



The **HCAHPS** Breakthrough Series™

webinars

Transforming the Patient Experience...1 webinar at a time.

Webinar Series Faculty:



Brian Lee, CSP
Founder of CLS



David Dworski, MA,
Implementation Specialist

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Discover why leaders at 2,100+ hospitals have made this webinar series the #1 HCAHPS education program in America!

The HCAHPS Breakthrough Leadership Series™ (HBS) includes:

Engaging How-to Roadmap

Designed to provide an engaging, educational, how-to roadmap that will captivate the imagination of attendees to successfully drive positive frontline behavioral change at every level.

One Hour a Month, Time Sensitive Education Blueprint

Each webinar includes a downloadable Learning Guide that features priority best practice tools, LEAN friendly standard operating procedure checklists, and vital implementation skills.

Learn How to Overcome...

The two biggest barriers to improving hospital HCAHPS scores:

- Managers & staff don't know what to do
- Staff don't want to do it

Q What would it mean to your hospital, patients, and community if every leader were HCAHPS competent?

A **Invaluable!**

Who Should Attend?

The CEO, CNO, CMO, Senior Leadership, Physicians, Providers, Directors, Managers, Supervisors, Charge Nurses, and Key Influencers.

The 10% Tipping Point

With 10% of your team participating (5% management and 5% frontline key influencers), you will create a critical mass of expertise to generate sustainable results. You can register 100% of your team members (at no additional charge).

Everyone's a Caregiver

“Everybody depends on somebody for something.”

– Brian Lee, CSP

This series is equally valuable and relevant to your:

- Emergency Department
- Ambulatory/Surgery/Outpatient Dept
- Medical Practice
- Skilled Nursing/LTC Unit

It All Starts with Webinar #1: The C-Suite Role in HCAHPS Transformation™

Capitalize on the entire HCAHPS Breakthrough Leadership Series™ by ensuring your entire leadership team participates in this eye-opening HCAHPS role defining “wake up call.”

A High Impact Agenda that Educates

- Why this HCAHPS domain matters
- Key leadership engagement best practices
- 6-8 competency based proven skills and best practices
- Critical tools and resources
- Key Frontline engagement best practices
- Team “DO IT” Implementation Plan
(Daily Ongoing Improvement Tactics)

Create Your Own Timetable

To fully leverage your leaders' busy calendar, the HBS™ Series can be viewed:

- At the pre-scheduled time, or
- At a time that works for you and your team by accessing the library 24/7 anytime after the webinar has aired

It's a Total Package!

With your registration, you have access to the entire HCAHPS Breakthrough Leadership™ Series for over 1 year.

Each Webinar Comes Complete With:

- 12-15 page downloadable **learning guide** featuring priority best practice tools, LEAN friendly standard operating procedures checklists, and critical implementation skills.
- One page **Team DO IT Plan** of all the best practices needed to move scores and sustain improvement.
- The **Webinar Master™** team DO IT implementation system – a step-by-step guide to achieving sustainable improvement.
- **Library Access**
Participants who miss any of the scheduled webinar series and wish to revisit or share the content with other employees, can access the HBS™ library for **three months** following the 13th webinar.
- **CHPP Certification:** Participants have the option of completing a post series online test and earning the designation – **Certified HCAHPS Practicing Professional “CHPP”**

3 HBS™ Value Added Features

Take full advantage of 4 benefits of the complete high-impact education tool kit, including:

- #1 All **13 Webinars** with unlimited access for 3 months after the last scheduled webinar
- #2 A personalized **coaching call** with author Brian Lee, CSP.
- #3 A customized Leadership Video Keynote **The Magic of Frontline Engagement™**, *The 12 Biggest Barriers to Frontline Engagement and How to Overcome Them.*

“ I am happy to report that since taking the course with our managers, our inpatient satisfaction has hit 94%. This is up from dipping down to 89%. There is still work to be done, but we have a great multidisciplinary patient satisfaction focus group that is engaged, and coming up with new ideas weekly. Taking the course was most beneficial for us. ”

