Patient Experience:
*Caring in Unison, Healing in Harmony*
36th Annual Conference

February 27–March 1, 2019

Kingston Plantation Resort
Embassy Suites
Myrtle Beach, South Carolina
Wednesday, February 27, 2019

11:30 AM – 12:30 PM

Registration
Raffle Tickets available for purchase to benefit the Wendy Atkinson Scholarship Fund

12:30 PM—12:45 PM

Welcome to CSHCA!
Donna Withrow, President 2017-2019 CSHCA

12:45 – 2:15 PM

Opening Keynote Speaker
Music Connects “Through the Patient’s Door”
Jared Mahone, Musician/ Artist

Jared Mahone’s star is rising. In the last couple of years he won Verizon’s Indie Icon award, was invited to perform live on the Katie Couric Show, and was recently named Best Male Artist in the 11th Annual International Acoustic Music Awards (IAMA). A witness to how honest music changes people’s lives, Jared believes that there is always value in the journey—and that truth is the one thing that’s worth finding. Brandishing transparent venerability, Jared’s everyman persona connects in a deep and lasting way across what are often disconnected cultures within America.

2:15 - 3:00 PM

Break, Stretch, Engage

3:00 – 4:15 PM

Your Glass Is Half Full: Applying the Evidence to Create an Upward Spiral toward Resilience
Paige Roberts, MBA, BSN, RN, PCCN – UNC Hospitals
Healthcare professionals are experts at taking care of others during difficult and vulnerable times, but we often don’t take care of ourselves. There are those of us who survive and even thrive in healthcare—this exemplifies resilience. Applying the science of positive psychology in the healthcare environment presents an opportunity to enhance our capacity to bounce back and persevere in the face of adversity. This session will review the science of positive emotions and include simple and practical cognitive and behavioral tools to increase positivity, improve wellbeing, and create an upward spiral toward resilience that is felt from the bedside to the bottom line.

4:15 PM

Raffle ~ Must be present to win

6:15 PM ~ Until

Welcome and Networking Social
Spend the evening networking with friends & colleagues.
Dress: Beach Casual
Thursday, February 28, 2019

7:30 – 8:30 AM  
**Buffet Breakfast**

8:30 – 10:00 AM  
*Interpreters in the Healthcare Setting: A Panel Discussion*  
Moderator: Laura McNeely, M.Ed., CPXP, Director Patient Experience, Carolinas Healthcare System Blue Ridge  
Panelists include: Regina Tipton, Coordinator, Language Services, Carolinas Healthcare System Blue Ridge; Myriam Peereboom, Interpreter Services, UNC Health Care; Nouria Belmouloud, Program Coordinator, International Patient Services, Duke University Hospital System  
Medical interpreters help facilitate linguistic-cultural communication between patients and health care providers. By federal law, hospitals must provide Limited English Proficient patients with qualified medical interpreters. Come learn about the policies that guide hospitals’ use of medical interpreters; their roles and responsibilities; how doctors and other health care professionals work with them to provide effective care.

10:00 – 10:30 AM  
**Break with Exhibitors**

10:30 – 11:30 AM  
**CSHCA Business Meeting**  
All conference attendees are requested to attend this vital meeting. Your voice is needed to ensure CSHCA is meeting your educational needs.

11:30 – 12:45 PM  
*Training Up: Keep Advocates Engaged, Empowered and Valued*  
*Sara La Force, MA, NCC, Manager Corporate Patient Partnership, Novant Health*  
The presentation will focus on lessons learned regarding the recruiting and hiring of individuals who are the best fit for complex and challenging roles in your organization. It will include our organization’s road map toward empowering and growing our team from the hiring and orientation process through the engagement and ongoing professional growth to preventing team member burnout and turnover. The presentation will discuss training and onboarding program developed to build confidence and support for the new patient advocate.

12:45 – 2:00 PM  
**Lunch with Exhibitors**

2:00 – 3:30 PM  
*The Legacy Program—Long Term Healthcare*  
*Mary Barks, Resident and Family Relations Coordinator, Campbell County Health*  
This session will highlight the challenges that come with meeting patient expectations in the post-acute setting, the strong need for training and coaching of staff, and the reality of what patient centered care looks like for these patients. This session is for everyone serving in healthcare today – not just long term care and hospice. America’s 65 and older population is projected to nearly double over the next 30 years. As advocates, we all must know how to address the needs of these individuals.

3:30 – 5:00 PM  
*The Enneagram: An Introduction to Exploring the 9 Types*  
*Rev. Steven Chewning, MDiv, BCC, Chaplain, UNC Health Care System*  
The Enneagram is a powerful tool for personal formation, discernment, and growth. Stemming from the Greek words ennea (nine) and gramma (figure), the nine-pointed Enneagram symbol represents nine ways of relating to self and others. This session will introduce the Enneagram and its nine types, its benefit for understanding self and others, as well as its usefulness in the workplace.

