While we will not meet in person for Patient Experience Conference 2020, we offer you the opportunity to connect with the PX community where you are through a multi-week virtual conference starting April 27.

Participants receive exclusive access to presentations from organizations around the globe offered live 2-3 times per week over several months PLUS access to the library of all recorded sessions. Each session recording will be added to the Virtual PX2020 archive following the live presentation.

Participants can earn up to 46 Patient Experience Continuing Education (PXE), Continuing Medical Education (CME). Other learners using AMA designated certificates (PAs, NPs, and Nurses), NAHQ and Social Work credits.

<table>
<thead>
<tr>
<th>Registration Fee Per Participant</th>
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<tbody>
<tr>
<td><strong>Member</strong></td>
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<tr>
<td>$500</td>
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</tbody>
</table>

Register online.

*Not a member? Join today.

Questions about Virtual Patient Experience Conference 2020?
Contact us at 1.866.488.2379

If you were registered for the Orlando in-person event and would like to transfer your registration to Virtual PX2020, contact natalie.mckay@theberylinstitute.org.
Supporting Your PX Journey

The Beryl Institute Experience Framework identifies the strategic areas through which any experience endeavor should be framed, provides a means to evaluate where organizations are excelling or may have opportunities for improvement and offers a practical application to align knowledge, resources and solutions.

Shaped by the contributions and learnings of our patient experience community, the Experience Framework includes eight strategic lenses through which organizations can address experience improvement and excellence.

The content of Patient Experience Conference 2020 has been aligned with the strategic lenses of the experience framework to help you identify content of interest or areas you would like to address further. Each session is coded with at least once strategic lens.
## Schedule

All virtual sessions are listed in Eastern Time.

### April

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday, April 27</td>
<td>12:00 - 1:00 PM</td>
<td>HUMAN EXPERIENCE 2020: WHERE WE GO FROM HERE</td>
<td>Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute</td>
</tr>
</tbody>
</table>
| Wednesday, April 29 | 12:00 - 1:00 PM | SUSTAINING EXCELLENCE WITH ACTION: AN INTERACTIVE SESSION TO EXPLORE OUR KEY CONCEPTS | Monica Johnson, MHA, CPXP, Program Director, M. D. Anderson Cancer Center  
| Judy Overton, Program Manager, M. D. Anderson Cancer Center |

### May

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
</tr>
</thead>
</table>
| Friday, May 1 | 12:00 - 1:00 PM | CALL ME BY MY NAME | Sandhaya Parekh BScN, RN, MN, Interprofessional Education Specialist, SickKids Hospital  
| Karen Sappleton, MSED, MSW, RSW, Senior Manager, Child and Family-Centered Care and Health Equity, SickKids Hospital |
| Monday, May 4 | 12:00 - 1:00 PM | ELEVATING PATIENT CARE USING MOVEMENT, MEDITATION, AND MINDFULNESS | Lisa Roberts, Yoga Instructor, St. Louis Children’s Hospital |
| Wednesday, May 6 | 12:00 - 1:00 PM | EDUCATION BEYOND THE FOUR WALLS: USING EVERYDAY TECHNOLOGY TO IMPROVE PATIENT EXPERIENCE | Kym Halliday Clear MBA, RN, Manager, Community Programs, Lovelace Health System  
| Debra Zalvan, MBA, Executive VP - Corporate, UbiCare |

Brought to you with support from Qualtrics

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<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Presenter(s)</th>
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</thead>
</table>
| Friday, May 8 | 12:00 - 1:00 PM | CAPTURING THE WHOLE PATIENT: USING Racial/Ethnic, Sexual Orientation and Gender Identity Data | Pamela Abner, MPA, CPXP, Vice President and Chief Administrative Officer, Office for Diversity and Inclusion, Mount Sinai Health System  
| Barbara Warren, PsyD, CPXP, Director, LGBT Programs and Policies, Office for Diversity and Inclusion, Mount Sinai Health System |

### Legend - Strategic Lenses of the Experience Framework

- Culture & Leadership
- Infrastructure & Governance
- Staff & Provider Engagement
- Policy & Measurement
- Customer, Family & Community Engagement
- Quality & Clinical Excellence
- Innovation & Technology
- Environment & Hospitality
- Human Experience 2020: Where We Go From Here
- Sustainability with Action: An Interactive Session to Explore Our Key Concepts
- Call Me By My Name
- Elevating Patient Care Using Movement, Meditation, and Mindfulness
- Education Beyond the Four Walls: Using Everyday Technology to Improve Patient Experience
- Capturing the Whole Patient: Using Racial/Ethnic, Sexual Orientation and Gender Identity Data
## Schedule

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<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>MAY 11</td>
<td><strong>ENABLING STRATEGIC VICTORIES WITH REAL-TIME AND STAR RATINGS</strong></td>
<td>Jodi Gabriel, Patient Experience Coordinator, OrthoNebraska</td>
</tr>
<tr>
<td></td>
<td>5:00 - 6:00 PM</td>
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<td>Jason Newton, Senior Business Development Manager, Patient Experience and Online Reputation, NRC Health</td>
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<td>David Zauha, Chief Administrative Officer, OrthoNebraska</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>MAY 13</td>
<td><strong>VA VOICES EXPERIENCE: EXPERIENTIAL TRAINING TO CULTIVATE STAFF AND VETERAN PARTNERSHIPS</strong></td>
<td>Julie Kurutz, MS, National Program Co-Director, Department of Veterans Affairs</td>
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<tr>
<td></td>
<td>12:00 - 1:00 PM</td>
<td></td>
<td>Virginia Edingburg, MS, E. D., National Program Co-Director, Department of Veterans Affairs</td>
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<td>Jennifer McDonald, MD, Psychiatrist, Department of Veterans Affairs</td>
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<tr>
<td>FRIDAY</td>
<td>MAY 15</td>
<td><strong>ELEVATING THE UNIMAGINABLE EXPERIENCE: AN INITIATIVE TO IMPROVE PEDIATRIC END-OF-LIFE CARE</strong></td>
<td>Jessika Boles, PhD, CCLS, Child Life Team Lead, Monroe Carell Jr. Children's Hospital at Vanderbilt</td>
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<td></td>
<td>12:00 - 1:00 PM</td>
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<td>Annie Duplechain, Graduate Research Assistant, Vanderbilt University</td>
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<td></td>
<td>Camille Fraser, MS, CCLS, Certified Child Life Specialist, Monroe Carell Jr. Children's Hospital at Vanderbilt</td>
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<td>Maile Jones, CIMI, Research Contractor, Vanderbilt University</td>
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**LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK**

- 🕴️ CULTURE & LEADERSHIP
- 🏗️ INFRASTRUCTURE & GOVERNANCE
- 🏢 STAFF & PROVIDER ENGAGEMENT
- 📊 POLICY & MEASUREMENT
- 🌴 ENVIRONMENT & HOSPITALITY
- 💡 INNOVATION & TECHNOLOGY
- 💙 PATIENT, FAMILY & COMMUNITY ENGAGEMENT
- 💪 QUALITY & CLINICAL EXCELLENCE
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<tbody>
<tr>
<td><strong>WEDNESDAY</strong></td>
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<td><strong>POSTER SESSIONS</strong></td>
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<tr>
<td>May 20</td>
<td>12:00 - 1:00 PM</td>
<td><strong>TERRITORIAL ORGANIZATION OF THE HEADACHES, INCLUDING CARE ROUTE AND SPECIALIZED UNIT, INCORPORATING THE PATIENT’S EXPERIENCE IN PLANNING, IMPLEMENTATION AND EVALUATION OF RESULTS</strong></td>
<td>Raimon Camps, Physician, Hospital Plató</td>
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<td></td>
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<td><strong>IMPROVING COMMUNICATION WITH THE PERCEIVED “DIFFICULT PATIENT” IN HIGH-STRESS CARE ENVIRONMENTS</strong></td>
<td>Kate Balzer, LMSW, Program Manager, Office of Patient Experience, Michigan Medicine</td>
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<tr>
<td></td>
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<td><strong>A JOURNEY TO ENHANCING CARE DELIVERY, IMPROVING THE PATIENT EXPERIENCE AND INCREASING NURSE RETENTION</strong></td>
<td>Bryan Vest MSN, RN, Service Line Director Inpatient Nursing, Decatur Morgan Hospital</td>
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<td></td>
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<td><strong>PIONEERING PEDIATRIC PSYCHOSOCIAL EDUCATION</strong></td>
<td>Sarah Patterson, Assistant Professor, McMaster University</td>
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<td>Cathy Humphreys, Associate Professor, McMaster University</td>
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<tr>
<td><strong>FRIDAY</strong></td>
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<td><strong>WHY RECRUITING FOR DIVERSITY IN OUR PATIENT FAMILY ADVISORS MATTERS</strong></td>
<td>Diane Akai, Patient Family Advisor, Scarborough Health Network</td>
</tr>
<tr>
<td>May 22</td>
<td>12:00 - 1:00 PM</td>
<td>Kristy Macdonell, Manager-Patient and Community Engagement, Scarborough Health Network</td>
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</tr>
<tr>
<td><strong>WEDNESDAY</strong></td>
<td></td>
<td><strong>PX MARKETPLACE SPONSORED SESSION</strong></td>
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<tr>
<td>May 27</td>
<td>12:00 - 1:00 PM</td>
<td><strong>ADDRESSING HOSPITAL PAIN POINTS WITH DIGITAL PAPER SOLUTIONS</strong></td>
<td>Paul G. Apen, Ph.D., Chief Business &amp; Operations Officer, E Ink Corporation</td>
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<td>Sara LaPorte, VP of Orthopedics and Surgical Services, Landmark Hospitals</td>
<td>Jason Miao, Business Development Manager, iMedtac Co., Ltd</td>
</tr>
<tr>
<td><strong>FRIDAY</strong></td>
<td></td>
<td><strong>MEASURING, REPORTING, AND WINNING ON ROI: UNDERSTANDING THE FINANCIAL SIDE OF PATIENT EXPERIENCE</strong></td>
<td>Audrey Page CPXP, Senior Consultant, PRC</td>
</tr>
<tr>
<td>May 29</td>
<td>12:00 - 1:00 PM</td>
<td>Karla Cardoza, MPH, Corporate Director, Patient Experience, Prime Healthcare Services</td>
<td>Janell Ross, CPXP, Patient Experience Manager, Garden City Hospital</td>
</tr>
</tbody>
</table>

**Legend - Strategic Lenses of the Experience Framework**

- Culture & Leadership
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## Schedule
All virtual sessions are listed in Eastern Time.