Jacquelyn Maki, CNO
Oakleaf Surgical Hospital
Altoona, WI

Contact 1-800-667-7325 x203
or webinars@customlearning.com

www.customlearning.com/hbs



The HCAHPS Breakthrough Leadership Series™ Schedule

All webinars scheduled on Thursdays at: 10PT / 11MT / 12CT / 1ET

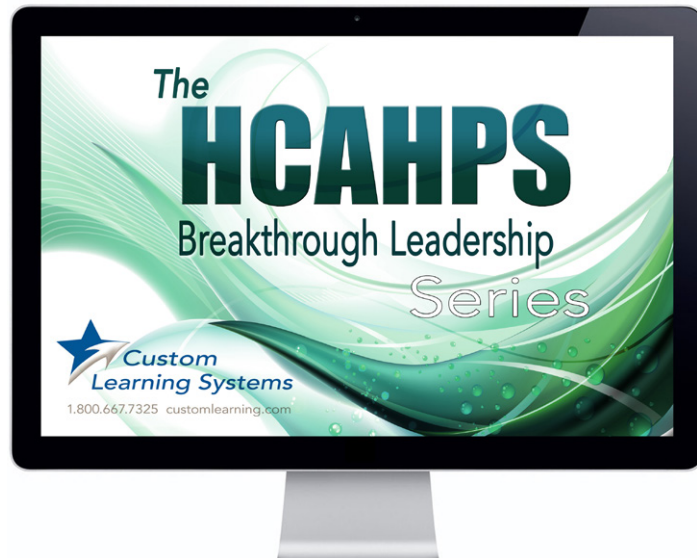
Webinar	Date
1. Leadership Engagement: The C-Suite Leader Role in HCAHPS Transformation™ <i>Creating Leadership Inspiration, Engagement & Accountability to Drive HCAHPS Success</i>	April 15, 2021 37 minutes
2. Quiet at Night: The Quiet Revolution™ <i>How to Create a Restful, Healing Environment that Patients Perceive to Be Quiet</i>	May 20, 2021 30 minutes
3. Cleanliness of Patient Rooms: Cleanliness Matters™ <i>Cleanliness Is Next to Godliness</i>	June 17, 2021 30 minutes
4. Communication about Medicine: Medication Education Imperative™ <i>Master the Skills of Successful Patient Medication Education</i>	July 15, 2021 32 minutes
5. Communication with Doctors: Skillful Physician Communication™ <i>Master the Communication Skills for a Compassionate Patient Experience</i>	August 19, 2021 49 minutes
6. Communication with Nurses: Relationship-Based Nurse Communication™ <i>Master Relationship-Based Communication Skills that Heal</i>	September 16, 2021 41 minutes
7. Discharge Information: Discharge Satisfaction Guaranteed™ <i>How to Prepare Every Patient for Safe, Continued Recovery at Home... Every Time!</i>	October 21, 2021 TBD
 Pre-Conference Day – The Annual Health-Care Service Excellence Conference	November 8, 2021
8. Pain Care: Compassionate Pain Care™ <i>Create a Culture of Compassionate Pain Care Through Proven Skills and Best Practices</i>	November 18, 2021 TBD
9. Responsiveness of Staff: Revolutionize Staff Responsiveness™ <i>Create a Culture of Empathetic, Timely, Responsive Service</i>	December 16, 2021 TBD
10. Transition of Care: Care Transitions Done Right™ <i>Engage Staff and Patients in Creating a Seamless Care Transition Experience</i>	January 20, 2022 TBD
11. Overall Rating: High-Performing Overall Hospitals™ <i>A Strategic Blueprint to Engage All Staff in Creating a Compassionate Experience for Patients and Family Throughout their Hospital Stay</i>	February 17, 2022 TBD
12. Willingness to Recommend: The Power of Word-of-Mouth Marketing™ <i>Create a Hospital Experience that Patients Will Enthusiastically Recommend</i>	March 17, 2022 TBD
13. BONUS WEBINAR! Marcus Engel: Applied Inspiration™ <i>Discover How Small Acts of Compassion Make a Big Difference in the Patient Experience</i>	April 21, 2022 TBD

