You are invited to attend our 2020 programs.
About the Medline Institute for Healthcare Excellence

Training, coaching and consulting for healthcare clients committed to enhancing and aligning their operations to exceed the expectations and imagination of those who count on them for care. Exclusive, interactive programs are offered at Medline headquarters in Northfield for teams to stay at the forefront of patient experience and family engagement strategies, elevate patient safety programs, develop new internal coaching competencies, become leaders in supply chain strategy and consider ways to build a more innovative and high performing culture.

The Medline Institute for Healthcare Excellence is designed for practical, real-life applications that can be immediately implemented.
Introducing our 2020 programs.
Cultivating transformational leadership.

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How to Transform Your Culture for Exceptional Experiences, Engagement and Performance

A Medline Patient Experience Leadership Certificate Program

Faculty Instructor: Kristin Baird, MHA, BSN, RN

“Culture eats strategy for breakfast.” These famous words, coined by Peter Drucker decades ago, still ring true today. You can have the brightest minds in healthcare, creating the most comprehensive strategic plan, only to have those plans come to a screeching halt because the culture isn’t aligned to support growth and manage change.

In this two and a half day workshop, attendees will examine how their key stakeholders are currently experiencing their culture and map out a transformation strategy to align the culture with stated values to achieve exceptional experiences, engagement and performance across the organization.

Facilitated by Kristin Baird, a thought leader in healthcare culture, patient experience and leadership development, the session provides an immersion into organizational culture and the essential steps leaders must take to align culture with stated mission, vision and values.

Baird will build off the five key elements of culture identified in her book, “Raising the Bar on Service Excellence – The Healthcare Leader’s Guide to Putting Passion into Practice,” including priorities, people, processes, purpose and passion. Using group activities, facilitated discussion, individual reflection and planning time, attendees will leave with an action plan designed to strengthen the culture. They will have a clearer picture of the desired culture, the steps needed to get there, and tools to engage others to join the journey.

Participants will:
• Examine culture from multiple stakeholder vantage points
• Identify gaps between the current culture and the stated mission, vision, values
• Describe the desired culture of the future
• Compare their organization to the desired culture using a SWOT analysis
• Define levels of employee engagement based on observable behaviors and impact on others
• Determine the financial impact engagement is having on the organization
• Establish the non-negotiable elements of the culture
• Explore coaching methods that align behaviors with organizational values
• Review actions needed to increase accountability across the system
• Set priorities and next steps in improving the culture

Upon completion, you’ll return to your organization as a certified Exceptional Experience and Cultural Transformation Coach, trained to drive sustainable change that transforms your organization through a culture of exceptional experiences, engagement and performance.

Program Fee: There is no charge for Medline Prime Vendor customers. Enter promo code MedlinePrimeVendor during checkout. All other healthcare providers will be charged $899.00 at the conclusion of the program. Email Lisa Petrilli (LPetrilli@medline.com) if you’re not sure if you’re a Medline Prime Vendor customer.

Register here.

March 17–19
The Safe and Sound™ Family Engagement Program: Tangible Tools for Patient Centered Care

10 CEUs

Faculty Instructors: Karen Curtiss, BCPA and Mary Foley, RN PhD

The evidence is clear: partnerships with patients and families result in safer care and fewer readmissions. What’s not so clear is how to create those partnerships in the real world of care, which is long on best intentions but short on time and other resources for “changing up” practice.

The Safe and Sound Family Engagement Process is built for the real world. Simple. Intuitive. Practical. Teachable! In just two days, participants leave equipped with new skills and tangible tools to inform and activate families as extra eyes, ears and hands to help you:

- Prevent the most common hospital acquired conditions (HACs)
- Safely bridge care transitions, and
- Prevent readmissions.

Using a mix of interactive teaching approaches, our two-day immersion in Safe and Sound Family Engagement tools trains your trainers to:

- **Identify cultural readiness to partner with patients and families.** How to evaluate the strengths of their organizations’ current practices and co-create a next-level readiness plan.
- **Refresh and update knowledge of patient safety facts and practices.** The risks for common and preventable hospital-acquired conditions (HACs), and, most importantly, how to prevent them.
- **Adopt a Safe and Sound Communication Rubric™** to inform and activate partnerships for patient safety with patients and families.