### June

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<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Session Title</th>
<th>Speakers</th>
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</thead>
<tbody>
<tr>
<td>MONDAY</td>
<td>JUNE 1</td>
<td>12:00 - 1:00 PM</td>
<td>EMBEDDING PATIENT/FAMILY STORIES INTO THE HEART OF THE PRESENTATION</td>
<td>Rosie Bartel MA, Patient Advisor, Global Patient and Family Advisory Board Tanya Lord, Patient Advisor, Global Patient and Family Advisory Board</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>JUNE 3</td>
<td>12:00 - 1:00 PM</td>
<td>OUR PERSONALIZED APPROACH TO A CALL FOR HELP: COACHING AT THE ELBOW FOR PROVIDERS &amp; CLINICIANS</td>
<td>Kirsten Corley, Director of Patient Experience, UnityPoint Clinic Rachel Hardin, mHSA, Director Provider Services, UnityPoint Clinic</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>JUNE 5</td>
<td>12:00 - 1:00 PM</td>
<td>EVIDENCE-BASED PRACTICE FOR PHLEBOTOMISTS &amp; LABORATORY MED: IMPLICATIONS FOR FRONT-LINE PRACTICE</td>
<td>Julie Piazza, MS, CCLS, Senior Project Manager &amp; Primary Investigator, Michigan Medicine. C.S. Mott Children's Hospital Robyn Bishop, BA, MBA, Patient-Family Advisor, Pathology PFAC, Michigan Medicine, Office of Patient Experience</td>
</tr>
<tr>
<td>MONDAY</td>
<td>JUNE 8</td>
<td>5:00 - 6:00 PM</td>
<td>THE POWER AND IMPACT BEHIND ASKING ONE SIMPLE QUESTION: ‘WHAT MATTERS TO YOU?’</td>
<td>Joan Chaya, MA, SHRM-SCP, Sr Director Workforce Development and Management, Montefiore Hudson Valley Collaborative Damara Gutnick, MD, Medical Director, Montefiore Hudson Valley Collaborative</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>JUNE 10</td>
<td>12:00 - 1:00 PM</td>
<td>POSTER SESSIONS</td>
<td>Hear from authors as they share more details on their work.</td>
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<td>FEARSD R TRS WHEN THEIR CHILD IS A PATIENT</td>
<td>Mindy G Spigel RN, MSN, CPXP, CP, Director of Patient Experience, CHRISTUS Santa Rosa Health System and the Children’s Hospital of San Antonio</td>
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<td>CAN HOSPITALITY INDUSTRY BEST PRACTICES ENHANCE THE PATIENT EXPERIENCE?</td>
<td>Robert J. Thompson, PhD, CHA, TMP Chair, Department of Hospitality &amp; Tourism Management, University of South Alabama</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>JUNE 12</td>
<td>12:00 - 1:00 PM</td>
<td>STRUCTURING YOUR FAMILY ADVISORY COUNCIL FOR THE LONG HAUL</td>
<td>Betsy Rouble, Chair, Family Advisory Council, CHEO Christine Kouri, Manager, Patient Experience, CHEO</td>
</tr>
</tbody>
</table>

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**Legend - Strategic Lenses of the Experience Framework**

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<tbody>
<tr>
<td>MONDAY</td>
<td>JUNE 15</td>
<td>USING THE PATIENT CENTERED VALUE SYSTEM TO CONNECT FEEDBACK WITH ACTION</td>
<td>Jessica Carlson, MSN, RN, Improvement Specialist, University of Pittsburgh Medical Center</td>
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<tr>
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<td>12:00 - 1:00 PM</td>
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<td>Rusty Das, MSN, RN, Improvement Specialist, University of Pittsburgh Medical Center</td>
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<td>Stefanie Massari, MSLBE, Director, Innovation Center, University of Pittsburgh Medical Center</td>
</tr>
<tr>
<td>MONDAY</td>
<td>JUNE 22</td>
<td>MULTI-PRONGED APPROACH TO IMPROVING THE PATIENT, CARER AND STAFF EXPERIENCE</td>
<td>Anne Marie Hadley, CXO, NSW Health</td>
</tr>
<tr>
<td>WEDNESDAY</td>
<td>JUNE 24</td>
<td>A LEAN APPROACH TO MEDICAL PRACTICE PATIENT EXPERIENCE IMPROVEMENT</td>
<td>Kristie Simmons-Abney, MBA, FACHE, CPXP, Director, Customer and Physician Engagement Emory Healthcare</td>
</tr>
<tr>
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<td>12:00 - 1:00 PM</td>
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<td>Isabella Young, Patient Experience Consultant, Emory Healthcare</td>
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<tr>
<td>FRIDAY</td>
<td>JUNE 26</td>
<td>LAUNCHING PEER SUPPORT &amp; MENTOR PROGRAMS: THE FAST TRACK TO GETTING STARTED</td>
<td>Dexter Janet Borrowman, CHIE, CPXP, Director of Care Experience &amp; Peer Support &amp; Mentor Program National Champion, Maui Health System Affiliated with Kaiser Permanente</td>
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<td>12:00 - 1:00 PM</td>
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<td>Sara Flores, Consultant &amp; Peer Support &amp; Mentor Program National Champion, Kaiser Permanente</td>
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<td>Marlene Zuehlsdorff, Volunteer Peer Support &amp; Mentor Program National Champion, Kaiser Permanente</td>
</tr>
<tr>
<td>MONDAY</td>
<td>JUNE 29</td>
<td>INCLUDING PARENT CONCERNS IN A PEDIATRIC HOSPITAL COMMUNITY HEALTH NEEDS ASSESSMENT</td>
<td>Melody Schaeffer, MPH, Supervisor, Community Benefit and Evaluation, St Louis Children’s Hospital</td>
</tr>
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### LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

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- [Innovation & Technology](#)
- [Patient, Family & Community Engagement](#)
- [Quality & Clinical Excellence](#)
## July

### Wednesday, July 1
12:00 - 1:00 PM

**Simply Amplify the Patient Experience**
- **Mary Coleman Dobbins**, Patient Experience and Engagement, University of Alabama at Birmingham
- **Gary Jones**, Patient Experience Coach, University of Alabama at Birmingham
- **John Dodd**, MSHQS, Director, PXE Operations, Office of Patient Experience and Engagement, University of Alabama at Birmingham

### Monday, July 6
12:00 - 1:00 PM

**Improving Care Transitions**
- **Brian Bustoz**, BS, Project Manager, Harris Health System - Lyndon B. Johnson Hospital
- **Alicia Hernandez**, DNP, RN, BC, NEA-BC, Administrative Director, Harris Health System - Lyndon B. Johnson Hospital

### Wednesday, July 8
12:00 - 1:00 PM

**Culturally Competent Care for Transgender Patients**
- **Dr. Margaret R. Muir**, RN, CNML, Patient Experience Officer, Duke Regional Hospital

### Friday, July 10
12:00 - 1:00 PM

**How to Be a Member of the M.O.B.: Protocols for Providing Consistent Comfort for Patients**
- **Lori Chabot**, R.T. RM, Director Imaging Services, SCL Health St. Mary’s Medical Center
- **Janet Tuttle RN**, Clinical Nurse Manager, SCL Health St. Mary’s Medical Center

### Monday, July 13
12:00 - 1:00 PM

**Building on the Positives**
- **Amanda Montalbano**, MD, MPH, FAAP, Medical Director, Patient and Family Engagement, Children's Mercy Kansas City
- **Katie Taff**, MBA, MHA, CPXP, Director, Patient and Family Engagement, Children's Mercy Kansas City

### Wednesday, July 15
5:00 - 6:00 PM

**Quiet at Night: Improving the Patient Experience**
- **Andrea Bales**, MS, RN, CNL, OCN, Nurse Manager, OSUCCC-James Cancer Hospital and Solove Research Institute

### Friday, July 17
12:00 - 1:00 PM

**NICU App Gives Parents Comfort During Trying Time**
- **Kimberly Paap**, Manager, Product Development, NICU Innovation, March of Dimes
- **Heather Reimer**, MSW, CPXP, Manager, NICU Family Support, March of Dimes

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**Schedule**

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**Legend - Strategic Lenses of the Experience Framework**