5:00 – 5:15 PM  
**Raffle and Vendor Prizes~ Must be present to win**

5:30 PM  
**Please join us for light hors d’oeuvre and the presentation of the Deborah D. Wood Patient Advocacy Award**
Friday, March 1, 2019

7:30 – 8:30 AM

**Buffet Breakfast**

8:30 – 10:00 AM

**Keynote Speaker**

*Music and Memory*

Deborah Ferris, Regional Director

Learn about how MUSIC & MEMORY is transforming lives through the power of personalized music. Our experience teaches that personalized music benefits everyone. Music and Memory promotes the therapeutic benefits of beloved music, the recall of memories that inspire a renewed sense of self for participants, fulfillment of purpose for their caregivers and deepened connections and respite for family.

10:00 – 10:15 AM

**Break with Exhibitors**

10:15 – 11:30 AM

**Closing Keynote Speaker**

“Creating Work-Life Balance from the Inside Out”

Peggy Collins, President, Peggy Collins Enterprises

We’d all love to have balance in our lives, giving equal time to the things we value and love. But have we achieved it? In this closing keynote, Peggy Collins will send you off for home with a brand new way to look at the entire process of balance. Through facts and stories, humor and straight-talk, she’ll share a most unconventional method that will shift the way you approach work/life balance. Once applied, it’s guaranteed to bring really amazing life-changing results.

11:30 AM

*Closing Remarks*

*Final Raffle ~ Must be present to win*
About Our Keynote Speakers

**Jared Mahone, Musician / Artist**

After a red-letter calendar year of winning Verizon's Indie Icon competition and making their television debut on Katie Couric in NYC, Jared Mahone shows no signs of slowing. He has been touring nationally for nearly a decade impressing audiences with a wide-range of talents that draw from Ohio garage soul, story-teller poets, pop melodies, and even classic hip hop. Brandishing transparent venerability, Jared's everyman persona connects in a deep and lasting way across what are often disconnected cultures within America.

His latest album, Mixtape, was created as a crowd-focused, crowd-inspired song-a-week writing project where his music followers chose the track listing from the catalog of demo releases. The album was produced by Jerry DePizzo of multi-platinum band O.A.R., mixed by Grammy winner Mike Landolt (Maroon 5) and mastered by Grammy winner Brian Lucey (Black Keys, Dr. John, Beck) all from Jared’s hometown of Columbus, Ohio.

Jared is one of the most booked performers in the college market with 500+ shows across the country in the last 4 years. Alone or with his band, Jared will be touring for the rest of his life, expanding his hometown crowd from Columbus, Ohio to the furthest reaches his music.

**Deborah Ferris, Regional Director, Music and Memory**

As a Regional Director for Music & Memory, Deborah promotes awareness of the therapeutic impact and benefits of personalized music to enhance quality of life and improve treatment outcomes for individuals with cognitive, intellectual, mental and physical challenges. Through motivational and informative presentations, collaboration with clinical teams, design of program resources and web-based trainings, Deborah engages and supports health and elder care sector professionals, community organizations, and Alzheimer’s support entities to provide personalized music to the clients and individuals they serve.

Deborah promotes program best practices for long-term success and sustainability. Her work in establishing partnerships, as well as encouraging initiatives and grant opportunities through corporate, state provider associations, and government agencies, has yielded positive results for countless individuals, family members and caregivers.

Her passion for this personalized music program was spurred by her own mother’s reaction to personalized music over the course of her sixteen-year Alzheimer’s journey.

**Peggy Collins, President, Peggy Collins Enterprises**

Peggy Collins, professional speaker was Senior Vice President of a conglomerate of eight companies. She also headed up a relocation company during the “boom years” in Dallas, Texas where the company planned, organized, and executed the relocation of hundreds of employees from many other US cities to Dallas, Texas including JC Penney and the Boy Scouts of America.

In 1993, Peggy set up her own speaking and training business. As a motivational speaker she has taken the stage to entertain, educate, and inspire, speaking to association audiences all across the US.

In 2007, McGraw Hill published her book *Help is Not a Four Letter Word: Why Doing It All is Doing You In*. Over the next year, Peggy did ninety-two radio interviews, wrote a number of articles for periodicals such as *Real Simple* and *Woman's World*; and authored an online e-magazine entitled *Help for Working Women*.

When not helping people learn to ask for help, Peggy coaches those who find themselves in a job search. She has delivered over 500 workshops on Job Search Techniques in the last fourteen years.

