and Policy, AAMC

*Recent events in Baltimore and elsewhere have rekindled the ongoing national conversation about social injustice. What can we—those who work to improve the health and well-being of all—learn from these occurrences? What is the role of academic medical centers in the communities we serve? Video interview footage of Baltimore residents offering their perspectives on how medical education, clinical care and biomedical research can, should and do respond to social injustice and the social determinants of health will be featured in this innovative session.*

IFT

**Solutions for Value Enhancement (SOLVE)**

Crop Bistro - 22

Moderator: Lisa Yerian, MD, Medical Director, Continuous Improvement, Cleveland Clinic

Eric Holizna, MBA, Director, Continuous Improvement, Cleveland Clinic

Steven Shook, MD, Neuromuscular Center/Neurology, Cleveland Clinic

Nirav Vakharia, MD, Internal Medicine/Associate Chief Quality Officer, Quality & Patient Safety Institute, Cleveland Clinic

*SOLVE's Hypothesis: Combining positive (successful) QI experience with learning will lead to caregiver engagement in QI work. The attendees will learn and hear from speakers' first-hand experiences about SOLVE's innovative approach and key elements, including: a) Multimodal learning: Classroom, Application, & Coaching, b) SOLVE's multidisciplinary teams, c) how SOLVE's Teams and their leads' projects are aligned to organization priorities, d) how the training sessions meet CME / MOC requirements, and e) how SOLVE drives sustained learning, capability, and results. The attendees will walk away with a proven approach that they can utilize.*

PAP

**Leveraging Core Competencies of Collaboration and Innovation to Create a Health System Patient Advisor Resource**

Alley Cat - 23

Andrea E. Cassidy-Bushrow, PhD, Associate Scientist, Henry Ford Health System

Karen Kippen, MSA, Executive Director of the Patient-Engaged Research Center (PERC), Henry Ford Health System

*The Institute of Medicines (IOM) Six Aims for Improvement include healthcare that is Patient-Centered. Located in a vertically integrated health system, we received an R24 AHRQ grant to develop the infrastructure and resources for patient-centered outcomes research (PCOR). Henry Ford Health System's innovation is making patient-centered approaches central to our research and all across the entire health system. By leveraging our core competencies of collaboration and innovation we created a unique network based on shared patient, community and Health System interests with our Department of Public Health Sciences as the hub. We have built an open framework which includes diverse patient advisors to imbed the patient and family experiences and prospective in all types of patient care, work processes and future research. This framework will enhance the dissemination and implementation of patient-centered outcomes research's evidence-based findings quickly across our large urban health system.*

PE

## **Engaging the Generations**

TownHall - 26A

Joy Jones, MS, Senior Organizational Effectiveness Consultant, Cleveland Clinic

Shannon Wagner, Director, Engagement, Cleveland Clinic

*When it comes to engagement efforts there are several foundational principles that every strategy needs but when it comes to engaging the Generations ones size does not fit all. This session will share key engagement principles used at the Cleveland Clinic to support a move from the 59th% to the 68th% in just one year. The team will also share customized engagement approaches for the generations from traditionalist to millennial and some predictions for workers of the future.*

TTT

## **Insights into Empathy through Live Emotion Gathering**

Blue Point Grille - 21

Michael Bennick, MD, MA, AGAF, FACP, Medical Director of the Patient Experience and Associate Chief of Medicine, Yale-New Haven Hospital

Vincent Salvo, Chief Growth Officer, Humm

*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.*

3:00 PM

Networking Break

3:30 PM

## **Interactive Experiences**

- 360 Degrees of Ideas (Mabel's - 19, Hyde Park - 20)
- Book Shelf Gotta Haves (TownHall - 26A)

# PATIENT EXPERIENCE SUMMIT

- Mary Beth Modic, DNP, RN, CNS, CDE, Clinical Nurse Specialist, Inpatient Diabetes, Cleveland Clinic
- Cleveland Clinic Tours
- Code Lavender Experience
- Poster Presentations (Johnny's - 25C)
- Roundtable Speed Dating (Greenhouse Tavern - Hall C)
- **Music Therapy to Care for the Critically and Chronically Ill Patients** (Alley Cat - 23)
  - Samantha Connelly, RN, Nurse - ICU, Hillcrest Hospital
  - Stephanie Morris, Music Therapist, Hillcrest Hospital