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<tbody>
<tr>
<td><strong>MONDAY JULY 20</strong></td>
<td>12:00 - 1:00 PM</td>
<td>PX MARKETPLACE SPONSORED SESSION DIGNITY HEALTH AND VITAL - MEETING ER PATIENT EXPECTATIONS IN A CHANGED MARKET</td>
<td>Germaine McAuley, Director, Patient Experience and Volunteer Services, Dignity St. Joseph’s Hospital and Medical Center</td>
</tr>
<tr>
<td><strong>WEDNESDAY JULY 22</strong></td>
<td>12:00 - 1:00 PM</td>
<td>POSTER SESSIONS IMPROVING THE PATIENT EXPERIENCE, A 1776 PITCH COMPETITION POWERED BY IPSOS</td>
<td>Thomas Sutton, Vice President, Ipsos</td>
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<td>SINGHEALTH PATIENT ADVOCACY NETWORK – PATIENTS AND CAREGIVERS AS PARTNERS-IN-CARE</td>
<td>Tallin Ang, Assistant Manager, Group Office of Patient Experience, SingHealth</td>
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<td>Sook Mei Chang, Deputy Director, Group Office of Patient Experience, SingHealth</td>
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<td>IMPLEMENTING THE MOST SIGNIFICANT CHANGE METHODOLOGY: MEASURING THE IMPACT OF PRACTICE-BASED RESEARCH AND INNOVATION THROUGH A SELF-NARRATIVE</td>
<td>Lisa Di Prospero, BSc MSc MRT(TT), Director, Practice-Based Research and Innovation and Education Research Unit, Sunnybrook Health Sciences Centre</td>
</tr>
<tr>
<td><strong>FRIDAY JULY 24</strong></td>
<td>12:00 - 1:00 PM</td>
<td>WHAT WOULD A PATIENT ADVOCATE DO?</td>
<td>Kate Clarke MA, LCPC, Manager, Patient Relations and Interpreter Services, Northwestern Medicine, Central, DuPage Hospital</td>
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<td>Linda Kajtazi, MA, CPXP, Director, Patient Relations, Language Services, White Plains Hospital</td>
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<td>Kim Pedersen, BA, CPXP, Director, Patient Relations, Marianjoy Rehabilitation Hospital, Northwestern Medicine</td>
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<td>Rebecca Ruckno, MSW, MBA, Director, Health Literacy and Interpreting Services, Geisinger Health System</td>
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**LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK**

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<th>Time</th>
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<tbody>
<tr>
<td>5:00 - 6:00 PM</td>
<td>HUNGRY FOR FEEDBACK: PARTNERING WITH PHYSICIANS TO SHARE FAMILY REVIEWS</td>
<td>Darlene Barkman, Family Consultant, Children’s Hospital of Philadelphia</td>
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<td>James M. Callahan, MD, Physician Advisor, Patient and Family Experience, Children’s Hospital of Philadelphia</td>
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<td>Alan R. Cohen, MD, Medical Advisor to the CEO, Executive Sponsor Patient and Family Experience, Children’s Hospital of Philadelphia</td>
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<td>Brooke Rothman, MSP, Senior Advisor, Patient and Family Experience, Children’s Hospital of Philadelphia</td>
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### Wednesday, July 29

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<tr>
<th>Time</th>
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<th>Speaker</th>
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<tbody>
<tr>
<td>12:00 - 1:00 PM</td>
<td>Brought to you with support from GetWellNetwork THE BERYL INSTITUTE – IPSOS PX PULSE: CONSUMER PERSPECTIVES ON PATIENT EXPERIENCE IN THE U.S.</td>
<td>Omar Pedraza, MPH, Director, Ipsos Public Affairs</td>
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<td>Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute</td>
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### Friday, July 31

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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>12:00 - 1:00 PM</td>
<td>Brought to you with support from SPH Analytics LANGUAGE ANALYSIS TO INTERPRET AND ACT ON WRITTEN PATIENT EXPERIENCE FEEDBACK</td>
<td>Mustafa Khanbhai MBChB, BSc, MRCS, Doctor, Imperial College Healthcare, NHS Trust</td>
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### August

### Monday, August 3

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>12:00 - 1:00 PM</td>
<td>AUTISM SPECTRUM DISORDER IN THE EMERGENCY DEPARTMENT: CREATING A PATH FOR EXCELLENCE</td>
<td>Debbie Palley, CCLS, Senior Child Life Specialist, Nemours Alfred I duPont Hospital for Children</td>
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<td>Jennifer Sciolla, MS, CTRS, CCLS, Director Child Life, Creative Arts Therapy and School Programs, Nemours Alfred I duPont Hospital for Children</td>
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<td>Arezoo Zomorrodi, MD, Attending Physician, Nemours Alfred I duPont Hospital for Children</td>
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### Wednesday, August 5

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tbody>
<tr>
<td>5:00 - 6:00 PM</td>
<td>USING COMPETITION AND FUN TO IMPROVE THE PATIENT EXPERIENCE IN A LARGE HEALTH SYSTEM</td>
<td>Sandy Rush, BSN, MA, Sr. Director of Patient Experience, Dignity Health</td>
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<td>Marion Moore, System Director Patient Experience, Common Spirit Health</td>
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</tbody>
</table>
### Schedule

All virtual sessions are listed in Eastern Time.

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
</tr>
</thead>
</table>
| **FRIDAY**    | **AUGUST 7**  | **12:00 - 1:00 PM**                                                                              | REVIEWING THE CORE COMPETENCIES AND SKILLS OF THE PROFESSIONALS BY CO-DESIGNING WITH PATIENTS AND FAMILIES | Marcelo Alvarenga, MD, MSc, CPXP, Chief Experience Officer, Hospital Sírio-Libanês  
Liliane Simeão, MBA, Corporate Communications Manager, Hospital Sírio-Libanês |
| **MONDAY**    | **AUGUST 10** | **12:00 - 1:00 PM**                                                                              | Brought to you with support from Qualtrics  
YOU HAVE JUST BEEN NAMED CHIEF PATIENT EXPERIENCE OFFICER: WHAT’S NEXT? | Lisa Allen, PhD, Chief Patient Experience Officer, Johns Hopkins Health System |
| **WEDNESDAY** | **AUGUST 12** | **12:00 - 1:00 PM**                                                                              | PATIENT EMOTIONAL SAFETY IN PEDIATRIC HEALTHCARE                                                    | Jenaya Gordon, MA, CCLS, NCC, Manager, Child Life Department, Children’s Hospital Colorado |
| **FRIDAY**    | **AUGUST 14** | **12:00 - 1:00 PM**                                                                              | EFFECTIVE AMBULATORY QUALITY INITIATIVE IMPROVES PATIENT EXPERIENCE                                 | Mary Washburn, MD, Care Experience Physician Champion, Kaiser Permanente  
Natalie Whitlock, MSHCA, Care Experience Leader, Kaiser Permanente |
| **MONDAY**    | **AUGUST 17** | **12:00 - 1:00 PM**                                                                              | Brought to you with support from SPH Analytics  
“LISTEN TO ME!”: CENTRALIZING PATIENT VOICES TO IMPROVE HEALTHCARE INNOVATIONS | Carolyn Schneiders Fung, CCLS, Director of National Programs, Hope for Henry Foundation  
Laurie Strongin, Founder and CEO, Hope for Henry Foundation |
| **WEDNESDAY** | **AUGUST 19** | **12:00 - 1:00 PM**                                                                              | STATE OF PX POLICY: AN UPDATE FROM THE PX POLICY FORUM                                               | Shari Berman, Patient Advisor, Boston, MA  
Rick Evans, SVP and Chief Experience Officer, New York Presbyterian  
Jason Wolf, PhD, CPXP, President & CEO, The Beryl Institute |
| **FRIDAY**    | **AUGUST 21** | **12:00 - 1:00 PM**                                                                              | ARTS IN WELLNESS: HEALING THE WHOLE PATIENT                                                         | Amanda Felix, Director, Service Excellence, Stanford Health Care  
Greg Kaufman, BFA, Manager, Arts in Wellness, Stanford Healthcare |
| **MONDAY**    | **AUGUST 24** | **12:00 - 1:00 PM**                                                                              | IMPROVING HEALTH PLAN EXPERIENCE THROUGH A MEMBER ADVISORY GROUP                                     | Member Advisor, Blue Cross and Blue Shield of North Carolina  
Audrey Green, Member Advisor, Blue Cross and Blue Shield of NC  
Dawn Porter, MPH, Senior Healthcare Program Developer, Blue Cross and Blue Shield of North Carolina |

### LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

- **CULTURE & LEADERSHIP**
- **INFRASTRUCTURE & GOVERNANCE**
- **STAFF & PROVIDER ENGAGEMENT**
- **POLICY & MEASUREMENT**
- **ENVIRONMENT & HOSPITALITY**
- **INNOVATION & TECHNOLOGY**
- **PATIENT, FAMILY & COMMUNITY ENGAGEMENT**
- **QUALITY & CLINICAL EXCELLENCE**
# Schedule

All virtual sessions are listed in Eastern Time.