Registration:

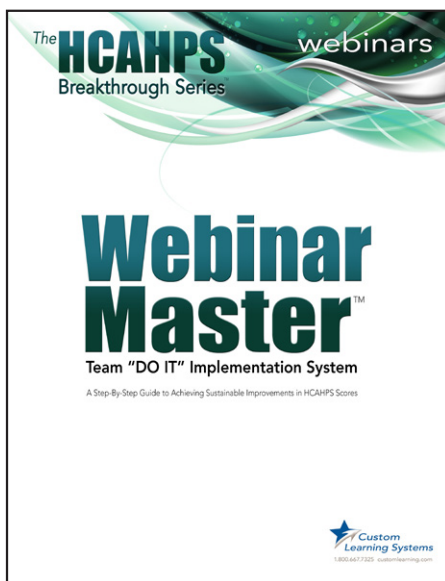
To register for this series, complete the form on page 9, or go to www.okoha.com/educationcalendar and click on the meeting title, *HCAHPS Breakthrough Series*, on April 15, 2021. Because OHA has underwritten the majority of the cost for this series, the cost to participate is \$325 per member organization for the entire series.

When you register, OHA will send you a link and access code for the series that you can share with your staff.

You can still register for the entire series even after it has begun. All sessions in the series are recorded and available to view as often as you like until July 2022.



HBS Webinar Master™ Team DO IT Implementation System *A Step-By-Step Guide to Achieving Sustainable Improvements in HCAHPS Scores*



You will know how to:

- Appoint an HCAHPS Domain Owner/Champion
- Create a domain-specific HCAHPS Tactical Plan
- Schedule dynamic “Lunch and Learn” team events
- Fast-track improving scores by utilizing the “**WWW**H” (*Who will do What by When and How*) Action Tool
- Choose an HBS™ Series Coordinator to fully capitalize on the Four HBS™ Value Added Features
- Save time and energy by utilizing the forms and time planners included

Thirteen Powerful Webinars

Hospital Leaders Won't Want to Miss

Discover for yourself why hospital leaders from across the nation are raving about the value and impact of the HCAHPS Breakthrough Leadership Series™

1 Leadership/Executive Strategy

1 The C-Suite Leader's Role in HCAHPS Transformation™

You will learn how to:

- Effectively educate leaders on the core skills/competencies of how to improve and sustain HCAHPS Patient Satisfaction Survey Scores
- Successfully engage, motivate, and empower staff at every level to own the patient experience and deliver compassionate care to every patient, every time
- Avoid the two fatal mistakes most C-Suites make designing their HCAHPS strategy: create a plan to move scores to the 75th percentile

2 Quiet at Night

2 The Quiet Revolution™

You will learn how to:

- Ensure that patients get the rest they need in order to heal and recover
- Make them feel like they are honored guests, not objects being “processed” through a mill
- Engage all staff in making an effort to create a healing environment - even as they go about the job of caring for others during the night
- Let patients appreciate special “healing time” when they know they won't be disturbed

3 Cleanliness of Patients Rooms

3 Cleanliness Matters™

You will learn how to:

- Use a five step coaching model to engage all hospital associates in cleanliness awareness
- Use “behavior labeling” to tell patients what you're doing to keep them safe and comfortable
- Lead a hospital culture that sees Environmental Services and its housekeepers as “life savers”

4 Communication about Medication

4 The Medication Education Imperative™

You will learn how to:

- Involve family caregivers in new medicine education
- Be certain patients understand all aspects of a new medication
- Reduce medication errors

5 Communication with Doctors

5 Skillful Physician Communication™

You will learn how to:

- Understand why patients place more importance on doctor's interpersonal skills than on medical judgment or experience
- Help doctors communicate skillfully with patients
- Support physicians to make the most of their time with patients