All Safe and Sound Workshop content conforms to the latest NQF guidelines and QSEN competencies, qualifying participants for 10 CEUs.

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Who should attend:

- Patient Safety
- Quality
- Nursing
- Medical
- Patient and Family Advisory Council (including PFAC community members)
- Risk Management
- Staff Development
- Patient Education
- Patient Experience
- Patient Relations/Service
- Patient Advocate Services
- Volunteer Services

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April 14–15

Register here.
Building a More Innovative, Problem-Solving Culture

**Faculty Instructor: Diane Hopkins**

Innovation is typically prompted by both inspiration and desperation, and generates intellectual, emotional and financial revenue. In healthcare, inspiration and desperation are encountered on a daily basis. So how does a hospital leverage these drivers to capture innovative approaches to both day-to-day problems and to problems whose solutions can transform care?

This interactive two-day course teaches hospital executives and staff how to nurture a culture of creative problem-solving, where innovation can take root and grow.

**What you'll learn**

- How to develop a culture of permission
- Innovative approaches to establishing Innovation Teams
- Analytical tools for evaluating value
- Key path analyses to move the most valuable ideas forward
- If passion is a critical ingredient for ROI
- Strategies to develop innovative talent
- How to identify innovative leaders
- Innovation frameworks that breed innovative solutions
- How to make innovation sustainable

**This program is for healthcare leaders at all levels intent on developing and maintaining remarkably innovative organizations, and standing out in the healthcare industry. You'll look at innovation from an entirely new perspective after completing this course.**

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April 28–29
Communication for Standout Patient and Staff Experiences and Industry Reputation

A Medline Patient Experience Leadership Certificate Program

**Faculty Instructor: Joe Leggio**

What sets healthcare providers apart when it comes to a real ability to drive cultural transformation for exceptional patient and staff experiences? Communication. But in the pressurized environment of today’s healthcare organizations, we experience communication at maximum quantity but minimum quality. It’s time for organizations to relearn the art of quality communication that starts with listening and ends with true understanding.

In this interactive program, teams will master vital communication techniques including situational and social awareness, conflict resolution, and the strength in trusting your instincts and taking risks. With an experience learning based approach, don’t expect to stare at a PowerPoint in a dark conference room! We believe in learning by doing. You’ll be up on your feet trying hands-on exercises, assessing your own strengths and weaknesses and exploring a team-based approach to communication. All with an eye toward improving patient and staff experiences and becoming a revered industry provider.

You’ll also discover how Northwell Health, Lenox Hill Hospital went from 13th percentile to the 51st in RN communication (HCAHPS) within their Maternal Child Health Division and from the 4th percentile to the 97th in their quality of food service. You’ll receive a hands-on demonstration of the process and will take away tools to drive similar results in your organization.

**Upon completion, you’ll return to your organization a certified Master of Communication and Exceptional Experiences.** This workshop is perfect for everyone from front line clinicians to executive leaders and is highly recommended for teams to attend together. You’ll leave with an advanced perspective on communication, a renewed appreciation of listening and the creative confidence to implement your new skills toward exceptional organizational success.

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**Who should attend**

- Executive Leadership
- Clinical Leadership
- Patient Experience Teams
- Management and Line Staff
- Service Excellence Teams
- Clinical Teams

**Register here.**

May 5–7

October 13–15
Creating Masterpiece Moments™
A Medline Patient Experience Leadership Certificate Program

Faculty Instructor: Diane Hopkins
During this immersive three-day program, you’ll gain understanding and practice new tools and skills around:

- Developing an overarching patient experience strategy
- Aligning patient experience messages and aspirations
- Launching co-creation experience planning
- Ongoing patient experience training and coaching systems
- Leading experience design workshops for new services and construction projects

Key Topics

- Exceptional experience strategy imperatives and core methods - Patient and family engagement connections
- Co-creation foundations - Experience mapping
- Crucial experience enhancement priorities
- Safety culture and experience culture connections
- Exceptional experience enhancement and interventions
- Innovative problem-solving culture - Alignment with operations
- Exceptional experience culture building and reliability
- Leadership and sustainable experience strategy
- Aligning internal policies, procedures and communication
- Core experience culture enhancers
- Preparing to be an exceptional experience coach

Upon completion, you’ll return to your organization as a certified Exceptional Experience Coach, trained to drive sustainable change that transforms your organization through a culture of exceptional experiences.