**Brought to you with support from Medallia**

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Title</th>
<th>Presenter(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEDNESDAY</td>
<td>AUGUST 26</td>
<td>12:00 - 1:00 PM</td>
<td>TRANSFORMING YOUR CULTURE TO IMPROVE THE PATIENT EXPERIENCE IN THE AGE OF CONSUMERISM</td>
<td>Valerie Monet, MPA, Sr. Director, Customer Experience Strategy &amp; Insight, Banner Health</td>
</tr>
<tr>
<td>FRIDAY</td>
<td>AUGUST 28</td>
<td>12:00 - 1:00 PM</td>
<td>HUMAN CONNECTION AND HOPE IN HEALTHCARE: USING SOCIAL MEDIA FOR GOOD</td>
<td>Shelly Galvin, Consultant, Wellspring Communications, Sarah Gilstrap, MS, CPXP, Patient Experience Strategy Leader</td>
</tr>
<tr>
<td>MONDAY</td>
<td>AUGUST 31</td>
<td>12:00 - 1:00 PM</td>
<td>PX MARKETPLACE SPONSORED SESSION: COMPASSIONOMICS: THE REVOLUTIONARY SCIENTIFIC EVIDENCE THAT CARING MAKES A DIFFERENCE</td>
<td>Craig Deao, MHA, Senior Leader, Managing Director, Author, and National Speaker, Studer Group, A Huron Solution</td>
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</tbody>
</table>

**Legend - Strategic Lenses of the Experience Framework**

- **Culture & Leadership**
- **Infrastructure & Governance**
- **Staff & Provider Engagement**
- **Policy & Measurement**
- **Environment & Hospitality**
- **Innovation & Technology**
- **Patient, Family & Community Engagement**
- **Quality & Clinical Excellence**
## Schedule

All virtual sessions are listed in Eastern Time.

### September

<table>
<thead>
<tr>
<th>Date</th>
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<th>Session Title</th>
<th>Speakers</th>
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<tbody>
<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td><strong>OPPORTUNITIES AND CHALLENGES OF INTEGRATING EXPERIENCE INTO A COMMUNITY-</strong></td>
<td><strong>Based Healthcare Program</strong></td>
</tr>
<tr>
<td>September 2</td>
<td>12:00 - 1:00 PM</td>
<td><strong>INFRASTRUCTURE &amp; GOVERNANCE</strong></td>
<td><strong>Zahra Nayyer, Aga Khan University</strong></td>
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<td><strong>STAFF &amp; PROVIDER ENGAGEMENT</strong></td>
<td><strong>Muneera Rasheed, MS, Aga Khan University</strong></td>
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<tr>
<td><strong>Wednesday</strong></td>
<td></td>
<td><strong>INAUGURAL PXJ AWARDS: VOICES OF RESEARCH PANEL</strong></td>
<td><strong>Tara L. Dimopoulos-Bick, Agency for Clinical Innovation, New South</strong></td>
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<tr>
<td>September 9</td>
<td>5:00 - 6:00 PM</td>
<td><strong>Wales, Australia</strong></td>
<td><strong>Amy London, Virginia Mason</strong></td>
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<td><strong>Lesley Moody, University Health Network</strong></td>
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<td><strong>Marie-Pascale Pomey, University of Montréal</strong></td>
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<td><strong>Jason Wolf, PhD, CPXP, President &amp; CEO, The Beryl Institute</strong></td>
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<tr>
<td><strong>Monday</strong></td>
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<td><strong>A CONVERSATION ON COMPASSION AND HUMAN EXPERIENCE</strong></td>
<td><strong>Jason Wolf, PhD, CPXP, President &amp; CEO, The Beryl Institute</strong></td>
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<tr>
<td>September 14</td>
<td>12:00 - 1:00 PM</td>
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<td><strong>Beth A. Lown, MD, FACH, Chief Medical Officer, The Schwartz Center</strong></td>
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<td><strong>For Compassionate Healthcare</strong></td>
<td><strong>For Compassionate Healthcare</strong></td>
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<td><strong>Wednesday</strong></td>
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<td><strong>WHAT THE MEDIA DOES NOT TELL YOU: HOW MARTINSBURG VAMC IMPROVED</strong></td>
<td><strong>Jonathan Fierer, MD, Chief, Primary Care Service and Emergency</strong></td>
</tr>
<tr>
<td>September 16</td>
<td>12:00 - 1:00 PM</td>
<td><strong>EXCELLENCE IN PATIENT CARE</strong></td>
<td><strong>Department, Martinsburg VA Medical Center</strong></td>
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<tr>
<td><strong>Friday</strong></td>
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<td><strong>REBOOT OF HOURLY ROUNDED: A COLLABORATIVE APPROACH WITH MEASURABLE</strong></td>
<td><strong>Dea Geujen, Chief Nursing Officer, Mercy</strong></td>
</tr>
<tr>
<td>September 18</td>
<td>12:00 - 1:00 PM</td>
<td><strong>OUTCOMES</strong></td>
<td><strong>Kyle Leonard, MBA, Patient Experience Manager, Mercy</strong></td>
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<td><strong>Debra Pender, MS, MBA, NE-BC, FACHE, Chief Nursing Officer, Mercy</strong></td>
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<td><strong>Jessica Austin, RN, BSN, Director-Nursing, Mercy</strong></td>
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<tr>
<td><strong>Monday</strong></td>
<td></td>
<td><strong>CONFERENCE CLOSING SESSION</strong></td>
<td><strong>Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute</strong></td>
</tr>
<tr>
<td>September 21</td>
<td>12:00 - 12:45 PM</td>
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<td><strong>LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK</strong></td>
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Virtual Session Descriptions
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### APRIL

**MONDAY, APRIL 27, 2020**
12:00 - 1:00 PM

**HUMAN EXPERIENCE 2020: WHERE WE GO FROM HERE**
Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute

**WEDNESDAY, APRIL 29, 2020**
12:00 - 1:00 PM

**SUSTAINING EXCELLENCE WITH ACTION: AN INTERACTIVE SESSION TO EXPLORE OUR KEY CONCEPTS**
Join the discussion to share and learn about sustaining a culture of excellence. We will touch on key points in the development of a service culture where sustainability strategies are needed to engrain new standards as an expectation within the culture. Specific strategies will be shared at each stage of developing a culture, as well as a tool that keeps the conversation open and moves people into action at the local level. Come prepared to work in small groups. This is an interactive session that uses experiential learning to gain experience with our Key Concepts tool. Many organizations have begun their journey to establish a culture that consistently delivers and excellence experience. While there is momentum for positive change, it is important to incorporate and plan for sustainability that will perpetuate the strategies to become common practice.

Monica Johnson, MHA, CPXP, Program Director, M. D. Anderson Cancer Center

Judy Overton, Program Manager, M. D. Anderson Cancer Center

### MAY

**FRIDAY, MAY 1, 2020**
12:00 - 1:00 PM

**CALL ME BY MY NAME**
Utilizing a new electronic health management system, SickKids’ subject matter experts created an education tool kit to support front-line staff on the importance of addressing patients by their preferred name; an initial phase of a greater gender identity education plan that will commence in 2019/2020. The purpose of this education is to ensure that staff understand and respect patients who want to be called by a first name that differs from their legal first name. Various tools were created, including a storyboard animation video, utilization of eLearning management system, development of a policy, FAQs and a facilitator guide for the video to be used in group settings. In this session, attendees will participate in an interactive educational session utilizing the tools in the education kit. They will learn some of the background to this work, how it was developed and how to implement for quality clinical encounters.

Sandhaya Parekh BScN, RN, MN, Interprofessional Education Specialist, SickKids Hospital

Karen Sappleton, MSED, MSW, RSW, Senior Manager, Child and Family-Centered Care and Health Equity, SickKids Hospital

**MONDAY, MAY 4, 2020**
12:00 - 1:00 PM

**ELEVATING PATIENT CARE USING MOVEMENT, MEDITATION, AND MINDFULNESS**
Capturing imaginations through yoga-based play benefits the diagnostic and psycho social needs of pediatric inpatients, while serving as a distraction from the typical clinical setting. This presentation explores yoga-based movement, meditation, and mindfulness techniques adapted for children of all ages. Merged with the presenter’s vast experience and uniquely creative approach to pediatric inpatient yoga therapy, attendees will take away valuable tools and techniques they can implement immediately to promote healing, wellness, and a sense of empowerment for young patients and families in the clinical setting.

Lisa Roberts, Yoga Instructor, St. Louis Children’s Hospital

**WEDNESDAY, MAY 6, 2020**
12:00 - 1:00 PM

**EDUCATION BEYOND THE FOUR WALLS: USING EVERYDAY TECHNOLOGY TO IMPROVE PATIENT EXPERIENCE**
At Lovelace Health System, we’ve learned that the best way to engage with patients is not just in the exam room, but throughout the entire care continuum. As part of our Labor of Love program, we’ve implemented targeted, evidence-based digital education for new mothers and their support networks. Recent Deloitte studies show that providing information and education to patients has a high magnitude of association with higher patient experience ratings and better clinical outcomes, and hospitals with higher patient reported experience perform better financially. In this session, we’ll share how we put digital education into practice. Using everyday technology to educate patients, specifically when there are trackable points for feedback, allows our hospital to improve care, follow-ups and satisfaction for a better patient experience. The bottom-line: An interactive, digital connection delivered to patients outside the walls of the hospital or doctor’s office improves cost metrics, patient outcomes and experience.

