Carolinas Society for Healthcare Consumer Advocacy
32nd Annual Conference

Maximizing the Value Based Patient Experience

September 17-19, 2014

Ocean Creek Resort
Myrtle Beach, SC
Wednesday, September 17

11:30 AM – 1:00 PM  
**Registration; Purchase Raffle Tickets to benefit the Wendy Atkinson Scholarship Fund**

1:00 – 3:15 PM  
**Session**  
**Keynote Address**  
*The Power of CHOICE in Patient Experience Improvement: Driving Distinction for Positive Outcomes in a Value-Based World*

Jason A. Wolf, PhD, President, The Beryl Institute

In this interactive dialogue, explore how the critical needs of the emerging consumer driven healthcare landscape must be grounded in our ability to provide the best in experience for those engaging with our organizations. Discover what is shaping excellence in patient experience and learn fundamental ideas to create market distinction. The reality we face is that the traditional paths to care are being replaced with the choices of patients and families we serve and these decisions are driven by the very choices individuals in our healthcare organizations make at every point of interaction every day. The implication – a return to fundamentals that will support the best in experience, market distinction and positive outcomes. Come prepared to engage, challenge and be challenged to repurpose your efforts with a new experience mindset.

3:15 – 3:30 PM  
**Break**

3:30 – 5:00 PM  
**Session**  
*Patients First - Always*

Patrick Ratchford, Vice President, Patient Experience, Carolinas Healthcare System  
Lillian Wright, Patient Experience Consultant, Carolinas HealthCare System

Patients are at the center of everything we do at Carolinas HealthCare System, and we strive to hardwire a culture that exceeds our customers' expectations. This session demonstrates how to exceed those expectations by beginning and ending each interaction with caring. Connecting with our patients and teammates through the use of empathy and considering the whole person’s thoughts and feelings is the basis for ONE experience that includes, informs, and inspires…every person, every encounter, every time.

5:00  
**Raffle ~ Must be present to win**

6:00 PM ~ Until  
**Dinner & Awards at the Beach Club**

Spend the evening networking with friends & colleagues as we enjoy dinner provided for you by the Beach Club Café; live music; and the presentation of the Deborah D. Wood Patient Advocacy Award. A cash bar will be available throughout the evening.

*Dress: Beach Casual*
Thursday, September 18

6:30 – 8:30 AM  **Buffet Breakfast**

8:30 – 10:00 AM  **Business Meeting**

Your presence at the meeting is of vital importance as we will be discussing The Beryl Institute updates; potential name change for our organization and amendments to our by-laws.

10:00 – 10:30 AM  **Break ~ Time with Vendors**

10:30 – 11:45 AM  **Session**

*Improving the Patient Experience Using Non Clinical Post-Discharge Interventions*
Amber Randolph, Patient Advocate and Discharge Call Coordinator, Duke Regional

This presentation will outline how in 14 months, Duke Regional Hospital implemented a post discharge call process using non-clinical staff to reduce the likelihood of 30 day readmissions as well as increase Patient Satisfaction scores in all HCAHPS dimensions. You will see how through standardizing and centralizing the post discharge process as well as the development of specific scripts and protocols, facilities can use non-clinical staff to accomplish the following goals: Conduct service recovery to improve patient perception of care; Identify areas for performance improvement; Escalate clinical and psychosocial concerns to appropriate care givers and resources to decrease readmissions.

11:45 – 1:00 PM  **Lunch with Vendors**

1:00 - 2:30 PM  **Session**

*Team Carolina Team Duke Together Everyone Achieves More*
Brenda Radford, Director, of Guest Services, Duke University Hospital
Shane Rogers, Director of Patient Relations & Interpreter Services, UNC Health Care System

Communication concerns are universal in today’s healthcare. Both Duke Medicine and UNC Healthcare are working towards changing the way team members interact with patients, loved ones and co-workers to improve the patient experience. This presentation will share best practices on how to identify and engage staff on new behaviors, leading to better care and improved outcomes for patients and their families, as well as increasing employee engagement. **Show your team spirit by wearing your favorite team apparel to this session and be prepared to share your best practices for improving patient and family-centered care.**

2:30 – 3:00 PM  **Break ~ Time with Vendors**

3:00 – 4:30 PM  **Session**

*Palliative Care: What is it Really and How Does it Impact Patients and Families?*
Dr. Anthony Nicholas Galanos, Medical Director of Palliative Care Service, Duke University Hospital

Real life palliative care doctor provides a deep insight into the health care journey of chronically and seriously ill patients and their families. Through Dr. Galanos’ perspective, patient advocates will be better equipped to assess the emotional needs that patients and their loved ones face at the end of life. Dr. Galanos’ stories will bring you to tears and also have you laughing hysterically, as he prepares you to be able to partner with patients and their families at the end of their healthcare journeys.

