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...

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

Data Compiled by Avantar

Webinar Series Faculty:

Brian Lee, CSP
Founder of CLS

David Dworski, MA
Implementation Specialist

Custom Learning Systems
1.800.667.7325 customlearning.com
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!

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.

I am happy to report that since taking the course with our managers, our inpatient satisfaction has hit 94%. This is up from dipping down to 89%. There is still work to be done, but we have a great multidisciplinary patient satisfaction focus group that is engaged, and coming up with new ideas weekly. Taking the course was most beneficial for us.

Jacquelyn Maki, CNO
Oakleaf Surgical Hospital
Altoona, WI

Contact 1-800-667-7325 x203
or webinars@customlearning.com

www.customlearning.com/hbs
# The HCAHPS Breakthrough Leadership™ Series Schedule

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

<table>
<thead>
<tr>
<th>Webinar</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Leadership Engagement: The C-Suite Leader Role in HCAHPS Transformation™</td>
<td>September 17, 2019</td>
</tr>
<tr>
<td>Creating Leadership Inspiration, Engagement &amp; Accountability to Drive HCAHPS Success</td>
<td>59 minutes</td>
</tr>
<tr>
<td>2. Quiet at Night: The Quiet Revolution™</td>
<td>October 15, 2019</td>
</tr>
<tr>
<td>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</td>
<td>55 minutes</td>
</tr>
<tr>
<td>3. Cleanliness of Patient Rooms: Cleanliness Matters™</td>
<td>November 12, 2019</td>
</tr>
<tr>
<td>Cleanliness Is Next to Godliness</td>
<td>59 minutes</td>
</tr>
<tr>
<td>4. Communication about Medicine: Medication Education Imperative™</td>
<td>December 17, 2019</td>
</tr>
<tr>
<td>Master the Skills of Successful Patient Medication Education</td>
<td>58 minutes</td>
</tr>
<tr>
<td>5. Communication with Doctors: Skillful Physician Communication™</td>
<td>January 14, 2020</td>
</tr>
<tr>
<td>Master the Communication Skills for a Compassionate Patient Experience</td>
<td>66 minutes</td>
</tr>
<tr>
<td>6. Communication with Nurses: Relationship-Based Nurse Communication™</td>
<td>February 18, 2020</td>
</tr>
<tr>
<td>Master Relationship-Based Communication Skills that Heal</td>
<td>64 minutes</td>
</tr>
<tr>
<td>7. Discharge Information: Discharge Satisfaction Guaranteed™</td>
<td>March 17, 2020</td>
</tr>
<tr>
<td>How to Prepare Every Patient for Safe, Continued Recovery at Home… Every Time!</td>
<td>62 minutes</td>
</tr>
<tr>
<td>8. Pain Care: Compassionate Pain Care™</td>
<td>April 21, 2020</td>
</tr>
<tr>
<td>Create a Culture of Compassionate Pain Care Through Proven Skills and Best Practices</td>
<td>71 minutes</td>
</tr>
<tr>
<td>9. Responsiveness of Staff: Revolutionize Staff Responsiveness™</td>
<td>May 19, 2020</td>
</tr>
<tr>
<td>Create a Culture of Empathetic, Timely, Responsive Service</td>
<td>90 minutes</td>
</tr>
<tr>
<td>10. Transition of Care: Care Transitions Done Right™</td>
<td>June 16, 2020</td>
</tr>
<tr>
<td>Engage Staff and Patients in Creating a Seamless Care Transition Experience</td>
<td>70 minutes</td>
</tr>
<tr>
<td>11. Overall Rating: High-Performing Overall Hospitals™</td>
<td>July 21, 2020</td>
</tr>
<tr>
<td>A Strategic Blueprint to Engage All Staff in Creating a Compassionate Experience for Patients and Family Throughout their Hospital Stay</td>
<td>112 minutes</td>
</tr>
<tr>
<td>Create a Hospital Experience that Patients Will Enthusiastically Recommend</td>
<td>90 minutes</td>
</tr>
<tr>
<td>13. BONUS WEBINAR! Marcus Engel: Applied Inspiration™</td>
<td>September 22, 2020</td>
</tr>
<tr>
<td>Discover How Small Acts of Compassion Make a Big Difference in the Patient Experience</td>
<td>40 minutes</td>
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</tbody>
</table>
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 “WWWH” (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