6 Communication with Nurses

6 Relationship-Based Nurse Communication™

You will learn how to:

- Manage patient expectations around their hospital stay
- Overcome barriers to better patient communication
- Utilize “Chat Time” as a way to develop a positive relationship

7 Discharge Information

7 Discharge Satisfaction Guaranteed™

You will learn how to:

- Adapt to patient and family preferences in everyday decision-making
- Eliminate the root cause of most adverse events after discharge
- Provide timely care transition communication and follow-up

8 Pain Control

8 Compassionate Pain Control™

You will learn how to:

- Evaluate pain as the “5th Vital Sign”
- Overcome misconceptions about pain meds
- Effectively manage patient expectations

9 Responsiveness of Staff

9 Revolutionize Staff Responsiveness™

You will learn how to:

- Train all staff to overcome service delays - and perform service recovery

- Establish trust by responding to the patient's emotional needs
- Allow your empathy to create a privileged intimacy between you and your patient

10 Transition of Care Care Transitions Done Right™

You will learn how to:

- Apply the five essentials to get care transitions done right – and avoid adverse events
- Perform a collaborative assessment of care transition needs
- The keys to a timely hand-off and follow-up

11 Overall Rating High-Performing Overall Hospitals™

You will learn how to:

- Discover the key evidence-based drivers that directly influence a patient's overall judgment and perception
- Utilize an Overall HCAHPS Scorecard to pinpoint specific improvements needed for every domain
- Crystallize the role of the CEO and senior leadership needed to achieve breakthrough results.
- Implement core leadership competencies that drive frontline engagement and empowerment

12 Recommend the Hospital The Power of Word-of-Mouth Marketing™

You will learn how to:

- Lead the understanding of what “recommend” really means
- Exceed patient expectations by consistently meeting them
- Empower an enthusiastic frontline - their good will builds recommendations from your patient population

13 BONUS WEBINAR Marcus Engel: Applied Inspiration™

You will learn how to:

- Apply innovative techniques to treat patient challenges
- Celebrate the healing power of humor
- Understand the unique issues surrounding trauma and loss

The HCAHPS Breakthrough Leadership Series™ Tool Kit

This comprehensive HBS™ competency based education program includes 23 ready-to-use how-to tools:

The C-Suite Role in HCAHPS Transformation™

1. Tool: Leadership Accountability Agreement Forms

Quiet at Night – The Quiet Revolution™

2. Tool: Satisfaction Guaranteed™ eBook

Cleanliness of Patient Rooms – Cleanliness Matters™

3. Tool: Service Excellence Council Charter

Communication about Medicine – Medication Education Imperative™

4. Tool: Patient Medication Education Team Charter

Communication with Doctors – Skillful Physician Communication™

5. Tool: Skilled Physician Communication At-A-Glance Poster, and Skilled Physician Communication At-A-Glance Three Thoughtful Questions that Guarantee Improved HCAHPS Scores (*Reference*)

Communication with Nurses – Relationship Based Nurse Communication™

6. Tool: AIDET and SERVE Communication Tool Mini Poster
7. Tool: Keep your Nurses for Life™ eBook

Discharge Information – Discharge Satisfaction Guaranteed™

8. Tool: Three Questions asked Three Ways to Guarantee a Satisfied Discharge Experience.
9. Tool: Discharge Team Charter

Pain Control – Compassionate Pain Care™

10. Tool: Pain Care Resource Team Charter
11. Tool: Pain Care Management Flow Sheet

Responsiveness of Staff – Revolutionize Staff Responsiveness™

12. Tool: Service Recovery Sample Policy
13. Tool: Rapid Cycle Improvement Planner

Transition of Care – Care Transitions Done Right™

14. Tool: The Skilled Nursing Organization Checklist
15. Tool: Person Care Plan Checklist
16. Tool: Care Transition Team Charter