4:30 PM  **Raffle and Vendor Prize ~ Must be present to win**
*Dinner on your own*
Friday, September 19

6:30 – 8:30 AM  
*Buffet Breakfast*

8:30 – 10:00 AM  
*Session*

**I Am the Frosting on the Cake**
Marion Martin, RN, BSN, MBA, Roper St. Francis Center for Quality

Objectives: Describe the measurement process utilized in gauging patient experience: What recipe do we need? Discuss the toolbox needed by those who advocate for patients and their loved ones: the necessary ingredients; Describe the final product in representing our patients: Fondant or butter cream icing?

10:00 – 10:15 AM  
*Break*

10:15 – 11:30 AM  
*Session*

**Dr. G and Tiff C: Exploring the Medical Mindset**
Dr. Anthony Nicholas Galanos, Medical Director of Palliative Care Service, Duke University Hospital
Tiffany Christiansen, Patient Advocate, Duke University Hospital

Dr. Tony Galanos is a compassionate and highly skilled Duke palliative care physician who understands the complexity of conversation, both with staff and patients. Tiffany Christensen is a Duke patient advocate who works to bridge the worlds of patients and their providers. Together, this dynamic duo will present to you a variety of situations seen in healthcare today, and through improvisation theater, explore ways to understand the medical mindset and work together for the best possible outcome. Prepare to laugh and learn.

11:30  
*Closing Remarks*

**Final Raffle ~ Must be present to win**
About Our Faculty
Carolinas Society for Healthcare Consumer Advocacy
32nd Annual Conference ~ September 2014

Jason A. Wolf, PhD is President of The Beryl Institute. He is a passionate champion and recognized expert on patient experience improvement, organizational effectiveness, and sustaining high performance in healthcare. As President of The Beryl Institute, Jason has led the growth of the organization in becoming the leading global community of practice and thought leader on improving the patient experience, engaging over 20,000 members and guests in almost 50 countries. Jason is also the founding Editor of the Patient Experience Journal, the first open-access, peer-reviewed journal committed to research and practice in patient experience improvement. Prior to joining the Institute, Jason designed and led the organization change, service, and leadership development strategies for the Eastern Group of HCA, supporting over 45 facilities and conducted groundbreaking research identifying the characteristics of high performance healthcare organizations.

Jason is a sought after speaker and an author of numerous articles and publications including two recent books on organization culture, change and performance in healthcare: Organization Development in Healthcare: A Guide for Leaders and Organization Development in Healthcare: Conversations on Research and Strategies. He also serves as a professorial lecturer at American University's School of Public Affairs in Washington, DC. A recovering marathoner, Jason's proudest accomplishment though, is that of new dad, with the arrival of his son, Samuel the day after PX Conference 2013.

Patrick Ratchford, Vice President, Patient Experience, Carolinas Healthcare System, Patrick is responsible for implementing system-wide protocols and innovations that enhance the patient experience for both the patients receiving treatment and their families who support them. As a leader in the Patient Experience Division, his team leads the strategic deployment of differentiable customer service at each point of interaction across the continuum. With over twenty years of experience in healthcare, Patrick uses his background in Human Resources and Customer Service support to drive tactics that improve the patient experience across the continuum. Prior to moving into this role, he was selected to lead the Carolinas HealthCare System Service Excellence efforts and has worked since 2004 to ensure that tactics are hardwired to engage our patients, physicians and teammates. Before that, he held leadership roles within the Human Resources division. Patrick holds a Masters degree in Speech Communications from Wake Forest University and a Bachelor degree in Communications from Wingate University. He is a Fellow in the American College of Healthcare Executives.