<table>
<thead>
<tr>
<th>1. <strong>Leadership/Executive Strategy</strong></th>
<th>5. <strong>Communication with Doctors</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The C-Suite Leader’s Role in HCAHPS Transformation™</strong></td>
<td><strong>Skillful Physician Communication™</strong></td>
</tr>
<tr>
<td>You will learn how to:</td>
<td>You will learn how to:</td>
</tr>
<tr>
<td>- Effectively educate leaders on the core skills/competencies of how to improve and sustain HCAHPS Patient Satisfaction Survey Scores</td>
<td>- Understand why patients place more importance on doctor’s interpersonal skills than on medical judgment or experience</td>
</tr>
<tr>
<td>- Successfully engage, motivate, and empower staff at every level to own the patient experience and deliver compassionate care to every patient, every time</td>
<td>- Help doctors communicate skillfully with patients</td>
</tr>
<tr>
<td>- Avoid the two fatal mistakes most C-Suites make designing their HCAHPS strategy: create a plan to move scores to the 75th percentile</td>
<td>- Support physicians to make the most of their time with patients</td>
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<table>
<thead>
<tr>
<th>2. <strong>Quiet at Night</strong></th>
<th>6. <strong>Communication with Nurses</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Quiet Revolution™</strong></td>
<td><strong>Relationship-Based Nurse Communication™</strong></td>
</tr>
<tr>
<td>You will learn how to:</td>
<td>You will learn how to:</td>
</tr>
<tr>
<td>- Ensure that patients get the rest they need in order to heal and recover</td>
<td>- Manage patient expectations around their hospital stay</td>
</tr>
<tr>
<td>- Make them feel like they are honored guests, not objects being “processed” through a mill</td>
<td>- Overcome barriers to better patient communication</td>
</tr>
<tr>
<td>- 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</td>
<td>- Utilize “Chat Time” as a way to develop a positive relationship</td>
</tr>
<tr>
<td>- Let patients appreciate special “healing time” when they know they won’t be disturbed</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3. <strong>Cleanliness of Patients Rooms</strong></th>
<th>7. <strong>Discharge Information</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cleanliness Matters™</strong></td>
<td><strong>Discharge Satisfaction Guaranteed™</strong></td>
</tr>
<tr>
<td>You will learn how to:</td>
<td>You will learn how to:</td>
</tr>
<tr>
<td>- Use a five step coaching model to engage all hospital associates in cleanliness awareness</td>
<td>- Adapt to patient and family preferences in everyday decision-making</td>
</tr>
<tr>
<td>- Use “behavior labeling” to tell patients what you’re doing to keep them safe and comfortable</td>
<td>- Eliminate the root cause of most adverse events after discharge</td>
</tr>
<tr>
<td>- Lead a hospital culture that sees Environmental Services and its housekeepers as “life savers”</td>
<td>- Provide timely care transition communication and follow-up</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4. <strong>Communication about Medication</strong></th>
<th>8. <strong>Pain Care</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Medication Education Imperative™</strong></td>
<td><strong>Compassionate Pain Care™</strong></td>
</tr>
<tr>
<td>You will learn how to:</td>
<td>You will learn how to:</td>
</tr>
<tr>
<td>- Involve family caregivers in new medicine education</td>
<td>- Evaluate pain as the “5th Vital Sign”</td>
</tr>
<tr>
<td>- Be certain patients understand all aspects of a new medication</td>
<td>- Overcome misconceptions about pain meds</td>
</tr>
<tr>
<td>- Reduce medication errors</td>
<td>- Teach alternative pain-reduction techniques</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>9. <strong>Responsiveness of Staff</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revolutionize Staff Responsiveness™</strong></td>
</tr>
<tr>
<td>You will learn how to:</td>
</tr>
<tr>
<td>- Train all staff to overcome service delays - and perform service recovery</td>
</tr>
</tbody>
</table>
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

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

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

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 ready-to-use how-to tools:

- The C-Suite Role in HCAHPS Transformation™
  1. Tool: Accountability Agreement

- 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

- Communication with Nurses – Relationship Based Nurse Communication™
  7. Tool: S.E.R.V.E. Communication Tool Mini Poster
  8. Tool: A.I.D.E.T. Communication Tool Mini Poster
  9. Tool: Keep your Nurses for Life eBook

- Discharge Information – Discharge Satisfaction Guaranteed™
  10. Tool: Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience.
  11. Tool: Discharge Team Charter

- Pain Care – Compassionate Pain Care™
  12. Tool: Pain Care Resource Team Charter
  13. Tool: Nominate a Pain Care Angel Poster
  14. Tool: Pain Care Angel Nomination Form
  15. Tool: Pain Care Management Flow Sheet

- Responsiveness of Staff – Revolutionize Staff Responsiveness™
  16. Tool: Service Recovery Tool Kit
  17. Tool: Rapid Cycle Improvement Planner

- Transition of Care – Care Transitions Done Right™
  18. Tool: The Skilled Nursing Organization
  19. Tool: Personal Care Plan Checklist
  20. Tool: Care Transition Team Charter

- Overall Rating – The High-Performing Overall Hospital™
  21. Tool: The CEO’s Engagement Checklist
  22. Tool: Semi-Annual Leadership Empowerment and Retention Survey
  23. Tool: The Patient and Family Advisory Council Charter
  24. Tool: Active Physician Engagement Checklist
  25. Tool: The Top 20 ED Must Have’s

- Willingness to Recommend – The Power of Word of Mouth Marketing™
  26. Tool: Ideas Worth Quoting and Reading
  27. 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

5. Discharge
   - The Discharge Satisfaction Team

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

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

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

9. Overall
   - Why Overall Matters BIG Time!
   - Reality Check & the HCAHPS Balanced Scorecard
   - The Accountability Protocol

10. Change Your Culture or Be Doomed to Repeat the Past
11. Create High-Performance Leadership Engagement
12. The Highly Visible Leader
13. Create High Performing Frontline Engagement
14. Choose Well & Onboard Effectively
15. Measure Staff Engagement & Continuously Improve
16. Frontline Engagement Bundle
17. Create High-Performing Patient Engagement
18. The Patient & Family Advisory Council
19. Culture of Continuous Quality Improvement
20. Active Physician Engagement
21. The High Performing Emergency Department
22. Integration with Ancillary & Support Departments
23. 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