Peggy has a BA in English and Speech from Lamar University, has two children and one grandchild. She loves to travel, read, cook and meet new friends!
About Our Speakers

**Paige Roberts, MBA, BSN, RN, PCCN**, has been a nurse at UNC Hospital in Chapel Hill for the past 14 years, where she advanced up the clinical ladder to become the nurse manager of 7 Neurosciences, the Surgical Oncology and ENT Surgery unit at UNC. Paige was recognized as a Great 100 nurse for the state of North Carolina in 2013 and received the Triangle Healthcare Hero award from the Triangle Business Journal in 2014. After attending a patient safety class in 2013, Paige realized the potential of positive psychology to enhance staff and patient outcomes and it was then her passion was born. She has shared her story nationally at the National Teaching Institute Conference for Critical Care Nurses in San Diego and Denver, and co-authored an article titled The Power of the Positive for the ANA’s Journal, American Nurse Today.

**Laura McNeely, M.Ed., CPXP**, is a leader with a passion and commitment to enhancing the health care experience for patients and caregivers. Over the past 12 years, she has served in various service excellence and operational leadership roles including management of language services, patient relations, and support department; such as environmental services and patient transport. In her current role, as Director of Patient Experience for Carolinas HealthCare System Blue Ridge, she is responsible for implementing system-wide protocols and innovations that enhance the customer and caregiver experience. She holds a Master's in Education in Training and Development from North Carolina State University, is a Certified Patient Experience Professional and has achieved a green belt in Lean Six Sigma. She is a member of the American College of Healthcare Executives.

**Regina Tipton**, joined Carolinas HealthCare System Blue Ridge in 2004 where she has excelled in many roles during her career including Executive Administrative Assistant for Senior Vice Presidents and Information Technology Support for Blue Ridge Medical Group. She is presently Coordinator Organizational Development. In this role she is strongly involved in the implementation and coordination of work involving Volunteer Services, Chaplain Services, Patient Experience, and Teammate Engagement. Regina is also responsible for the management of Language Services and Patient Experience Analytics. She graduated in 2008 with an Office System Technology Associates Degree and plans to graduate from University of North Carolina at Greensboro in Spring 2019 with her Bachelor of Science in Business Administration.

**Nouria Belmouloud, BA, MA, CHI**, is a Certified HealthCare Interpreter. She earned a Bachelor's degree in English and Linguistics and a Masters of Arts in Comparative Literature from the University of Algiers. She was born and raised in Algeria. She Speaks English, French, Arabic and Berber. She moved to the US in 1996 and worked as an interpreter at Duke University Health System since 1998. She was promoted to Supervisor/ program coordinator of International Patient Services in 2006 to coordinate all language access services for Duke University hospital and to lead a team of 24 professional and trained medical interpreters. One of the first team to be certified all at once through the National Board of Certification for Medical Interpreters. Nouria received training of trainers by the Cross Cultural Health Care Program in 2000 and has since provided and facilitated a number of Bridging the Gap training sessions in the Carolinas and trained hundreds of medical interpreters. Nouria serves as a director on the National Board of Certification for Medical Interpreters and is an active member of International Medical Interpreters Association and the Forum of Coordinators of Interpreter Services, North Carolina and South Carolina Chapter. She also serves as a language and cultural consultant at Duke Hospital keeping active memberships and involvement with the Hospital Education department and the Diversity committee to improve the general understanding of the work of medical interpreters and to promote culturally competent care for all Limited-English-Proficient patients.

**Myriam Peereboom, MBA/MHA, CMI, CHI**, is the Education Specialist for UNC Hospitals’ Interpreter Services department where she has worked in different roles almost since its inception 20+ years ago. Presently, her main responsibilities include recruitment, orientation and training of interpreters, creation of written and verbal testing tools, bilingual and interpretation skills assessments of hospital staff members and interpreter candidates, as well as education on the importance of using interpreters and how to properly work with interpreters. Over the years, she has worked and collaborated closely with other hospital Interpreter Services located throughout North and South Carolina by heading up the F.O.C.I.S (Forum on the Coordination of Interpreter Services) group until recently and she continues to work closely in the education process with UNC’s medical students and local Medical Interpreter students and community interpreters with things like the coordination of shadowing opportunities, mentorships and different training opportunities. She obtained both of the National Medical Interpreter certifications (CMI - Certified Medical Interpreter and CHI - Certified Healthcare Interpreter) over 5 years ago when these were first created and now guides others in the process of becoming certified.
About Our Speakers

**Sara La Force, MA, NCC,** is a corporate manager of patient partnership for Novant Health in Charlotte, North Carolina. Sara has worked at Novant Health for 12 years, focusing her efforts for the past 6 years in the areas of patient relations and patient partnership. Sara joined Novant Health in 2005, where she worked in the behavioral health department supervising the clinical team in the emergency room. This team was responsible for assessing patients in mental health crisis. Sara received her Bachelor’s degree in Sports Psychology and a Masters in Counseling from West Virginia University. Sara is also a Nationally Certified Counselor. She is the facilitator of the Novant Health Presbyterian Medical Center Patient Family Advisory Council and she serves on the Novant Health Patient Rights Committee.

