

Kristin Baird

MHA, BSN, RN

Faculty Member, Medline Institute

Kristin Baird is a nationally recognized thought leader in patient experience, healthcare culture change and employee engagement. With more than 25 years of experience as a nurse and hospital executive, she is now a full-time consultant, author and speaker. As President and CEO of Baird Group, her team helps transform the healthcare experience through culture assessment, mystery shopping, leadership development, employee engagement and customer service skill development. Baird's proprietary model helps transform the healthcare experience for patients and the people who serve them.

Education

- Masters Health Service Administration – Cardinal Stritch University
- BBSN – University of Wisconsin, Madison

Publishing

Books:

- *You Make the Call - Healthcare's Mandate for Post-discharge Follow Up* (2012, Golden Lamp Press)
- *Raising the Bar on Service Excellence – The Healthcare Leader's Guide to Putting Passion Into Practice* (2008, Golden Lamp Press)
- *Reclaiming the Passion – Stories that Celebrate the Essence of Nursing* (2004, Golden Lamp Press)
- *Journaling to Reclaim the Passion – A Writing Guide for Nurses* (2004, Golden Lamp Press)
- *Customer Service in Healthcare: A Grassroots Approach to Creating a Culture of Service Excellence* (2000, Jossey Bass)



Articles published in:

- AHA Trustee Insights
- AHA SHSMD Spectrum
- Becker's Hospital Review
- Forum for Healthcare Strategists
- Call Center News
- McKnight's Long Term Care News

Awards and Recognition

- Appointed by the Secretary of Health as an advisor to the National Health Service Corp 2009 – 2012
- Entrepreneur Magazine – 360 Entrepreneur
- Professional Achievement Award – Wisconsin Healthcare Public Relations and Marketing Society

Speaking

- Forum for Healthcare Strategists
- Beryl Institute
- Sodexo
- Press Ganey
- Wisconsin Hospital Association
- Montana Hospital Association
- Iowa Hospital Association
- Ohio Hospital Association