*Discover how one hospital developed a successful and evidence-based music therapy program. With support from nursing, music therapy has demonstrated positive patient outcomes in difficult patient situations. Nursing and patient stories will be shared in addition to information regarding data that was collected.*

5:00 PM Adjourn

## Wednesday, May 18

7:00 AM Registration Opens  
Continental Breakfast

8:00 AM Breakout Sessions #3

BPR

### **Multidisciplinary Rounding: Two Perspectives**

Flying Fig - 26C

Charles Davis, RN, BSN, Registered Nurse, Presbyterian St. Luke's Medical Center  
Katarzyna Mastalerz, MD, Hospitalist, Presbyterian St. Luke's Medical Center; Assistant Professor of Medicine, University of Colorado School of Medicine  
Shara Mock, MBA, CPXP, Director, Global Patient Experience, Florida Hospital  
Marcela Reyes, MSN, RN, CPXP, Director, Patient Experience, Florida Hospital

*Join Katarzyna Mastalerz, MD and Charles Davis, RN, BSN from Presbyterian St. Luke's Medical Center in Denver, Colorado and Shara Mock, MBA and Marcela Reyes, MSN, RN from Florida Hospital in Maitland, Florida and discover two perspectives of intentionally structured multi-disciplinary rounding. Discover the "why," the tactics to engage and educate stakeholders, the implementation process and best practices, plus see a multi-disciplinary rounding role play and reviews of both organization's findings. Through multi-disciplinary rounding the unique and invaluable contributions of each member of the care team keeps patients safe and involved in the care process.*

CA

### **Provider-Patient Interactions: Strategies that Succeed in Facilitating Positive Working Relationships - Hosted by AMGA**

Parallax - 26B

Moderator: Mark Miller, MS, Director, Survey Studies and Research, AMGA

## **Culture Driven Patient Experience: Dreyer's Journey to Improve Patient Satisfaction by Paying Attention to Physician Satisfaction**

Charles Ireland, DO, Physician and Surgeon; Family Practice; Physician Coach;  
DreyerAdvocate Medical Clinic

*The extent to which you genuinely care for your providers is the extent to which they will care for your patients - and each other.*

## **Culture Coaching & Mentorship**

Mona Bickler, Director, Talent Development, WESTMED Practice Partners

*This presentation will share an overview of the content that comprises the flagship Service Culture Activation and Enhancing the Patient Experience programs at WESTMED, as well as those that touch upon the Physician Shadow Coaching Program and Physician Mentor Program among other related Talent Development initiatives that positively and measurably impact patient interactions. An update will be presented on WESTMED's planning, with LRA by Deloitte, for a proposed next step program to be rolled out this year that is based on hospitality industry best practice: Patient Experience Audits.*

COM

## **Caring for Our Care Providers: Cultivating Resilience**

Hofbräuhaus - 25AB

Richard Frankel, PhD, Professor of Medicine and Geriatrics, Indiana University School of Medicine; Professional Staff, Education Institute, Cleveland Clinic

Terence Gutgsell, MD, Medical Director, Horvitz Center for Palliative Medicine; Acting Section Chief, Palliative Medicine Section; Chief Medical Officer, Hospice, Cleveland Clinic

Julia Miller-Lemon, CNP, Nurse Practitioner, Hillcrest Hospital

Catherine Palcisco, LISW-S, Social Worker, Palliative Medicine, Hillcrest Hospital

Laura Shoemaker, DO, MS, Associate Staff, Palliative Medicine, Cleveland Clinic

*Cultivating resilience and managing stress and burn-out in medical professionals is a challenging imperative in the current healthcare climate. High quality patient care requires providers of all disciplines to bring their best selves to the bedside each day. In this session, we will explore how individuals, teams, and institutions can cultivate resilience by being present, respectful and vulnerable with one another. This interactive session will include a fishbowl featuring the perspectives of a Hospital-based Interdisciplinary Palliative Care team as they discuss what makes it possible to remain resilient in the face of death, dying, loss and grief. A question and answer and large group discussion of strategies for remaining resilient will follow.*

