

# 2021 NRC Health Symposium Agenda

## *Rhythm of Understanding*

Day 1 • Wednesday, August 4, 2021

ALL SESSION TIMES ARE IN CENTRAL TIME

**9:30 AM–12:00 PM**  
*Invite Only Workshop*  
**In-Person Only**  
**Broadway A-C**

### **Understanding experience leadership**

Join NRC Health for an exclusive workshop where we will explore the role of patient experience leadership by understanding the human components of this unique role. This workshop will be an interactive experience offering you tools and resources to maximize your personal strengths as a leader and to support improved outcomes in your organization.

**12:00–6:00 PM**  
**In-Person Only**  
**Broadway Pre-Function**

### **Registration**

**1:45–2:45 PM**  
*Optional Session*  
**In-Person Only**  
**Broadway A-C**

### **Peek behind the curtain: Interview with Jennifer Baron, Chief Experience Officer, UC Davis**

**Jennifer Baron**  
Chief Experience Officer  
*UC Davis Health*

**Brian Wynne**  
Vice President, Growth Team  
*NRC Health*

**Ryan Donohue**  
Solutions Expert, Consumerism  
*NRC Health*

**3:00–3:15 PM**  
*General Session*  
**In-Person & Virtual**  
**Broadway E-F**

### **Welcome & introduction**

**Helen Hrdy**  
Chief Growth Officer  
*NRC Health*

**3:15–4:30 PM**  
*General Session*  
**In-Person & Virtual**  
**Broadway E-F**

### **Extraordinary collaborations: How to create phenomenal projects & exceed expectations together**

**Bronkar Lee and Aaron Williams**  
*as Collision of Rhythm*

**4:30–5:00 PM**  
**In-Person & Virtual**  
**Broadway E-F**

### **Awards presentation**

**5:30–8:30 PM**  
**In-Person Only**  
**Country Music Hall of Fame**

### **Networking reception**

Join NRC Health associates and conference attendees at the Country Music Hall of Fame for networking, cocktails, hors d'oeuvres, and live entertainment from a Nashville cover band.

\*This is a draft agenda and is subject to change.

**8:00 AM–5:00 PM**  
**In-Person Only**  
**Broadway Pre-Function**

**Registration**

**8:00–9:00 AM**  
**In-Person Only**  
**Broadway G-K**  
**Pre-Function**

**Networking Breakfast**

Coffee & conversation led by NRC Health VP/AVP  
 Join attendees for informal networking and conversation over a cup of coffee.

**9:00–9:30 AM**  
*General Session*  
**In-Person & Virtual**  
**Broadway E-F**

**Listening to the Rhythm of Understanding**

**Helen Hrdy**  
 Chief Growth Officer  
*NRC Health*

**Gregory Makoul, Ph.D., M.S.**  
 CEO, PatientWisdom  
*NRC Health*

**9:30–9:45 AM**  
**In-Person & Virtual**

**Break**

**9:45–10:45 AM**  
*Concurrent Session #1*  
**In-Person Only**  
**Broadway G-K**

**Digging into NRC Market Insights to inform strategy, set goals, and be courageous**

**Andrea Bonk**  
 Program Manager of Marketing Research  
 & Analytics  
*OSF HealthCare*

**Susan Milford**  
 Senior Vice President, Marketing & Communications  
*OSF HealthCare*

**9:45–10:45 AM**  
*Concurrent Session #2*  
**In-Person Only**  
**Broadway A-C**

**Lace up! Insight Series bootcamp**

**Christa Peters**  
 Collaboratives Director  
*NRC Health*

**9:45–10:45 AM**  
*Concurrent Session #3*  
**In-Person & Virtual**  
**Broadway E-F**

**From concept to reality: CX Management at Orlando Health**

**Ken Kozielski, M.B.A.**  
 Vice President, Customer Experience  
*Orlando Health*

**10:45–11:00 AM**  
**In-Person & Virtual**

**Break**

**11:00 AM–12:00 PM**  
*General Session*  
**In-Person & Virtual**  
**Broadway E-F**

**Activating feedback management in an integrated health system**

**Michael Puchtler**  
 Vice President, Patient Experience  
*ChristianaCare*

**12:00–1:30 PM**  
**In-Person Only**  
**Broadway G-K**  
**Pre-Function**

**Networking Lunch**

Network and gain insight from healthcare leaders across the country as NRC Health associates lead strategic conversations on topics YOU selected that matter most in healthcare today. For those that are virtual, this will be a 1.5 hour lunch break. Please return at 1:30 PM for Concurrent Sessions.