Who should attend
Intended for a team of three or more that together can influence and drive change at every level, such as:

- Chief Patient Experience Officers
- Chief Nursing Officers
- Chief Medical Officers
- Patient experience team members
- organization-wide
- Nursing, clinical and frontline leaders

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June 23–25
A highly functioning and strategically aligned supply chain can be a significant competitive advantage for a health system. As one of the exciting and evolving fields in healthcare, supply chain leaders have the potential to drive improved business financials while also creating strategic relationships with an eye toward improving patient safety, delivering quality patient care and creating exceptional staff and patient experiences. Leveraging this potential is critical.

In this program, we reveal strategies for success along with tactics you can implement immediately to make an impact. We also look at supply chain insights from other industries that have a direct correlation to health system supply chains.

Who should attend

Supply Chain VPs
Directors and Managers
Logistics and Sourcing VPs
Directors and Managers
Operations VPs
Directors and Managers
Finance VPs
Directors and Managers

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August 25–26  Register here.
November 10–11 Register here.
Power Up Your Staff Engagement to Drive Passion, Loyalty and Financial Success

Faculty Instructor: Kristin Baird, MHA, BSN, RN

Employee engagement takes much more than handing out T-shirts and holiday turkeys once a year. True engagement happens through strategic and purposeful planning and execution.

Creating and sustaining an engaged healthcare workforce has never been more important. The cost of turnover in the face of an ever-growing workforce shortage threatens quality, safety and service. Research confirms a strong correlation between staff engagement and patient satisfaction. Under Value-Based Purchasing (VBP) providers with poor satisfaction stand to lose millions. In addition, billions of dollars are spent each year on recruiting new team members, yet far less time, attention and resources are spent on strategically planning for employee engagement. A sound engagement strategy helps to stop the bleeding.

This two and a half-day intensive workshop is designed to help healthcare leaders take an honest look at their existing engagement strategy, then define new pathways for a successful future.

Led by Kristin Baird, nurse, consultant, author and healthcare culture expert, this workshop will give participants the tools needed to increase engagement now.

Participants will:

- Examine their existing engagement strategy and metrics
- Clarify and crystalize a vision for an engaged workforce of the future
- Review metrics for measuring and monitoring engagement
- Discover common pitfalls employers make in employee engagement
- Explore engagement best practices
- Create a plan for engaging key stakeholders who can make or break your plans
- Design strategies and tactics based on your organization's identified strengths and weaknesses
- Walk away with an action plan you can launch in your own organization

This workshop will have the greatest impact when experienced by teams of 3 or more members of the C-suite or vice presidents from:

- Nursing and clinical operations
- Patient Experience
- Medical staff
- Operations
- HR

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September 22–24

Register here.
Testimonials

“I have been a nurse for 35 years and I can honestly say this is the most informative conference I’ve ever attended.”

Cathy Yates
Patient Experience Nurse
Baptist Health Lexington

“I attended the Press Ganey conference and that is top-shelf. In just the first day of this three day program you blew Press Ganey away.”

Debby Jaquith, R.N.
Patient Experience
Mercy Health Physician Partners

“In over 12 years of service excellence and patient experience conferences and training, this experience at Medline is the very best ever. So much content and tools that can be used immediately!”

Lori Strahm
Director of Patient Experience
Parkview Health

“This program is nowhere else in the country. I’d like to send all my new people here.”

Jennifer Kreiser
Vice President Patient Care Services
Sentara

“Great investment of time, and great team building!”

Mike Puchtler
Vice President Patient Experience
Christiana Care Health System

“I attended a whole week on co-creation at an Ivy League University and didn’t get as much out of that as I did here.”

Karen Curtiss
Founder
CampaignZERO