CT

## **How Novel Access Mechanisms Can Enhance Patient Experience**

Blue Point Grille - 21

Deb Duffy, Executive Director, Office of Clinical Compliance, Cleveland Clinic

Frank Brown, MD, Senior Medical Director, Cigna

Mark Hamlin, Deputy Chief of Staff, Office of Lt. Governor Mary Taylor

*More than ever, the healthcare arena today necessitates looking at access from a patient's perspective. Receiving care when and where the patient wants it, especially when coupled with care coordination, has been shown to drive patient satisfaction and improve outcomes. This breakout session will share innovative access and patient satisfaction success stories from a healthcare system, government and commercial payer vantage point.*

HUM

## **Engaging Patients and Communities to Achieve Health Equity - Hosted by AHA**

Urban Farmer - 24

Tomás León, MBA, President & Chief Executive Officer, Institute for Diversity in Health Management

*The American Hospital Association (AHA), Institute for Diversity in Health Management and our national partners, have made ending disparities and increasing diversity in health care a top priority. Through efforts such as the AHA's #123forEquity campaign and the National Call to Action to Eliminate Health Care Disparities, we are making some progress. However, we need to accelerate that progress to meet the changing needs and expectations of diverse patients. Learn about innovative, human-centric diversity and inclusion strategies that will help you and your organization ensure equitable care is delivered to all people in every community you serve.*

IFT

## **Holistic Care Models in an Acute Care Setting**

Crop Bistro - 22

Introducer: Leon Bibb, News Anchor, WEWS-TV5

Lynda Berger, RN, HN-BC, Team Member, Integrative Care Services/TLC, Mercy Regional Medical Center

Suzanne Bolton, RN, HN-BC, IAC, Retired, Integrative Care Services, Mercy Regional Medical Center

Margaret Erickson, PhD, RN, CNS, APHN-BC, Chief Executive Officer, American Holistic Nurses Credentialing Corporation

Elizabeth Monson, MA, ANP-C, Nurse Practitioner, Intermountain Medical Center

Barb Picciano, BSN, RN, HN-BC Manager Healing Services, Cleveland Clinic

*Mercy Regional Medical Center, Durango, CO, offers programs designed to honor and balance of body, mind, and spirit through a variety of safe and gentle complementary therapies. Gentle healing arts are used to support and enhance the excellent medical care patients receive while in the hospital and assist with maintaining health or healing progress as an outpatient.*

*The Touch, Love and Compassion (TLC) and Steps to Surgical Success (STEPS) are offered to inpatients free of charge. Community members and outpatients may schedule appointments for Relax and Renew with Healing Therapies, Stress Management, and Massage Therapy for a reasonable fee.*

*This session will expand on the programming offered.*



PAP

## **Getting to Zero Patient Falls Through Targeted Solutions - Hosted by The Joint Commission**

Johnny's - 25C

Anne Kilpatrick, RN, BSN, Project Lead for Preventing Falls, Center for Transforming Healthcare, The Joint Commission

Elaine Rowinski, RN, MPS, Director, Nursing Critical Care, St. Joseph Hospital

*Although much work has been done by health care organizations to prevent patient falls, they continue to occur, resulting in injury and even death. At the Joint Commission Center for Transforming Healthcare (the Center) we are committed to transforming healthcare into a high-reliability industry by developing effective solutions to health care's most critical safety and quality problems. In this session you'll learn about the Center's newly released Preventing Falls Targeted Solutions Tool® (TST®), a unique online tool that guides organizations in accurately measuring their actual performance, identifying their barriers to excellent performance, and then directing them to proven solutions that are customized to address each organization's particular barriers. You'll also gain insight on how organizations that have used this systematic approach have reduced the rate of patient falls by 35 percent and the rate of patients injured in a fall by 62 percent.*

