

Program Agenda

September 23 ♦ 5-7 PM

Registration

September 24 ♦ 8 AM - 4:30 PM

Introduction of Presenters

Expectations

Identifying Critical Aspects of Patients' Experience & Satisfaction

- Clinical vs. Emotional
- Expectations
- Clarifying H-CAHPS

BREAK

The Case for Patient Experience Management

Benchmarking World-Class Examples

- Stories of patient-centered experiences
- Cultural integration and operationalizing strategies

Case Study: University of Arkansas for Medical Services

LUNCH / Breakout Sessions

- Barriers
- What would it look like in your organization?

Methodology & Tools for Managing Patient Experiences

- The Patient Expectations Compass
- Patient TouchPoint MappingSM

Homework / Adjourn

September 25 ♦ 7 AM - 3 PM

Day One Review, Day Two Overview

Homework Discussion

Overview of Five-Phase Implementation Methodology

- Identify Focus Areas
- TouchPoint Map Areas of Opportunity
- Prioritize According to Criteria
- Rollout Globally
- Hardwire Locally

BREAK

Patient TouchPoint MappingSM In Depth

- Table Group Simulations
- Debrief & Questions

Global to Local Implementation

- Implementing Consistency
- Acknowledging Differences to Increase Acceptance

WORKING LUNCH Case Study: University of Colorado Hospital

Practical Applications to Increase Satisfaction

Action Planning

Evaluation

Adjourn

NOTE: Agenda subject to change.

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