Lisa Roberts, Yoga Instructor, St. Louis Children’s Hospital
Kym Halliday Clear MBA, RN, Manager, Community Programs, Lovelace Health System
Debra Zalvan, MBA, Executive VP - Corporate, UbiCare

FRIDAY, MAY 8, 2020
12:00 - 1:00 PM
CAPTURING THE WHOLE PATIENT: USING RACIAL/ETHNIC, SEXUAL ORIENTATION AND GENDER IDENTITY DATA
Collecting more granular racial/ethnic (G-RED) and sexual orientation and gender identity (SOGI) patient data provides needed insight into the social, cultural, and personal factors that shape a patient’s health and health experiences. Asking patients for and then using this data to inform care assists healthcare providers in delivering care that meets the unique needs of patients and their families, while being foundational for understanding, addressing and mitigating health disparities. Research supports that engaging the patient with respect to their personal and cultural identity improves patient provider communication as well as quality and safety for individuals and population groups. Mount Sinai Health System’s Office for Diversity and Inclusion, in collaboration with patient experience, will share how we have developed and implemented clinician and staff education to effectively collect, document and utilize this data to enable a better patient experience and quality of care.

Pamela Abner, MPA, CPXP, Vice President and Chief Administrative Officer, Office for Diversity and Inclusion, Mount Sinai Health System
Barbara Warren, PsyD, CPXP, Director, LGBT Programs and Policies, Office for Diversity and Inclusion, Mount Sinai Health System

MONDAY, MAY 11, 2020
5:00 - 6:00 PM
ENABLING STRATEGIC VICTORIES WITH REAL-TIME AND STAR RATINGS
Quicker and more robust patient feedback can fuel transparency which is necessary to remain competitive. 77% of consumers begin their healthcare search online. One out of three consumers say that looking at online reviews is their first step when searching for a new doctor. You will hear how OrthoNebraska was able to implement NRC Health Real-time and Transparency which lead to an increase in patient responses, quicker service recovery, higher web traffic, and a rise in new online appointment bookings. This presentation will shed light on the details of adopting a comprehensive physician reputation management program for all types of healthcare organizations is the first step in a broader movement to improving the healthcare system we all are taking advantage of today and will continue to need in the future.

Jodi Gabriel, Patient Experience Coordinator, OrthoNebraska
Jason Newton, Senior Business Development Manager, Patient Experience and Online Reputation, NRC Health
David Zauha, Chief Administrative Officer, OrthoNebraska

WEDNESDAY, MAY 13, 2020
12:00 - 1:00 PM
VA VOICES EXPERIENCE: EXPERIENTIAL TRAINING TO CULTIVATE STAFF AND VETERAN PARTNERSHIPS
VA Voices is a two-day leadership driven, highly experiential training for all Department of Veterans Affairs (VA) employees. The goal of VA Voices is to cultivate a culture of relationships throughout VA that activates staff and Veterans as partners in personalized, proactive and patient driven healthcare. Fully realizing this goal requires an enduring VA culture that promotes constructive and engaged relationships between VA employees and between staff and the Veterans they serve. A relationship centered approach to care facilitates Veteran involvement in their health and health care system. An enduring culture of constructive and engaged relationships includes the following: (1) relationships with the Veteran based upon empathy, respect, and trust that support Veteran self-determination and help achieve the Veteran’s own goals for their health and wellness. (2) Relationships among team members that encourage trust, respect, and mutual growth of the team, and support the team’s positive relationship with the Veteran. (3) Relationships between teams and across the organization that facilitate supportive, transparent use of feedback from Veterans, staff, and other data sources.

Julie Kurutz, MS, National Program Co-Director, Department of Veterans Affairs
Virginia Edingburg, MS, E. D., National Program Co-Director, Department of Veterans Affairs
Jennifer McDonal, MD, Psychiatrist, Department of Veterans Affairs

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Medallia

FRIDAY, MAY 15, 2020
12:00 - 1:00 PM
ELEVATING THE UNIMAGINABLE EXPERIENCE: AN INITIATIVE TO IMPROVE PEDIATRIC END-OF-LIFE CARE
Children die each year – most of whom are touched by healthcare providers in traditional hospital settings or home-health agencies. To date, only two articles in Patient Experience Journal have addressed patient and family experiences at the end of life. Furthermore, most children’s hospitals remove bereaved families from HCAHPS mailings, eliminating a crucial opportunity to better understand the complexities of their care experience. Therefore, this presentation will review current findings on the experiences of bereaved families, positioned alongside institutional practices, reported by healthcare providers. Participants will explore the development of a hospital-wide bereavement committee to implement and improve end-of-life services in a pediatric hospital.

LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

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INNOVATION & TECHNOLOGY
PATIENT, FAMILY & COMMUNITY ENGAGEMENT
QUALITY & CLINICAL EXCELLENCE
in collaboration with hospital leadership, front line staff, bereaved parents, and community partners. Lastly, attendees will review the achievements of this committee while highlighting the importance of collaboration between bereaved families and providers to positively impact the patient experience.

Jessika Boles, PhD, CCLS, Child Life Team Lead, Monroe Carell Jr. Children’s Hospital at Vanderbilt
Annie Dupelchain, Graduate Research Assistant, Vanderbilt University
Camille Fraser, MS, CCLS, Certified Child Life Specialist, Monroe Carell Jr. Children’s Hospital at Vanderbilt
Maile Jones, CIMI, Research Contractor, Vanderbilt University

**FRIDAY, MAY 22, 2020**
12:00 - 1:00 PM

**WHY RECRUITING FOR DIVERSITY IN OUR PATIENT FAMILY ADVISORS MATTERS**

An effective group of Patient Family Advisors reflects the diversity of the people that the hospital serves and the broader community. Social and cultural background affects a person’s care experience in many ways - from the language used to speak with a health care provider, to the type of diet and activities they find comforting, and the different roles that family members play in a patient’s life. By engaging in active and targeted recruitment, designing inclusive and accessible recruitment material, showing how we will reduce potential barriers to participation, and implementing a strong internal communication strategy, organizations can garner a large pool of diverse applicants. It is important that the team of Patient Family Advisors can speak to the diversity of lived experiences and provide feedback on how our services, programs, and environment can better serve those needs.

Diane Akai, Patient Family Advisor, Scarborough Health Network
Kristy Macdonell, Manager - Patient and Community Engagement, Scarborough Health Network

**FRIDAY, MAY 29, 2020**
12:00 - 1:00 PM

**MEASURING, REPORTING, AND WINNING ON ROI: UNDERSTANDING THE FINANCIAL SIDE OF PATIENT EXPERIENCE**

Hospitals go to great lengths and invest meaningfully to improve their patient experience, but these efforts are in vain if they do not resonate with patients and fulfill the boss’s expectations. This presentation explores the financial side of patient experience and how to amplify the ROI of patient experience efforts. Topics discussed include optimizing contracting for ROI in patient experience studies, triaging interventions, and reinvesting wins. A nationwide health system serves as the base plot documenting $5.9 million in savings through HCAHPS improvement in VBP in under four years. A medium-sized community hospital in a competitive market is featured as a case study, articulating presentation key points, leading to tangible savings ($141k in 12 months) and reinvestment. This is all presented in an interactive workshop format with attendees utilizing a take-home worksheet to help gauge how they’re currently measuring and reporting.

Sarah Patterson, Assistant Professor, McMaster University
Cathy Humphreys, Associate Professor, McMaster University

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**LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK**

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- INFRASTRUCTURE & GOVERNANCE
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- QUALITY & CLINICAL EXCELLENCE
enhance provider/clinician engagement, work-life balance, and other concerning areas for those on the care team. We will take you through the expansion of our coaching team, including provider peer coaches, as well as our processes for coaching and follow-up for success of hardwiring these topics well after the coaching relationship has ended.

Kirsten Corley, Director of Patient Experience, UnityPoint Clinic

FRIDAY, JUNE 5, 2020
12:00 - 1:00 PM

EVIDENCE-BASED PRACTICE FOR PHLEBOTOMISTS & LABORATORY MED: IMPLICATIONS FOR FRONT-LINE PRACTICE

This session describes front-line interdisciplinary research implementation with goals of improving patient experience, reducing pain and anxiety while increasing partnerships across the care continuum. A blood draw is a biopsychosocial experience for a child, rather than only a procedural task performed by the phlebotomist. A research gap exists about the phlebotomist experience, as it relates to providing comfort strategies in practice. Our research team explored the phlebotomist experience and determined their perspectives on knowledge, training, education, stress levels and experience related to performing pediatric blood draws and utilization of comfort strategies to mitigate pain and anxiety of children.

Julie Piazza, MS, CCLS, Senior Project Manager & Primary Investigator, Michigan Medicine, C.S. Mott Children’s Hospital
Robyn Bishop, BA, MBA, Patient-Family Advisor, Pathology PFAC, Michigan Medicine, Office of Patient Experience

WEDNESDAY, JUNE 3, 2020
12:00 - 1:00 PM

OUR PERSONALIZED APPROACH TO A CALL FOR HELP: COACHING AT THE ELBOW FOR PROVIDERS & CLINICIANS

Coaching for staff and providers is a common tool to help improve patient experience in many health care organizations. UnityPoint Clinic and UnityPoint at Home utilize an approach to ensure that the call for help is being addressed with a personalized coach. In this session we will cover our ambulatory coaching program that has been developed to, not only improve patient experience metrics, but also

leaders as champions, proactively addressed staff resistance, and motivated careteams to “ask a simple question” to one person, and observe the impact. When shifting the focus of care from, “What’s the matter?” to “What matters to you?”, you ask a person about what really matters to them and discover what truly inspires them. Our data supports that providing person–centered care focused on what “really matters,” results in better outcomes and greater satisfaction with care. MHVC created a movement that demonstrated impact on patient experience metrics and staff joy in work. We will share inspiring stories from diverse stakeholders including patients, family members, leadership and staff and we will highlight the initiative’s engagement and spread strategy.