PE

## **How to Engage Staff and Leaders through Patient & Family Speakers**

TownHall - 26A

Krista Rosa Brennan, Patient Speaker, Stanford Health Care

Mary Song, MPH, Manager of Patient & Family Partner Program, Stanford Health Care

*Patients' and families' stories are powerful in inspiring leaders and staff to improve the patient experience. Their perspectives provide meaningful and tangible ways that any staff, no matter what position or department, can have a role in providing care for patients. Stanford Health Care will share how patient & family speakers have helped to transform a culture of patient- and family-centered care and engaging patients and families in improvement. You will learn about different types of patient stories and which is most impactful for your audience. You will leave with tools and strategies to recruit and coach your own patient & family speakers, and how to coordinate requests for patient & family speakers within your organization.*

TTT

## **Support Services – Tackling Opportunities, Creating Touchdowns**

Alley Cat - 23

### **Food 4 Thought: Everyone at the Table for a Successful Transition**

Tom Carabin, Director, Regional Integration/Operations, Cleveland Clinic

Melody Obery, HR Business Partner, Cleveland Clinic

Maggie Stefanek, RD, LD, Senior Director, Food & Nutrition Services, Cleveland Clinic

*Learn about the unparalleled elements that the Cleveland Clinic used to transition a \$40 million food service contract between two vendors who came to the table for a seamless transition in an expedited timeframe.*

### **The Value of Reusable Textiles in Healthcare: A Collaborative and Strategic Partnership Methodology**

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Nick Brusio, CPA, MBA, Senior Director, Patient Logistics, Cleveland Clinic  
James Bryant, RN, MSN, Associate Chief Nursing Officer, Cleveland Clinic  
Jim Byrnes, District Manager, Sodexo Healthcare  
John Wintz, Group Vice President, Standard Textile Co., Inc.

*Healthcare organizations seeking to improve the patient and Caregiver experience have tremendous opportunity with reusable textiles. Reusable healthcare textiles offer enhanced comfort, greater protection, lower cost per use, and environmental benefits. However, integrating reusable textiles requires developing clinical and supplier partnerships to support change management.*

*At the completion of this brief attendees will learn the pathways Cleveland Clinic undertook to successfully expand reusable textiles and develop a tactical playbook for future projects.*

## **Round and Round: Continuous Improvement of the Patient Experience at the Cleveland Clinic Main Drive**

Moderator: Paul Dexheimer, Program Manager, Parking, Transportation & Fleet Services, Cleveland Clinic

Rich Aiple, Supervisor, Transportation Services, Cleveland Clinic

Tim Gibbons, Manager, Patient Transportation, Cleveland Clinic

Dave Horning, Contract Valet Manager, Parking Services, Cleveland Clinic

Peter Prcela, Contract Manager, Parking Services, Cleveland Clinic

Mike Reffert, Contract Senior Manager, Parking Services, Cleveland Clinic

Carol Schiro, Patient Guest Services Assistant, Patient Support Services, Cleveland Clinic

Shante Stover, Drive Captain, Parking Services, Cleveland Clinic

*The combined efforts of Parking, Shuttle, Red Coats, Patient Transportation, Discharge and the Police Department (aka "The Main Circle Team") have significantly improved access for Cleveland Clinic patients and visitors arriving at the flagship entrance. Through the application of the Cleveland Clinic Improvement Model (CCIM), this team came together, organized their varied responsibilities toward shared goals, enhanced the management of the 6000 vehicles that transit our main entrance daily, focused on improving the flow of traffic through our main circle and reduced valet retrieval times from 18 minutes to less than 10 minutes while handling a 22% increase in valet volume – a tremendous improvement to our patient valet experience. Efforts continue to refine and improve timely access to and departure from our main circle and are a great example of a cross-functional team committing to and working together to improve their 'What Matters Most'.*

9:00 AM

Networking Break

9:15 AM

Announcement of Patient Experience Award Winners

# PATIENT EXPERIENCE SUMMIT

9:25 AM

## **A Bad Death is a Con**

Alexandra Drane, Co-Founder & Chairman, Eliza Corporation;  
Co-Founder Engage with Grace and Seduce Health

