You are invited to attend our LIVE, VIRTUAL 2020 programs
The Medline Institute for Healthcare Excellence is dedicated to transforming every aspect of the healthcare experience. Our mission is to help our customers cultivate transformational leadership within their organizations to improve their financial position in the face of mounting pressure.

We provide exclusive, immersive executive education programs for and with visionary healthcare leaders committed to empowering all areas of their organization to exceed the expectations and imaginations of those who count on them for care.

The Medline Institute for Healthcare Excellence is designed for practical, real-life applications that can be immediately implemented. These live executive education programs are free of charge.
Introducing our **LIVE, VIRTUAL 2020 programs.**

Executive Education for Healthcare Leaders

Class sizes are limited to maintain the interactivity of these online programs. **Register today.**

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How to Transform Your Culture for Exceptional Experiences and Financial Performance

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-day live, virtual workshop event, 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 an Exceptional Experience and Cultural Transformation Coach, trained to drive sustainable change that transforms your organization through a culture of exceptional experiences, engagement and performance.

August 11-12

Register here.
Safe and Sound™ Family Engagement: How to Partner for Safer Care

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

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

In this “roll up your shirtsleeve” live, virtual workshop, participants leave equipped to lead family engagement wrapped in a positive and safe experience of care. Safe & Sound strategies and tools are mindfully designed to unite providers and families as partners in care to:

- Prevent the most common HACs (falls infections, medication mix-ups, more)
- Optimize communication between providers, patients and families
- Prevent readmissions.

The Safe & Sound Family Engagement platform is evidence-based and 100% aligned with CMS Partnership for Patients and most HCAHPS measures.

All Safe & Sound Workshop content conforms to the latest NQF guidelines and QSEN competencies.

Who should attend

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

September 1-2  Register here.
November 10-11  Register here.
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 live, virtual 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 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.

Who should attend

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

September 15th Register here.
October 15th 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-day live, virtual 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

Who should attend

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

September 22–23

Register here.
Exceptional Patient Experience Catalyst Training

Faculty Instructor: Diane Hopkins

This live, virtual 3-day course prepares healthcare teams to better frame the strategic priorities and necessary patient-focused cultural support and to apply proven tools to enhance patient satisfaction. Participants will receive a Certificate of Completion as an Exceptional Patient Experience Catalyst and will be prepared to review the maturity level of current efforts and facilitate patient experience plan development across all medical specialties and programs. The course includes practical guidance to assist leaders and frontline staff to stretch their thinking on ways to reliably provide exceptional levels of care.

Who should attend

This program has been thoughtfully designed to create a comfortable and stimulating web-based remote learning environment.

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

October 27-29  Register here.
December 1-3  Register here.
Promoting Patient Engagement in Health Care: Key Skills and Implementation

The Johns Hopkins Patient Engagement Program

Faculty Instructors: Stephen T. Wegener, PhD, ABPP-RP and Nicole Schechter, PsyD, ABPP-RP

The Johns Hopkins Patient Engagement Program (PEP) is a comprehensive evidence-based training program that helps health care professionals effectively partner with patients and families to achieve a culture of patient-centered care that optimizes health at lower costs.

This live, virtual workshop led by PEP leaders will: 1) Teach practical, evidence-based patient-centered communication and relationship-building skills to improve motivation and engagement in health and health care 2) Explore how these skills can be used by health care managers and hospital administrators with employee interactions and 3) Present several models for adopting and implementing PEP by your institution.

Testimonials

“PEP has provided us with concrete, simple and effective techniques for engaging our patients, whether they are speaking with an appointment scheduler, front desk personnel, medical assistant, manager or provider... The PEP tools we have learned give us a proven ways to guide our patients to their health goals by targeting their needs and tapping into their internal motivation.” – President of multi-office primary care practice

“Patient/Member engagement in developing specific goals of care tailored to the individual are crucial in achieving maximal health outcomes. This is important first and foremost for the well-being of the patient but, from a Health Plan perspective, it also correlates directly with Plan performance in HEDIS/Stars quality metrics. Success in these metrics is critical to Plan viability and has a direct impact on Plan finances and ability to recruit future members. The PEP tool is an extremely valuable resource for care management and the provider community to foster the highest level of engagement.” – Medical Director for two major insurance plans

Who should attend

This workshop will involve small group interactions, demonstration and practice, and expert feedback.

MDs
PAs
NPs
RNs
Social Workers
Care Managers
Health Coaches

November 18  Register here.
December 10  Register here.
Testimonials

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

Mike Puchtler
Vice President Patient Experience
Christiana Care Health System

“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

“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 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

Register and learn more.
medline.com/institute