Lillian Wright has been a professional in the field of education for almost twenty years. She began her career as a Special Education teacher and has taught both high school and middle school students. She left the classroom in 2001 to begin a career in the training industry as a Training Coordinator for a local logistics company and then a local mortgage company. She began her career in healthcare in 2008 as an Education Specialist with Carolinas HealthCare System working with their medical practice networks. In 2012 she joined the Patient Experience Department as a Patient Experience Consultant and utilized her training background to coach struggling medical practices on how to improve their patient experience and patient satisfaction scores. She continues to serve her department in developing, facilitating and evaluating current and future trainings centered on improving the patient experience. She received her BA degree in Education and a Master's of Science degree in Leadership and Organizational Change from Pfeiffer University. She lives in Charlotte with her husband and her two furry children (two rescue dogs, Jessie and Cadie) and volunteers on the weekends at a local Horse Rescue. She loves education, everything about it from creation to facilitation to evaluation. No matter what she is facilitating, her goal is for her participants to take with them one thing they can do to make the experiences of our patients and patients’ families excellent and memorable.

Amber Randolph was born and raised in Raleigh, North Carolina. Amber joined the Duke Regional team as a Health Unit Coordinator in 2009. A graduate from The University of North Carolina at Greensboro, Amber holds a Bachelor degree in Sociology. In her current role as Patient Advocate and Discharge Call Coordinator, Amber works closely with a large multidisciplinary team to manage patient compliments and complaints and to implement interventions for the discharged patient population at Duke Regional Hospital. Additionally, Amber serves on the New Staff Development Committee as a Customer Service Behaviors Trainer, is a TEAMStepps Master Trainer, a Baptist Leadership Group RELATE Master Trainer, and holds an Associate Degree in Massage and Bodywork Therapy from Gwinnett College in Gwinnett, Georgia (a talent her colleagues regularly take advantage of). The discharge call program that Amber has developed over the last 2 years has been identified as a best practice by Press Ganey and the National Association for Healthcare Quality.

Shane Rogers is the 2013-2014 President Elect for the Carolinas Society for Healthcare Consumer Advocacy. He is the current Director of Patient Relations and Interpreter Services at UNC Health Care System. He graduated from James Madison University in Harrisonburg, VA with a degree in Psychology. After graduation, he spent 27 months in Nicaragua as a Peace Corps volunteer where he worked on health education, nutrition, and exercise projects. His time in the Peace Corps gave him the excellent opportunity to learn Spanish, climb volcanoes, and become quite the hammock expert. Upon his return to the US, Shane attended graduate school at Wake Forest University where he studied Epidemiology. Shane began his career in health care as the Patient Representative for Surgical Services at UNC Hospitals, where he mastered the art of the blameless apology. Shane continued his Patient Representative career at Duke University Hospital. After realizing that light blue accentuates his baby blues better than dark blue, Shane decided to return to the UNC Health Care system as the Director of Interpreter Services and assumed the directorship of Patient Relations and the Center for Latino Health for UNC Hospitals.
Anthony Nicholas Galanos, MD is Medical Director of Palliative Care Service at Duke University Hospital. He came to Duke in 1989 for a fellowship in Geriatric Medicine and joined the faculty in 1992. In 1998 he began his work in Palliative Care and has been responsible for growing this program to 18 providers and three fellows. Dr. Galanos provides a palliative care consult service to Duke University Hospital, Duke Regional Hospital and the Veterans Hospital. In August 2013 he attained Full Professor. Last year at DUH, his team responded to nearly 800 palliative care consults. Dr. Galanos is a passionate speaker who loves to teach and grow the culture of palliative care.

Marion Martin, RN, MSN, MBA, Lean Six Sigma Black Belt. An RN for 40 years has experience to include hospital administration, Trauma and Intensive care experience, patient safety and quality leadership. Marion served in the US Air Force Nurse Core, certified in Knowledge management and Project Management. In addition, she is oversight for the Roper St. Francis Center for Quality to include: Risk Management, Infection Prevention, Process Engineering, Accreditation and regulatory compliance, Clinical Quality and Quality Informatics. In her role, she has led the implementation of Just Culture, High Reliability, Nursing Peer Review and Patient Experience Council with Sister Kathleen Adamski. Marion has assisted in the adoption of Zero Patient Harm and has trained over 600 staff, board members, physicians and local industry staff in Lean Six Sigma.

Brenda Radford is a seasoned healthcare leader with a passion and commitment to enhancing the patient experience. Currently, she is Director of Guest Services with Duke University Hospital where she has worked for 35 years. In 1990 she assisted in the efforts of developing the Department of Patient and Visitor Relations. In 1996 she became Manager of Patient & Visitor Relations. Several years later, International Patient Services, Volunteer Services and Patient Information Services and Arts & Health joined together to become Guest Services, which she has the pleasure of directing. She attended Methodist College and University of Phoenix and has a BS degree in Health Care Administration.