*Caregiver stress. Financial stress. Financial fraud and abuse of seniors. This triumvirate is a super storm that is about to take our country to the cleaners – emotionally, physically, financially. And chances are some aspect of it is not just happening to you – it's happening to your mother, your brother, your neighbor – and your patient. What do we do about it? And, more broadly, how do we deal with the 'Life Sucks Disease' epidemic sweeping our country?*

9:55 AM

## **Are You Really Connecting With Your Patients AND Their Caregivers?**

Moderator: Christina Owens, MD, Patient  
Tim and Phyllis Sargi, Patient Advocates

*Hear stories and advice from patients and family members providing care for patients on their experiences making connections with healthcare providers. Learn powerful tips and ways to reach patients and their loved ones on a personal level and how that impacts the quality of care they receive and the lasting impression it leaves on them.*

10:25 AM

## **Joy in Seemingly Joyless Space – Resiliency Efforts in a Complaint Department**

Stephanie Bayer, Director, Ombudsman, Cleveland Clinic  
Andrea Cupples, Manager, Ombudsman, Cleveland Clinic

*The Ombudsman Department is like a giant Festivus pole. It's a space that invites people to come and air their grievances. For such a team, surrounded by patient complaints and crisis situations, the job could be understandably draining and difficult. Yet, with intention, it can become a space with room for joy too. This session will focus on techniques and strategies to create space for joy, support, and fun in challenging circumstances. Strategies which are not only applicable to those in a complaint department role, but to all people experiencing the stress that comes from caring.*

10:55 AM

## **Moving the Needle: 2016 Signs that Technology is Transforming Care**

Michael Roizen, MD, Chair, Cleveland Clinic Wellness Institute; Chief Wellness Officer, Cleveland Clinic  
Will Morris, MD, Associate Chief Information Officer, Cleveland Clinic

*Technology has been used to benefit the customer experience within industry for years, from online shopping to banking and travel. Does this evenly translate over to the Patient Experience? This session will overview current trends and technologies that are currently available and bring to light the pieces of the puzzle that are needed to truly improve the Patient Experience.*

11:15 AM

## **CNO Panel: Creating A Healing Environment for Caregivers and Patient Experience**

Moderator: Kelly Hancock, DNP, RN, NE-BC, Executive CNO, CCHS and Chief Nursing Officer, Cleveland Clinic  
Gay Landstrom, PhD, RN, NEA-BC, Chief Nursing Officer, Dartmouth-Hitchcock

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Maureen McCausland, DNSc, RN, FAAN, Senior Vice President & Chief Nursing Officer, MedStar Health

Maureen White, RN, MBA, Senior Vice President - Chief Nurse Executive, Northwell Health

*In this session several expert chief nursing officers will discuss how they provide leadership support for caregivers so their staff can participate in establishing a healing environment that fosters resiliency, teamwork, and support for patient care.*

11:45 AM

## **The Fire Within**

Allison Massari, Keynote Speaker, Executive Coach, Artist

*In her riveting and thought-provoking keynote, Allison Massari takes her audience on a journey, offering tools to rise above any obstacle, and find peace, purpose, and happiness despite turbulent times. Allison shares her story of absolute loss, to forgiveness and understanding. With sensitivity and compassion born from her experiences, Allison shines light on the provider's immense value to a patient who is suffering, reinvigorating employees and helping heal healthcare burnout in the workplace. She explains, "The power of what you do goes far beyond the technical part of your job. You are healing the places medicine cannot touch. In fact YOU are the medicine."*

12:30 PM

## **Wrap Up**

Adrienne Boissy, MD, MA

12:40 PM

Adjourn

## **Breakout Key**

**BPD** – Best Practices in Design

**BPL** – Best Practices in Leadership

**BPR** – Best Practices in Rounding

**CA** - Cultural Accountability

**COM** – Communication

**CT** – Care Transformation

**HUM** – Humanity

**IFT** – Innovation for Teams

**PAP** – Patients as Partners

**TTT** – Tactics, Tactics, Tactics

**PE** – People Engagement