



## Barbara Burnes, M.S., RN

### **Director, Workforce Development & Service Excellence, Floyd Medical Center**

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Barbara is a registered nurse and holds a Master of Science degree in management and leadership. As a champion for the importance of service in healthcare and believing that education is key to engagement, Barbara has worked to help individuals understand the importance and impact of their role on the patient experience. As a nurse, trainer, educator, and consultant, she has worked with healthcare entities throughout the country providing best practice and strategic guidance to improve satisfaction and engagement.

As Director of Patient Services for a large multispecialty physician clinic, she created interesting and innovative programs to educate and engage that organization's physicians and associates, resulting in improved service performance and increased employee retention. Barbara joined Press Ganey as a Principal Consultant managing a diverse, national client portfolio for employee and physician engagement.

She has been a frequent speaker for regional and national conferences, providing expertise on topics that include service coaching, communication, recognition, leadership development, and creating a collaborative culture. Her talent for combining humor and storytelling has made her a favorite among attendees. Barbara returned to Floyd Medical Center to lead the organization's journey to shared governance for nursing and now serves as Director of Workforce Development and Service Excellence.