She was a member of SHCA (Society for Healthcare Consumer Advocacy) a professional organization with the American Hospital Association where she served on the Board of Directors in multiple capacities, including the 2004 SHCA President. In 2005, Brenda was awarded the Ruth Ravich Award (SHCA Founders Award). Recently, SHCA has merged with The Beryl Institute – in the Patient Advocate Community of The Beryl Institute. She is also a member of the Carolinas Society for Healthcare Consumer Advocacy, and has served as President in 2000, 2010 and 2011. She is also a recipient of the Deborah D. Wood Patient Advocacy Award.

Tiffany Christiansen speaks from the perspective of a life-long patient and a professional patient advocate. Tiffany is a TeamSTEPPS Master Trainer, a Respecting Choices Advance Care Planning Instructor, an APPEAL certificate recipient, and the creator of her own Train the Trainer workshop series entitled “Finding Your Voice in the Healthcare Maze.”

Christensen is a nationally recognized public speaker and the author of three books exploring advocacy, end of life planning and partnership strategies in healthcare. Tiffany is the Project Coordinator for Duke Medicine’s Patient Advisory Council Expansion Program and a board member of the Beryl Institute for improving the patient experience. Tiffany is new faculty for the Patient Safety Officer Training at the Institute for Healthcare Improvement in Cambridge, Mass. Currently, Tiffany is a patient advocate at Duke Hospital working primarily in the area of Oncology.
Conference Registration Fees

Early Bird Registration - $195.00 for CSHCA Members by July 30
After July 30, CSHCA Members pay $220.00

Early Bird Registration - $230.00 for Non-members by July 30
After July 30, Non-members pay $250.00

Registration Fee includes:
- Attendance at 7 educational sessions
- Thumb drive loaded with all conference session materials
- Information on vendor resources
- Breakfast on Thursday & Friday mornings; Lunch on Thursday; Dinner on Wednesday evening
- Hospitality bag
- Opportunity to purchase raffle tickets to support the Wendy Atkinson Scholarship Fund, and a chance to win great raffle prizes including: a 2015 CSHCA Conference Registration, two nights & three days at Ocean Creek Resort and many other great prizes!
- Silent Auction for **2 memberships to The Beryl Institute**!
- Plus chances to win great door prizes from our vendors!

Please complete registration form and mail, e-mail or fax information to:

Billy Jones
1 Gary Avenue
Taylors, SC 29687
e-mail to William1951@charter.net

All checks should be mailed via US Postal Service to address listed above!

Ocean Creek Resort
10600 North Kings Highway, Myrtle Beach, South Carolina (800) 621-0972

To receive the group rate, please identify yourself as a member of: **Consumer Advocates 2014**

A special room rate of $75 – 1 BR Villa or $79 for a 2 BR Villa (plus taxes) is available to CSHCA Conference attendees. These special rates will be honored 9/14/14 thru 9/21/14 for those who would like to make it a vacation! **To take advantage of these great rates, reservations must be made by 8/17/14, so make your reservations early!** Whether you are a first time attendee, or a seasoned medical professional, we have a conference full of educational information! You will come away refreshed and armed with new approaches and strategies to take back to your organization helping you to create the best possible experience for your patients and families.

We look forward to seeing you in beautiful Myrtle Beach!
Registration Form

Name/Title:___________________________________________________________

Organization:__________________________________________________________

Address ______________________________________________________________

E-Mail _______________________________________________________________

Phone ______________________________  Fax _____________________________

Special Food Requirements? ______________________________________________

Is this your first time attending a CSHCA Conference:  Yes____ No____

CSHCA Member – *Early Bird* by July 30, 2014        $195  ______________
CSHCA Member – After July 30, 2014            $220  ______________
Non-Member - *Early Bird* by July 30, 2014        $230  ______________
Non-Member – After July 30, 2014            $250  ______________

**Guest for Wednesday Dinner**  10 X __  ______________
9/17/14 - $10.00 each

**Total**  ______________

Check enclosed in the amount of:  $______________
or
Credit/Debit Card Payment in the amount of:  $ ____________

Credit/Debit Card # _______________________Security # ________
(MasterCard, Visa, Debit or Commercial Credit Cards accepted)

Expiration Date ___________________________________________

Cardholder Name __________________________________________

Cardholder Signature _______________________________________

*In the event of an emergency, refunds will be made up until September 1, 2014, less a $50.00 administrative fee.*