

Virtual Symposium Agenda

Day 1 • Monday, August 24, 2020

ALL SESSION TIMES ARE IN CENTRAL TIME

2:00–2:10 p.m. **Introduction/Welcome**

2:10–2:45 p.m. **Patient No Longer: Why Healthcare Must Deliver the Care Experience
That Consumers Want and Expect**

General Session

Ryan Donohue

Director, Program Development

NRC Health

Summary

A quarter century ago the revolutionary book “Through the Patient’s Eyes” redefined the field of medicine by introducing and advocating for care that places the patient at the center. Since then, much has been written and spoken about patient-centered care but as an industry what do we have to show for it? So much has changed: healthcare reform, high deductibles, virtual care, COVID-19! Do we still find the patient at the heart of what we do? If not, how do we rejuvenate our patient-centered efforts? Join as we tackle the findings of NRC Health’s brand-new book: Patient No Longer. We’ll explore where patient-centered care has taken us, the work that still needs to be done, and the hard truths about the current state of healthcare—all through the eyes of those we serve.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Gain a clear understanding of the origin of patient-centered care and how it applies to today’s healthcare delivery model
- Describe the expansion of the patient experience into a full-fledged consumer journey and the immense challenge this presents to healthcare providers
- Identify the skills and practices that will lead to a far superior consumer experience in the future

2:45–3:00 p.m. **Break**

3:00–3:30 p.m. **Virtual Awards Celebration**

3:30 p.m. **Wrap-up/Adjourn**

12:00–12:45 p.m. Follow the Feeling: Brand Building in a Noisy World

General Session

Kai D. Wright

Author, Strategist, Lecturer

Summary

In a reality where change has become a constant, this session will help healthcare systems and providers understand where to invest limited resources to build enduring, healthy relationships with patients and their families.

Through research based on 1,500 fast-growing organizations, this session will reveal five touchpoints that matter most in differentiating one brand from another: lexicon, audio, visuals, experience, and cultural connections.

Practical examples from organizations that have built strong communities will help bring to life why empathy matters, how to unlock it, and where to deploy it to resonate with others.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Identify five ways your care management experience can be differentiated from competitor
- Describe how to integrate more emotion-based communication that resonates with diverse patient communities that ultimately drives loyalty

12:45–1:00 p.m. Break

1:00–1:30 p.m. Business as Unusual: Adapting for Success

General Session

Brian Wynne

Vice President, Growth Team

NRC Health

Summary

It's clear that healthcare is in the midst of unprecedented change. Complex networks, empowered consumers, hypercompetitive markets, digital security concerns—and a global pandemic—have created the most challenging healthcare market to date. Join us to discuss the current state of healthcare, how health systems and leaders are adapting (and succeeding) today, and what's around the corner for the rest of 2020 and beyond.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Define this unprecedented year in healthcare
- Identify how select NRC Health partners have excelled in a challenging healthcare landscape
- Describe how we move together—ever forward—on the path to human understanding

1:30–2:00 p.m. The Profound Opportunity in Patient Focused Digital Innovation

General Session

Wendy Sue Swanson, M.D., MBE, FAAP

Pediatrician, Chief Medical Officer, Author, Advocate

Summary

Our health and healthcare are currently under undue pressure and accelerating change. A flexion point for digital solutions has begun—with necessity—during the pandemic. As more healthcare goes home, virtual, or remote, Dr. Swanson speaks to ways that digital health, innovation, and a focus on relationships can soothe the enormous difficulties of this time. Strong caregiver-patient relationships are built on communication and Dr. Swanson speaks to how the new tech landscape offers outstanding, innovative opportunities for efficient, yet humanistic, exchange of information in the hospital environment.

Drawing on her experiences as Chief of Digital Innovation for Seattle’s Children’s Hospital, as well as her broader observations now working with prevention focused start-ups and working in media, Dr. Swanson shows how technology can create efficient communication solutions while enhancing patient care and caretaker experience.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Explain the value of one-to-many communication for their organizations
- Describe how key tactics used in entrepreneurship are related to their work in hospital systems and clinics, prioritizing patient and family service
- Identify how the tenets of vaccine promotion (safety, efficacy, and convenience) can be used as design principles for communication and programs across clinics or hospital programs

2:00–2:15 p.m. Break

2:15–3:00 p.m. Improving Physician Communication & Engagement - Real Results Using Real-time Feedback

Concurrent

Session #1

Introducer: Aimee Wagner

Barbara Burnes, M.S., RN

Director, Workforce Development & Service Excellence

Floyd Medical Center

Dr. Daniel Valancius

Medical Director, Hospitalist Services

Floyd Medical Center

Summary

Discover how one healthcare system’s service excellence team and hospitalist medical director partnered using NRC Health’s Real-time feedback to develop and implement improvement strategies for the hospitalist team. This session will share the strategies and examples of how the effort has effectively improved communication and increased physician engagement, strengthening the patient/physician connection.