**Mary Barks,** has served in the field of patient experience for over 21 years. She sees herself as being “born to advocate” and feels that she found her calling when she became the Director of Patient Experience for Campbell County Health in Gillette, Wyoming. After 20+ years of leading that department, Mary felt a calling to stretch her wings and explore other ways she could serve. That calling led her to stay with the organization, but move to a totally different population, post-acute care. Mary is currently the Resident and Family Relations Coordinator for The Legacy Living and Rehabilitation Center, where she is driving culture change to improve the care and service to patients in short term rehabilitation, long term care and in hospice. Mary has a Bachelor’s Degree from the University of Georgia and began her career as a Recreation Therapist, working in a rehabilitation center in Atlanta, GA. Mary served on the Society for Healthcare Consumer Advocates Board of Directors, and is a Past President of SHCA. She is currently Vice President of the Wyoming Protection and Advocacy Board of Trustees, Chair of the Protection and Advocacy Council, protecting the rights of individuals with mental illness, is a member of the Board of Directors for Youth Emergency Services in Campbell County, WY, and is very active in her church. Mary received the Legend Award in 2016 from Campbell County Health for her commitment to continuously improve the patient experience, her compassion, and her love for helping people, not just at work, but in the community and throughout the state. Mary’s love for the outdoors is fulfilled in the wilds of Wyoming, hiking and fishing in the Bighorn Mountains with the love of her life, her husband, Dan.

**Rev. Steven Chewning, MDiv, BCC,** is the Oncology Chaplain for the University of North Carolina Hospitals at Chapel Hill. Steven is an ordained Baptist minister. He is endorsed by the Cooperative Baptist Fellowship and is a Board Certified Chaplain with the Association of Professional Chaplains. Steven holds bachelor’s degrees in Religious Studies and Communication Studies from the University of North Carolina at Chapel Hill and a Master of Divinity degree from Campbell University. Prior to joining the department of Pastoral Care at UNC, he served as a Hospice Chaplain with First Health Hospice and Palliative Care in Pinehurst, NC. In his current role, Steven provides emotional and spiritual support to patients, family, and staff at the North Carolina Cancer Hospital. Steven’s areas of interest include contemplative spiritual practices, end-of-life care, and oncology support.
Conference Registration Fees

Early-Bird Registration (by February 1, 2019) -
- CSHCA Members $195.00
- Non-Members $230.00

After February 1, 2019 - CSHCA Members pay $220.00
- Non-Members pay $250.00

Registration Fee includes:
- Attendance at 8 educational sessions (CEU and PXE Credits offered)
- Conference session materials
- Information on exhibitor resources
- Hospitality bag
- Opportunity to purchase raffle tickets to support the Wendy Atkinson Scholarship Fund, and a chance to win great raffle prizes to include Registration to the 2019 CSHCA Annual Conference.
- Opportunity to win great door prizes from our vendors!

*This conference is pending approval for Patient Experience Continuing Education Credit (PXE). Participants interested in receiving PXEs must claim their credits within 30 days of attending the conference.*

Accommodations

Kingston Resorts– Embassy Suites Hotel
9800 Queensway Boulevard, Myrtle Beach, South Carolina, 29572
http://www.kingstonplantation.com/stay/embassy-suites-myrtle-beach/

*Special CSHCA Member Pricing*
Executive Suite - $200/night (includes taxes and fees)
Guest Room Reservations Confirmed by February 1, 2019

Reservations can be made by calling (800) 876-0010, option 2 for the Embassy Suites.
Online Reservations can also be made at:
Event Code: CSH
Registration Form

Name/Title ___________________________________________________________

Organization __________________________________________________________

Address _____________________________________________________________

E-Mail ______________________________________________________________

Phone ______________________________  Fax _____________________________

Do you have any diet restrictions?____________________________________________

Is this your first time attending a CSHCA Conference:  Yes____ No____

CSHCA Member – **Early Bird** by Feb 1, 2019  $195 __________
CSHCA Member – After Feb. 1, 2019  $220 __________
Non-Member - **Early Bird** by Feb 1, 2019  $230 __________
Non-Member – After Feb. 1, 2019  $250 __________

**Total** __________

Check enclosed in the amount of:  $_______  Credit/Debit Card Payment in the amount of: $ ________

Credit/Debit Card # _______________________Security # __________
   *(MasterCard, Visa, Debit or Commercial Credit Cards accepted)*

Expiration Date ________
Cardholder Name __________________________________
Cardholder Signature ________________________________

*In the event of an emergency, refunds are available until February 15, 2019 less a $50.00 administrative fee.*

*Please complete registration form and mail/e-mail information to:*

**Venita Schenck**
3407 Fallston Road, Shelby, NC 28150

e-mail to CSHCA1982@yahoo.com