Overall Rating – The High-Performing Overall Hospital™

17. Tool: The CEO's Engagement Checklist
18. Tool: Semi-Annual Leadership Empowerment and Retention Survey
19. Tool: The Patient and Family Advisory Council Charter
20. Tool: Active Physician Engagement Checklist
21. Tool: The High Performing Emergency Department Tool Kit

Willingness to Recommend – The Power of Word of Mouth Marketing™

22. Tool: Ideas Worth Quoting and Reading
23. Tool: Community First Council Charter

Leadership Skills and Competencies

In addition to 90+ patient experience improvement skills, the HBS™ Series includes 50 practical, ready to apply leadership competencies and best practices, such as:

1 C-Suite Role

- Patient Survey Literacy Pop Quiz

2 Quiet

- Daily Leader Intentional Staff Rounding

3 Cleanliness

- Five Step Coaching
- The Service Excellence/Patient Experience Council
- Empower RNs as Advocates

4 Medication Education

- The Patient Medication Education Team
- Keeping Repetitive Communication Fresh
- Recognize, Collaborate & Celebrate

5 Communication with Doctors

- The Three Thoughtful Questions that Guarantee Improved HCAHPS Scores

6 Communication with Nurses

- Bedside Reporting

7 Discharge

- The Discharge Satisfaction Team

8 Pain Care

- Inspired Coaching
- The Pain Control Resource Team

9 Staff Responsiveness

- Peer Based Train-the-Trainer
- Nine Tools in Support of Staff Responsiveness

10 Care Transitions

- Mastering Moments of Truth
- Care Transitions Team
- Your Partnership with Skilled Nursing

11 Overall

- Why Overall Matters BIG Time!
- Reality Check & the HCAHPS Balanced Scorecard
- The Accountability Protocol
- Change Your Culture or Be Doomed to Repeat the Past

- Create High-Performance Leadership Engagement
- The Highly Visible Leader
- Create High Performing Frontline Engagement
- Choose Well & Onboard Effectively
- Measure Staff Engagement & Continuously Improve
- Frontline Engagement Bundle
- Create High-Performing Patient Engagement
- The Patient & Family Advisory Council
- Culture of Continuous Quality Improvement
- Active Physician Engagement
- The High Performing Emergency Department
- Integration with Ancillary & Support Departments
- The High-Performing HCAHPS Hospital Scorecard

12 Recommend

- The Reality Check – Revisited
- The Power of Referrals
- How Patients Choose Hospitals
- Unleash the Priceless Value of Lifetime Patient Loyalty
- The Mystery Patient
- Patient Reality Checks – Done Weekly
- Over-Communicate
- Tell Stories!
- Transform Your Team into Real Life Ambassadors
- Lead the Paradigm Shift
- The Boomers Are Coming

Register now...

www.okoha.com/educationcalendar



The HCAHPS Breakthrough Webinar Series

2021-2022

Registration Form

Registration fee: \$325 per OHA member organization for the entire 13 part series
This is an OHA member exclusive offering.

Online registration is available. Employees of OHA member hospitals may register online with a credit card. Go to www.okoha.com/educationcalendar and click on the meeting title, *HCAHPS Breakthrough Series*, on April 15, 2021.

Important Note: Information for accessing the series will be emailed to the following contact person.

Name and Title of Contact Person _____

Organization _____

Mailing Address _____

City, State, Zip _____

Telephone _____ *E-mail _____

Method of Payment

Check in the amount of \$_____ payable to OHERI.

Mail all registrations accompanied by a check to:

OHERI, Dept. #96-0298, Oklahoma City, OK 73196-0298

Credit Card amount authorized \$_____ Visa MasterCard Amex Discover

Credit Card # _____

Expiration Date _____ Name on card _____

Cardholder's Billing Address (including zip code) _____

Signature _____

Return your registration form to OHA. Registrations with credit card payment information included may be faxed to Shelly Bush at (405)602-0471. If you have any questions, please contact Shelly Bush or Mary Winters at (405)427-9537 or by email at bush@okoha.com or winters@okoha.com.

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