2:15–3:00 p.m. **Improving Physician Communication & Engagement - Real Results Using Real-time Feedback**
Concurrent
Session #1

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Identify opportunities for application of Real-time data for improved communication
- Describe how to use data as a guide for improvement strategies
- Identify multiple methods for sharing Real-time feedback and data as a coaching resource

2:15–3:00 p.m. **ED Patient Experience Journey from Sometimes to Always**
Concurrent
Session #2

Introducer: Ashlee Deeds

Jayne Lachey Gmeiner, M.S., RN, NEA-BC

Vice President for Patient Care Services & Chief Nursing Officer
Dayton Children's Hospital

Tami Wiggins, M.S.A., RN, NEA-BC

Senior Director of Emergency & On Demand Access
Dayton Children's Hospital

Summary

Using NPS and process measures to identify areas of opportunity, Dayton Children's was able to use key behaviors and tactics to drive change. In this presentation you can hear how data visualization tools and techniques are used to identify improvement opportunities that drive change throughout the emergency department.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how to use NPS and operational metrics to identify improvement opportunities
- Identify key behaviors and tactics to drive change (huddle boards, rounding, surg plans)
- Define how to use data visualization tools and techniques to identify improvement opportunities

2:15–3:00 p.m. **EasyPass Loyalty Program**
Concurrent
Session #3

Introducer: Alison Mumaugh

Edward M. Rafalski, Ph.D., M.P.H., FACHE

Chief Strategy & Marketing Officer
BayCare Health System

Brian P. Curtiss

System Marketing Director
BayCare Health System

Reid Yoder

Special Projects Strategist
BayCare Health System

Summary

In the current healthcare ecosystem, there are options around every corner for consumers to choose from where they want to seek treatment. In a diluted market such as this one, it's important to recognize how to deliver patient satisfaction while also maintaining a competitive advantage as an organization. BayCare Health found that loyalty programs are a key initiative to drive satisfaction and create a patient-centric culture that customers can rely on. BayCare's EasyPass Program not only changed brand awareness for the organization, but also created a personalized journey for patients from check-in to discharge.

NRC Health, a customer intelligence company that brings human understanding to healthcare, understands the importance of loyalty in healthcare and uses its Market Insights platform to inform programs such as the one with BayCare. Alongside BayCare, the two organizations are strong advocates for value-based care and how patients can benefit from these types of changes made to health systems.

In this session, BayCare's Ed Rafalski will discuss the value in implementing loyalty programs within a healthcare organization, the direct impact that it will have on an operational and clinical level and how transparency in healthcare systems can create a 360-degree view of your customer that will enable healthcare organizations to better service their needs.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how to access the value of a membership/loyalty program in healthcare
- Define how loyalty can improve the whole 360-degree view of patients and improve operational structure
- Demonstrate how loyalty can translate to a more personalized experience for patients

2:15–3:00 p.m. Engaging Employees During a Pandemic

Concurrent *Introducer: Jennifer Kimmons*
Session #4

Cheri Kauset

Vice President, Customer Experience
Mission Health

Summary

Presented by Mission Health's Cheri Kauset, this session dives deep on how company-wide attention to customer intimacy fits into effective reputation enhancement strategy. The intersection of employee and customer experience is where a meaningful brand starts and stops. Practices and partnerships can elevate an organization and take a good experience to an outstanding one—for all involved. How to choose partners through alignment of company values is the first

step. Please join Cheri in a conversation that is sure to bring new and interesting layers to existing culture strategies and brand initiatives.

Learning Objectives

At the conclusion of this session, attendees will be able to:

- Describe how to hone partnerships that align with your company values, and why it's important to your brand
- Identify NRC's platforms, particularly Real-time, can successfully fit with a customer intimacy strategy built around responsiveness
- Identify the potential within your employees to create remarkable experiences for customers

3:00–3:15 p.m. Break

Day 2 • Tuesday, August 25, 2020 (Continued)

ALL SESSION TIMES ARE IN CENTRAL TIME

3:15–3:45 p.m. Continuing the Conversation with Our Faculty
Ryan Donohue, Brian Wynne, Helen Hrdy, and Wendy Sue Swanson

Join us at the end of the day for a brief conversation with our symposium faculty. The discussion will provide an opportunity to explore faculty presentations in greater depth, as well as broader topics relevant to healthcare today. Please bring along any questions, we will include some of those in our conversation, time permitting. It's a great way to end the day!

3:45–4:00 p.m. Closing Statement /Adjourn