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<p><b>1:30–2:30 PM</b>  <i>Concurrent Session #1</i>  <b>In-Person Only</b>  <b>Broadway A-C</b></p>	<p><b>The hybrid theory: The thoughtful convergence of physical &amp; digital experiences in healthcare</b>  <b>Ryan Donohue</b>  Solutions Expert  <i>NRC Health</i></p>
<p><b>1:30–2:30 PM</b>  <i>Concurrent Session #2</i>  <b>In-Person &amp; Virtual</b>  <b>Broadway E-F</b></p>	<p><b>Lights, camera, action! Coaching your physicians to provide exceptional telehealth experiences</b>  <b>Dale Glenn, M.D.</b>  Physician  <i>Hawaii Pacific Health</i></p>
<p><b>1:30–2:30 PM</b>  <i>Concurrent Session #3</i>  <b>In-Person Only</b>  <b>Broadway G-K</b></p>	<p><b>Making Human Understanding Tangible: Hands-On Experience with Stories</b>  <b>Gregory Makoul, Ph.D., M.S.</b>  CEO, <i>PatientWisdom</i>  <i>NRC Health</i></p>
<p><b>2:30–2:45 PM</b>  <b>In-Person &amp; Virtual</b></p>	<p><b>Break</b></p>
<p><b>2:45–3:45 PM</b>  <i>Concurrent Session #1</i>  <b>In-Person Only</b>  <b>Broadway A-C</b></p>	<p><b>Achieving PX success in the ambulatory setting</b>  <b>Alan Dubovsky</b>  Chief Patient Experience Officer  <i>Cedars-Sinai Health System</i></p> <p><b>Steve Schuh</b>  Manager, Office of Patient Experience  <i>Cedars-Sinai Health System</i></p>
<p><b>2:45–3:45 PM</b>  <i>Concurrent Session #2</i>  <b>In-Person &amp; Virtual</b>  <b>Broadway E-F</b></p>	<p><b>Journey to success: How Harris Health achieved Magnet designation amid the pandemic</b>  <b>David Riddle, CPXP</b>  Administrative Director, Patient Experience  <i>Harris Health System</i></p> <p><b>Maureen S. Padilla, DNP, RN, NEA-BC</b>  Senior Vice President, Nursing Affairs &amp; Support Services  <i>Harris Health System</i></p>
<p><b>3:45–4:00 PM</b>  <b>In-Person &amp; Virtual</b></p>	<p><b>Break</b></p>
<p><b>4:00–5:00 PM</b>  <i>General Session</i>  <b>In-Person &amp; Virtual</b>  <b>Broadway E-F</b></p>	<p><b>The Future of Public Health: Learning from COVID-19 &amp; Striving for Health Equity</b>  <b>Leana Wen, M.D. (Speaker will present virtually)</b>  Emergency Physician  <i>Public Health Professor, George Washington University</i></p>

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**In-Person Only**  
**Broadway Pre-Function**

**Registration**

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**Broadway G-K**  
**Pre-Function**

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**9:00–10:00 AM**  
*Concurrent Session #1*  
**In-Person Only**  
**Broadway G-K**

**Getting back to basics to improve patient experience by building confidence & trust**

**Nate Stromberg, M.S., CPXP**  
Network Director of Patient Experience  
*Einstein Healthcare Network*

**9:00–10:00 AM**  
*Concurrent Session #2*  
**In-Person & Virtual**  
**Broadway E-F**

**Achieving health equity: The pivotal role of Real-time surveying**

**Peggy Greco, Ph.D.**  
Medical Director, Patient Experience  
*Nemours Children's Health System*

**10:00–10:15 AM**  
**In-Person & Virtual**

**Break**

**10:15–11:15 AM**  
*Closing Keynote*  
**In-Person & Virtual**  
**Broadway E-F**

**Healthcare Disruption: Beyond the Patient Experience**

**Nicholas Webb**  
Chief Innovation Officer, Center for Health Innovation  
*Western University of Health Sciences*

**11:15–11:30 AM**  
**In-Person & Virtual**  
**Broadway E-F**

**Farewell**

**Brian Wynne**  
Vice President, Growth Team  
*NRC Health*

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# Omni Nashville Floor Plan - Level Two

## LEVEL TWO