Joan Chaya, MA, SHRM-SCP, Sr Director Workforce Development and Management, Montefiore Hudson Valley Collaborative
Damara Gutnick, MD, Medical Director, Montefiore Hudson Valley Collaborative

WEDNESDAY, JUNE 10, 2020
12:00 - 1:00 PM

POSTER SESSIONS

Hear from authors as they share more details on their work.

FEARS OF PARENTS WHEN THEIR CHILD IS A PATIENT

Mindy G Spigel RN, MSN, CPXP, CP, Director of Patient Experience, CHRISTUS Santa Rosa Health System and the Children’s Hospital of San Antonio

CAN HOSPITALITY INDUSTRY BEST PRACTICES ENHANCE THE PATIENT EXPERIENCE?

Robert J. Thompson, PhD, CHA, TMP Chair, Department of Hospitality & Tourism Management, University of South Alabama
support multiple existing initiatives and achieve system, unit, and employee-level goals, while improving experiences – all without overwhelming employees at risk for burnout.

Jessica Carlson, MSN, RN, Improvement Specialist, University of Pittsburgh Medical Center
Rusty Das, MSN, RN, Improvement Specialist, University of Pittsburgh Medical Center
Stefanie Massari, MSLBE, Director, Innovation Center, University of Pittsburgh Medical Center

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STAFF EXPERIENCE
IMPROVING THE PATIENT, CARER AND STAFF EXPERIENCE
A LEAN APPROACH TO MEDICAL PRACTICE PATIENT EXPERIENCE IMPROVEMENT
MULTI-PRONGED APPROACH TO IMPROVING THE PATIENT, CARER AND STAFF EXPERIENCE
LAUNCHING PEER SUPPORT & MENTOR PROGRAMS: THE FAST TRACK TO GETTING STARTED
support and mentor programs for a variety of conditions and health care journeys. A team of seasoned and award winning peer support/mentor champions will help, in a step by step program, orient participants to launching and oversight planning guides. This toolkit includes practical tips and information for starting a program for a solitary department or medical center to larger systems.

Dexter Janet Borrowman, CHIE, CPXP, Director of Care Experience & Peer Support & Mentor Program National Champion, Maui Health System Affiliated with Kaiser Permanente

Sara Flores, Consultant & Peer Support & Mentor Program National Champion, Kaiser Permanente

Judey Miller, Volunteer Peer Support & Mentor Program National Champion, Kaiser Permanente

Marlene Zuehlsdorf, Volunteer Peer Support & Mentor Program National Champion, Kaiser Permanente

MONDAY, JUNE 29, 2020
12:00 - 1:00 PM
INCLUDING PARENT CONCERNS IN A PEDIATRIC HOSPITAL COMMUNITY HEALTH NEEDS ASSESSMENT

This session will examine how The Child Health Advocacy and Outreach Department (CHAO) of St. Louis Children’s Hospital provides health-related resources and education to families living in the community to keep them healthy and safe. Through the Qualtrics survey platform, CHAO implemented two parent health concerns surveys. By engaging parents in the community to reflect on the needs of the children every two to three years through the electronic survey, St. Louis Children’s Hospital can implement community benefit programs with input from parents/guardians, thus contributing to positive community level patient experience.

Susan Haufe, Healthcare Category Leader, Qualtrics

Melody Schaeffer, MPH, Supervisor, Community Benefit and Evaluation, St Louis Children’s Hospital

WEDNESDAY, JULY 1, 2020
12:00 - 1:00 PM
SIMPLY AMPLIFY THE PATIENT EXPERIENCE

In this interactive session, presenters will utilize a series of brief visual scribe clips and exercises. The conversation will open with an overview of patient experience goal setting at UAB Medicine from its inception through 2018. Presenters will share the opportunities that were created at UAB when front line staff and leaders were permitted to weigh in on the goals and messaging of the organization. Attendees will be invited to depict their current patient experience goal structure, and will utilize their outline of current targets and communication channels to perform a similar evaluation of their organizations. Presenters will reveal the changes made in 2019 at UAB that simplified goals while increasing accessibility and focus, and attendees will be invited to share their own ideas within a group and on paper to better connect with all levels of their organization.

Mary Coleman Dobbins, Patient Experience and Engagement, University of Alabama at Birmingham

Gary Jones, Patient Experience Coach, University of Alabama at Birmingham

John Dodd, MSHQS, Director, PXE Operations, Office of Patient Experience and Engagement, University of Alabama at Birmingham

WEDNESDAY, JULY 8, 2020
12:00 - 1:00 PM
CULTURALLY COMPETENT Care for Transgender Patients

Healthcare providers often lack training and experience when caring for the transgender population which may result in substandard care due to lack of knowledge and information related to their unique healthcare needs. This program is designed to close the knowledge gap in providers from all disciplines as well as patient advocates.

Dr. Margaret R. Muir, RN, CNML, Patient Experience Officer, Duke Regional Hospital

FRIDAY, JULY 10, 2020
12:00 - 1:00 PM
HOW TO BE A MEMBER OF THE M.O.B.: PROTOCOLS FOR PROVIDING CONSISTENT COMFORT FOR PATIENTS

The Imaging Department performs 125,671 exams annually. We survey patients regarding courtesy and comfort related to radiology. Our scores in February 2019
were 74.7 and 73.6, respectively. However, patient centered care is more than a percentile ranking. It is about our community and how we experience our care. We brainstormed ways to impart courtesy and comfort and gave artistic freedom to the imaging staff to create meaningful scoreboards in order to track progress towards the goal. The slogan - "leave the patient better than you found them" led to the creation of the acronym M.O.B. (Monitor, Oxygen, warm Blanket). This process included hooking the patient back up to the monitor, oxygen, and providing a comfort measure with the offer of a warm blanket, to every patient, every time. Since inception of this program, patient experience scores have improved significantly along with quality, safety and staff engagement.

Lori Chabot, R.T. RM, Director Imaging Services, SCL Health St. Mary's Medical Center
Janet Tuttle RN, Clinical Nurse Manager, SCL Health St. Mary’s Medical Center

MONDAY, JULY 13, 2020
12:00 - 1:00 PM
BUILDING ON THE POSITIVES

While multiple business types incorporate employee recognition programs, it is unusual to be able to truly say the awards are generated from the voice of the consumer. In healthcare, recognition programs are often driven by quality metrics or revenue generation. This session will explore how an organization can utilize its patient and family feedback to build a recognition program for health care providers. It will demonstrate how this intervention has been successful in improving the overall rating of a large tertiary children’s hospital. This type of intervention was unique in that it rewards healthcare providers in the joy of medicine – connecting with patients and families.

Amanda Montalbano, MD, MPH, FAAP, Medical Director, Patient and Family Engagement, Children’s Mercy Kansas City
Katie Taff, MBA, MHA, CPXP, Director, Patient and Family Engagement, Children’s Mercy Kansas City

WEDNESDAY, JULY 15, 2020
5:00 - 6:00 PM
QUIET AT NIGHT: IMPROVING THE PATIENT EXPERIENCE

In this session we will share our story of enhancing our current quiet at night strategies. A quiet environment at night can decrease sleep-wake disturbances and positively impact a patient’s experience during hospitalization. Patients have reported that their sleep has been significantly worse while hospitalized. Direct observations were completed at a large academic medical center using a sound meter to measure decibels at various times of the day. Interventions were developed based on literature and our current quiet protocol, with a goal of achieving the 90th percentile on our Quiet HCAHPS scores. Staff were educated on the Quiet at Night initiatives in order to improve patient experience, stressing the importance of the initiative, availability of resources, and expectations. After education and interventions were completed, post observations were made on the units and the quiet at night patient satisfaction scores were closely monitored.

Andrea Bales MS, RN, CNL, OCN, Nurse Manager, OSUCCC-James Cancer Hospital and Solove Research Institute

FRIDAY, JULY 17, 2020
12:00 - 1:00 PM
NICU APP GIVES PARENTS COMFORT DURING TRYING TIME

Google can be a dangerous place to research medical information, but we know most people do it. The March of Dimes’ Neonatal ICU app – built through the use of an app blueprint – places vetted, reliable information in the hands of those who need it most, when they need it most. The app, which received 10,000 downloads in its first year, features eight learning topics, photo area, breastfeeding and pumping tracker, kangaroo contact (skin-to-skin) tracker, weight trackers for one or multiple babies, and resources from partners. March of Dimes also launched a Spanish language cloned app. For more than 80 years, the March of Dimes has been leading the fight for healthy moms and babies. The speaker will describe how the development of this app and complementary, patient-centric educational program has supported that mission.

Kimberly Paap, Manager, Product Development, NICU Innovation, March of Dimes

MONDAY, JULY 20, 2020
12:00 - 1:00 PM
PXM MARKETPLACE SPONSORED SESSION

DIGNITY HEALTH AND VITAL - MEETING ER PATIENT EXPECTATIONS IN A CHANGED MARKET

The emergency department experience often leaves patients and families wanting more information. What am I waiting on? How long will it be? Are common questions in every ED across the country. The perception of care doesn’t always align with the care being delivered, which can negatively impact experience and satisfaction. In this session, Dignity Health will explore how they are working with Vital to help patients to confidently navigate the emergency department, understand their care process in real time, and communicate with patients in a contactless way.

