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In-person  
event



# NRC Health Regional Summit

NOVEMBER 3, 2022 | W MINNEAPOLIS – THE FOSHAY | MINNEAPOLIS, MN

## The need to humanize care has never been more apparent.

But the imperative to humanize care is not new. Healthcare has become a series of transactions—a problem that predates Covid and negatively affects all involved, whether they're seeking or delivering care. Even potentially promising initiatives (e.g., the digital front door) risk speeding up transactions at the expense of human and humane relationships. The missing link is the ability to understand—and address—what matters to people in the context of their lives: literally personalizing care by treating each patient as a unique person.

This half-day event will bring together healthcare leaders for a facilitated discussion centered around Human Understanding. How is Human Understanding defined? How can it be measured? How can it be applied? And most importantly, what value does it bring to your organization?

After the event, you will better understand the vital role Human Understanding plays in transforming brands and defining the patient experience, and you'll be freshly energized to turn aspirations into action.

## GOALS

- Articulate factors driving the trajectory toward Human Understanding
- Highlight practical strategies to facilitate and measure Human Understanding
- Understand the power of focusing on what matters to patients and care teams
- Provide feedback on exploratory Human Understanding solutions
- Benefit by connecting and learning with others

## EVENT AGENDA

11:00 a.m.	Registration
11:30–12:30 p.m.	Networking Lunch
12:30–1:00 p.m.	Welcome and Opening
1:00–2:00 p.m.	Human Understanding in the Real World
2:00–2:15 p.m.	Break
2:15–3:30 p.m.	Innovation for Human Understanding
3:30–4:00 p.m.	Wrap-up
4:00–5:30 p.m.	Reception

Register now at [go.nrchealth.com/summit\\_MN](https://go.nrchealth.com/summit_MN)

FOR QUESTIONS, PLEASE REACH OUT TO **ALISSA WOOD, COLLABORATIVES MANAGER**, [awood@nrchealth.com](mailto:awood@nrchealth.com).