Germaine McAuley, Director, Patient Experience and Volunteer Services, Dignity St. Joseph’s Hospital and Medical Center
Dr. Justin Schrager, Chief Medical Officer, Vital Software

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WEDNESDAY, JULY 22, 2020
12:00 - 1:00 PM
POSTER SESSIONS

Hear from authors as they share more details on their work.

IMPROVING THE PATIENT EXPERIENCE, A 1776 PITCH COMPETITION POWERED BY IPSOS

Thomas Sutton, Vice President, Ipsos
SINGHEALTH PATIENT ADVOCACY NETWORK – PATIENTS AND CAREGIVERS AS PARTNERS-IN-CARE

Tallin Ang, Assistant Manager, Group Office of Patient Experience, SingHealth
Sook Mei Chang, Deputy Director, Group Office of Patient Experience, SingHealth
Deputy Director, Corporate Affairs (Patient Relations), Changi General Hospital, SingHealth

IMPLEMENTING THE MOST SIGNIFICANT CHANGE METHODOLOGY: MEASURING THE IMPACT OF PRACTICE-BASED RESEARCH AND INNOVATION THROUGH A SELF-NARRATIVE
Lisa Di Prospero, BSc MSc MRT(T), Director, Practice-Based Research and Innovation and Education Research Unit, Sunnybrook Health Sciences Centre

FRIDAY, JULY 24, 2020
12:00 - 1:00 PM
WHAT WOULD A PATIENT ADVOCATE DO?
In this session, a panel of hospital-based patient advocates will share insights and answer questions regarding patient experience data analysis, elevating service recovery as a collaborative response, patient advocacy and the behavioral crisis, health literacy from a patient right and regulatory perspective and what your organization needs to know regarding patients’ rights around ADA.
Kate Clarke, MA, LCPC, Manager, Patient Relations and Interpreter Services, Northwestern Medicine, Central DuPage Hospital
Elizabeth Mendoza, BA, CPXP, Manager of Patient & Guest Relations, Advocate Sherman Hospital
Kim Pedersen, BA, CPXP, Director, Patient Relations, Marianjoy Rehabilitation Hospital, Northwestern Medicine
Rebecca Ruckno, MSW, MBA, Director, Health Literacy and Interpreting Services, Geisinger Health System

MONDAY, JULY 27, 2020
5:00 - 6:00 PM
HUNGRY FOR FEEDBACK: PARTNERING WITH PHYSICIANS TO SHARE FAMILY REVIEWS
Children’s Hospital of Philadelphia recently began publicly sharing feedback about providers. Despite evidence that transparency programs can improve quality of care, experience, and communication skills while increasing physician engagement, receiving and publicly sharing feedback may be threatening to physicians. In addition to introductory communication, as we publicly displayed feedback we recognized the importance of physicians understanding why this matters and how to communicate effectively. Success is more likely if physicians can share their concerns and those concerns are addressed. In this session, we will share the processes we have used to socialize this including data sharing, introductory sessions, group sessions to effectively use feedback and individual coaching. Participants will be asked to share perceived barriers to acceptance and their approaches to partnering with physicians.
Darlene Barkman, Family Consultant, Children’s Hospital of Philadelphia
James M. Callahan, MD, Physician Advisor, Patient and Family Experience, Children’s Hospital of Philadelphia
Alan R. Cohen, MD, Medical Advisor to the CEO, Executive Sponsor Patient and Family Experience, Children’s Hospital of Philadelphia
Brooke Rothman, MSP, Senior Advisor, Patient and Family Experience, Children’s Hospital of Philadelphia

WEDNESDAY, JULY 29, 2020
12:00 - 1:00 PM
THE BERYL INSTITUTE – IPSOS PX PULSE: CONSUMER PERSPECTIVES ON PATIENT EXPERIENCE IN THE U.S.
The Beryl Institute–Ipsos PX Pulse represents a first-of-its-kind effort to elevate understanding of the current perspectives on patient experience in U.S. healthcare, determine the practices and processes that have the greatest impact and influence on healthcare consumers, and track how the market sees patient experience evolving over time. The survey tracks core questions about patient experience and perceptions of the health ecosystem each wave. In addition, each quarter features a deep-dive into consumer experiences within different health settings and with specific dimensions of care. This session will summarize detailed findings from the first two quarters of data collection, including consumer experiences with their primary care provider and hospitals, as well as insights about access, cost, provider communication, hospital use, and telemedicine provider use. The PX Pulse will provide dependable, representative insights to healthcare stakeholders on how consumers experience changes in the ever-evolving healthcare system and how this ultimately impacts their ability to receive care.
Omar Pedraza, MPH, Director, Ipsos Public Affairs
Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute

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FRIDAY, JULY 31, 2020
12:00 - 1:00 PM
LANGUAGE ANALYSIS TO INTERPRET AND ACT ON WRITTEN PATIENT EXPERIENCE FEEDBACK
Patient experience feedback remains under-used for quality improvement (QI). Free-text within surveys holds rich information and staff can relate to this feedback more so than quantitative responses. The ability to analyze and interpret free-text falls short due to lack of timeliness of feedback and the resource intensity required. From an operational perspective it is frustrating, as time is being invested with little return of insights to improve care. From a patient perspective it is demoralizing, as their input is going unheard and problems persisting for others. It raises an ethical dilemma; patient feedback is being solicited but not addressed. Semi-automated analysis of free-text using
A PATH FOR EXCELLENCE

EMERGENCY DEPARTMENT: CREATING AUTISM SPECTRUM DISORDER IN THE 12:00 - 1:00 PM MONDAY, AUGUST 3, 2020

Patients with Autism Spectrum Disorder possess a unique set of needs in the hospital setting. In the Emergency Department, where care is delivered in a complex, expedited way, the presence of an Autism diagnosis for a patient often necessitates a change in how we deliver successful, safe and quality medical care. This session will review one interdisciplinary team’s continuous improvement project, which resulted in standard clinical work with the express goal of ushering a patient and family affected by ASD through their medical experience with increased ease and coordination in the pediatric hospital setting. Methodology for completing an assessment of needs, structure for staff education, and techniques for creating clinical culture change that impact patient- and family-centered care will be addressed. The session will illustrate the impact on patient family experience, employee and patient safety, quality of care, and employee engagement.

Debbie Palley, CCLS, Senior Child Life Specialist, Nemours Alfred I duPont Hospital for Children
Jennifer Sciolla, MS, CTRS, CCLS, Director Child Life, Creative Arts Therapy and School Programs, Nemours Alfred I duPont Hospital for Children
Arezoo Zomorrodi, MD, Attending Physician, Nemours Alfred I duPont Hospital for Children

WEDNESDAY, AUGUST 5, 2020 5:00 - 6:00 PM

USING COMPETITION AND FUN TO IMPROVE THE PATIENT EXPERIENCE IN A LARGE HEALTH SYSTEM

Creating a positive patient experience is foundational to this health care system’s mission and the basis of their brand. Higher patient experience drives clinical outcomes and in this presentation, presenters will share organizational efforts to ensure patients had increased communication with their nurses and more staff responsiveness across 90 nursing units. To move the needle on key nursing-sensitive patient experience outcomes, and in the spirit of healthy competition, excitement and engagement was generated. This led to improvements across the organization. Attendees will learn the rationale for developing the competition, the approach used to manage the competition across 36 hospitals, and activities to help reinforce and highlight successes and strategies. The challenges to overcome will also be covered so that attendees will be able to replicate this fun approach in their own organization.

Sandy Rush, BSN, MA, Sr. Director of Patient Experience, Dignity Health
Marion Moore, System Director Patient Experience, Common Spirit Health

FRIDAY, AUGUST 7, 2020 12:00 - 1:00 PM

REVIEWING THE CORE COMPETENCIES AND SKILLS OF THE PROFESSIONALS BY CO-DESIGNING WITH PATIENTS AND FAMILIES

During the review of the strategic planning (cycle 2019-2023) of Hospital Sírio-Libanês, it was a goal to develop a new way of thinking about the profile of core competencies and skills of the professionals. The previous profile had been designed in 2008 and it contemplated different competencies for each professional category, based on a hierarchical management model. Assuming the premise of building a single team, aligned with the institutional purpose and values, we decided to redesign the model. Based on the principles of Person Centered-Care Culture, we co-created the new profile of core competencies and skills of the professionals with the leadership, staff, patients and families. This session will present and discuss the strategies that the Patient Experience and Human Resources Team used to co-design with the Patient and Family Advisory Council. We will also describe how we spread the new core competencies to all the staff, by using storytelling, with positive engagement results.

Marcelo Alvarenga, MD, MSc, CPXP, Chief Patient Experience Officer, Hospital Sírio-Libanês
Liliane Simeão, MBA, Corporate Communications Manager, Hospital Sírio-Libanês

MONDAY, AUGUST 10, 2020 12:00 - 1:00 PM

YOU HAVE JUST BEEN NAMED CHIEF PATIENT EXPERIENCE OFFICER: WHAT’S NEXT?

Being named the first Chief Patient Experience officer of a large, top ranked academic health system carries both great excitement and responsibility. This session is a five-year review of what it takes to make this important role relevant in today’s health care environment. Topics covered are developing a strategy, creating an impactful team, building

LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

CULTURE & LEADERSHIP
ENVIRONMENT & HOSPITALITY
Infrastructure & Governance
Innovation & Technology
Staff & Provider Engagement
Patient, Family & Community Engagement
Policy & Measurement
Quality & Clinical Excellence
As healthcare professionals, we know that it is our professional and ethical duty to keep our patients physically safe while we care for them. What is equally imperative, but hardly addressed, is keeping our patients emotionally safe as well. Children are especially vulnerable to fear and pain when receiving medical care, which can have negative health-related quality of life outcomes. Creating an emotionally safe environment for pediatric patients means incorporating developmental and emotional needs into their treatment plan. In this presentation, we will explore interventions and initiatives that ensure the emotional needs into their treatment plan.

Mary Washburn, MD, Care Experience Physician Champion, Kaiser Permanente
Natalie Whitlock, MSHCA, Care Experience Leader, Kaiser Permanente

“LISTEN TO ME!”: CENTRALIZING PATIENT VOICES TO IMPROVE HEALTHCARE INNOVATIONS
When evaluating healthcare innovations, surveys and interviews are often used to capture staff, parent, and patient feedback. However, with pediatric patients, completing a lengthy survey or being interviewed by a researcher for 30 minutes often results in low response rates and incomplete data. To overcome this challenge, the presenters gamified an existing data collection tool. Rather than answer a series of questions, pediatric patients play a game where they provide feedback on psychosocial programming and identify gaps in services. To ensure the tool was patient-centered, the organization’s Patient Advisory Council was central in testing the prototype and providing substantive feedback that informed the final tool. This session will demonstrate that when the patient voice is central to the development of data collection tools, it leads to improved patient feedback which ultimately results in more impactful healthcare services and better results for pediatric patients.

Carolyn Schneiders Fung, CCLS, Director of National Programs, Hope for Henry Foundation
Laurie Strongin, Founder and CEO, Hope for Henry Foundation
RyAnn Watson, Member of Hope for Henry Patient Advisory Council/KIDS DC, Hope for Henry Foundation

LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

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friends. The session will begin with the overall business aspect of Arts in Wellness (Art, Music, Massage Therapy, Guided Imagery) and how it makes for a strong business component of hospital operations. We will then dive into the personal aspects of the program where patients will describe the positive impact this program has had on them and anecdotes described by one of the presenters.

Amanda Felix, Director, Service Excellence, Stanford Health Care
Greg Kaufman, BFA, Manager, Arts in Wellness, Stanford Healthcare

MONDAY, AUGUST 24, 2020
12:00 - 1:00 PM
IMPROVING HEALTH PLAN EXPERIENCE THROUGH A MEMBER ADVISORY GROUP

The session will highlight the development, implementation and ongoing benefits of a PFAC-inspired member advisory group for a commercial health plan. The session will include a health plan representative as well as a Member (customer) Advisor who has been part of the group for more than two years. The presentation will highlight how to develop a member advisory group, accomplishments, lessons learned, future direction in co-creation and the experience from the Advisor lens.

Member Advisor, Blue Cross and Blue Shield of North Carolina
Dawn Porter, MPH, Senior Healthcare Program Developer, Blue Cross and Blue Shield of North Carolina

WEDNESDAY, AUGUST 26, 2020
12:00 - 1:00 PM
TRANSFORMING YOUR CULTURE TO IMPROVE THE PATIENT EXPERIENCE IN THE AGE OF CONSUMERISM

With the shift to high-deductible and consumer-driven health plans, patients are increasingly involved in their healthcare decisions. Patients are becoming savvy customers, taking an active role in purchasing and consuming the services they receive. Historic standards are now the cost of entry. Hospitals and health systems endeavoring to thrive in this new environment are leveraging the same approach used by the Four Seasons, Disney, and Apple—differentiation based on the customer experience. In this session, you’ll hear how Banner Health began applying these best practices to transform their patient experience, drive caregiver and staff engagement, and reduce burnout—ultimately increasing their NPS and HCAHPS scores and becoming more efficient resulting in positive financial outcomes.

Valerie Monet, MPA, Sr. Director, Customer Experience Strategy & Insight, Banner Health

LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK

CULTURE & LEADERSHIP
INFRASTRUCTURE & GOVERNANCE
STAFF & PROVIDER ENGAGEMENT
POLICY & MEASUREMENT
ENVIRONMENT & HOSPITALITY
INNOVATION & TECHNOLOGY
PATIENT, FAMILY & COMMUNITY ENGAGEMENT
QUALITY & CLINICAL EXCELLENCE
ultimately lead to improved program outcomes. Individuals in leadership roles in the community-based programs and public health experts can benefit from the session as they will recognize novel pathways to achieve greater outcomes. We believe experience focused strategies hold promise for tackling engagement issues in the community-based programs in the developing world.

**Zahra Hoodbhoy**, Physician, Aga Khan University

**Ayesha Hussain**, Project Associate, Charter for Compassion

**Zahra Nayyer**, Senior Research Assistant, Aga Khan University Hospital

**Muneera Rasheed, MS**, Aga Khan University

**WEDNESDAY, SEPTEMBER 9, 2020**

5:00 - 6:00 PM

**INAUGURAL PXJ AWARDS: VOICES OF RESEARCH PANEL**

Join us for a panel of the inaugural Patient Experience Journal (PXJ) award recipients to learn about their research, engage in discussion on their articles and learn more about how to contribute to PXJ as well. The award categories and topics include:

- **Article of the Year**: “Anyone can co-design?”. A case study synthesis of six experience-based co-design (EBCD) projects for healthcare systems improvement in New South Wales, Australia
- **Best Article - Emerging Scholar**: Engaging under-and/or never-engaged populations in health services. A systematic review
- **Best Article - Practitioner**: Using experience-based design to understand the patient and caregiver experience with delirium
- **Most Impactful Article**: Patient partnership in quality improvement of healthcare services: Patients’ inputs and challenges faced

**Tara L. Dimopoulos-Bick**, Agency for Clinical Innovation, New South Wales, Australia

**Amy London**, Virginia Mason

**Lesley Moody**, University Health Network

**Marie-Pascale Pomey**, University of Montréal

**Jason Wolf, PhD, CPXP**, President & CEO, The Beryl Institute

**MONDAY, SEPTEMBER 14, 2020**

12:00 - 1:00 PM

**A CONVERSATION ON COMPASSION AND HUMAN EXPERIENCE**

In looking to the future of healthcare, at its heart will remain a commitment to the human experience and what it means to care for yourself and others. Join The Beryl Institute and The Schwartz Center for Compassionate Healthcare for an interactive conversation on an integrated view of experience and the importance of workforce resilience, well-being and engagement today. Presenters will also discuss the current state of affairs and where they see things heading as we face the ever-changing circumstances of the COVID-19 pandemic together.

**Jason Wolf, PhD, CPXP**, President & CEO, The Beryl Institute

**Beth A. Lown, MD, FACH**, Chief Medical Officer, The Schwartz Center for Compassionate Healthcare

**WEDNESDAY, SEPTEMBER 16, 2020**

12:00 - 1:00 PM

**WHAT THE MEDIA DOES NOT TELL YOU: HOW MARTINSBURG VAMC IMPROVED EXCELLENCE IN PATIENT CARE**

Today, it is rare to hear positive media coverage concerning the Department of Veteran Affairs. While no health system is perfect, the VA provides exceptional care to our nation’s Veterans who have made extraordinary sacrifices protecting our freedom. The Martinsburg VAMC is one of the VA’s leaders, with their consistent pursuit of excellence, especially in the eyes of the 31,000 Veterans who receive care from the Primary Care Service. In this session, participants will learn how a team of Primary Care leaders, with unwavering dedication to excellence and continuous improvement, have achieved tremendous outcomes in patient satisfaction. They have accomplished this by obtaining patient feedback at the point of care that aligns with VHA patient satisfaction key drivers, providing continuous sharing of the patient feedback data and holding everyone accountable for action. Through this well-established performance improvement model, the Primary Care Service has achieved breakthrough performance and sustainment of key satisfaction outcomes.

**Jonathan Frierer, MD**, Chief, Primary Care Service and Emergency Department, Martinsburg VA Medical Center

**FRIDAY, SEPTEMBER 18, 2020**

12:00 - 1:00 PM

**REBOOT OF HOURLY Rounding: A COLLABORATIVE APPROACH WITH MEASURABLE OUTCOMES**

Across a 35-hospital organization hourly rounding witnessed a reboot through standardization and the collaboration of our front-line clinical co-workers. This session will explore the journey of our Chief Nursing Officers who identified nursing leads that would become the change agents of this nursing practice of excellence. With their expertise, we synchronized the standard work for how rounding would be administered throughout our hospitals at no additional costs of tools or technology. This alliance has allowed our teams to return to a “target condition” where nurses have predictable cadence to their day that is not disrupted by call lights and unscheduled erroneous tasks or follow-up to falls or patient/family concerns. The continued focus around the standardization will positively impact Quality and Safety events, Patient Experience scores, Hospital Star Ratings and Reimbursement.

**Dea Geujen**, Chief Nursing Officer, Mercy

**Kyle Leonard, MBA**, Patient Experience Manager, Mercy

**Debra Pender, MS, MBA, NE-BC, FACHE**, Chief Nursing Officer, Mercy

**Jessica Austin, RN, BSN**, Director-Nursing, Mercy

**LEGEND - STRATEGIC LENSES OF THE EXPERIENCE FRAMEWORK**

- Culture & Leadership
- Infrastructure & Governance
- Staff & Provider Engagement
- Policy & Measurement
- Environment & Hospitality
- Innovation & Technology
- Patient, Family & Community Engagement
- Quality & Clinical Excellence
CONFERENCE CLOSING SESSION
Jason A. Wolf, PhD, CPXP,
President and CEO, The Beryl Institute