

Brian Lee CSP  
HEALTHCARE'S ENGAGEMENT EXPERT



# KEYNOTES

*to Engage, Empower & Transform*

Brian Lee, CSP — Healthcare's Engagement Expert  
President and Founder of Custom Learning Systems



*Put Brian Lee to work for you and your audience  
to create a 5 Star culture of healing kindness*

# KEYNOTE PRESENTATIONS

*to Engage, Empower and Transform*

## The Magic of Engagement™

*Achieve a breakthrough in the CAHPS/patient experience  
through a buy-in at every level*

## Rural Hospital Renaissance™

*Transform the future of rural healthcare from decline and  
survival to growth and revival*

## Change Your Culture.... or be Doomed to Repeat the Past!™

*Creating a patient driven experience is not a spectator sport*

## Hardwiring a 5 Star Patient Experience™

*Six imperatives to create an extraordinary culture of patient  
engagement*

## Ignite the Best, Empower the Rest™

*Create a frontline driven culture of kindness care everywhere*

## Empowering Patient Relationship Experts™

*Prescription for a culture of engagement*

## How to Inspire Caregiver Heroes Everyday™

*The 10 Imperatives of Caregiver Hero Inspiration*

 **Custom Learning Systems**  
1.800.667.7325 [customlearning.com](http://customlearning.com)



# Brian Lee CSP

## Healthcare's Engagement Expert

- Brian Lee, CSP, is one of North America's leading experts in the field of improving the Patient Experience and Staff Engagement, and is the author of 8 books, including "Satisfaction Guaranteed" and "Keep Your Nurses and Healthcare Professionals for Life," and "Skillful Physician Communication."
- For two consecutive years, the International Customer Service Association Conference recognized Brian as the number one rated Customer Service Expert Speaker in the World.
- Brian Lee, founded Custom Learning Systems Group in 1984 and the acclaimed Healthcare Service Excellence Conference since 2000.
- Brian has been awarded the designation of CSP, Certified Speaking Professional, by the National Speakers Association.
- In the past 36 years, he has travelled 5,000,000+ miles to speak 3,840+ times. He has spoken in every state and province in North America and in 16 countries worldwide.

## Company OVERVIEW

### Our Vision:

Kindness Care Everywhere

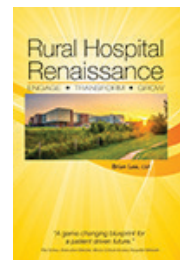
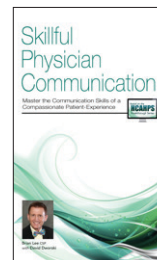
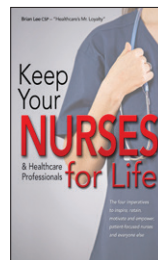


### Our Mission:

Creating a 5 Star culture of healing kindness

### Our Creed:

We make a difference in the lives of people who make a difference in the lives of people.



[www.CustomLearning.com](http://www.CustomLearning.com)

[http://www.facebook.com/Custom Learning Systems](http://www.facebook.com/CustomLearningSystems)



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# The Magic of Engagement™



## **MISSION:**

Achieve a breakthrough in the CAHPS/patient experience through ownership and buy-in at every level.

## **YOU WILL LEARN HOW TO:**

- Avoid the two fatal mistakes most hospitals make about HCAHPS improvement, and know exactly what to do
- Implement the single most important best practice to both improve the patient experience and engage and empower your frontline staff
- Discover the twelve biggest barriers to frontline engagement, and learn how to overcome them
- Apply the ***License to Please*** seven best practices empowerment bundle to educate and mobilize everyone, to continuously improve the patient experience
- Energize your current efforts to improve the patient and family experience and create a sense of urgency
- Discover the three must-have imperatives to improve the overall patient experience and become a high-performing hospital

## **PARTICIPANTS SAY IT BEST:**

*“The best 90 minute investment in patient experience/HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone’s expectations.”*

– Robert Boyd, CEO, Linton Hospital, ND

*“Brian opened our eyes about our lack of understanding about our patient experience scores and the vital importance of staff engagement. Brian challenged our leaders to step up and I really appreciated that. Having an expert from the outside like Brian was very much appreciated.”*

– Jason Cleckler CEO, Delta County Memorial Hospital, CO

*“There was so much power and energy in the room during Brian’s presentation. It was the most engaged and energized I have ever seen my management team.”*

– John Peterman, CEO, Riverside Health System, Riverside, VA

# Rural Hospital Renaissance™

## THE FACTS:

- Nationwide, 120 Rural Hospitals have closed since 2010
- The National Rural Health Association has identified another 673 hospitals across the country that are at risk of closing

## MISSION:

Transform the future of rural healthcare from decline and survival to growth and revival.

## YOU WILL LEARN HOW TO:

- Effectively educate your leaders on the core skills and competencies of how to improve and sustain HCAHPS, ED, and Clinic patient satisfaction survey scores
- Create a restful, healing environment that patients perceive to be quiet
- Transform your hospital culture to one where *Everyone Is A Caregiver* of first responders
- Master the skills of successful patient medication education
- Prepare every patient for safe, continued recovery at home... every time
- Implement the communication skills of a compassionate patient experience
- Deliver compassionate pain care through proven skills and best practices
- Master relationship-based communication skills that heal
- Create a culture of empathetic, timely, responsive service
- Engage staff and patients in creating a seamless care transition experience
- Implement a strategic blueprint to engage everyone in creating an overall compassionate experience for the patient & family throughout their hospital stay
- Create a hospital experience that patients will enthusiastically recommend

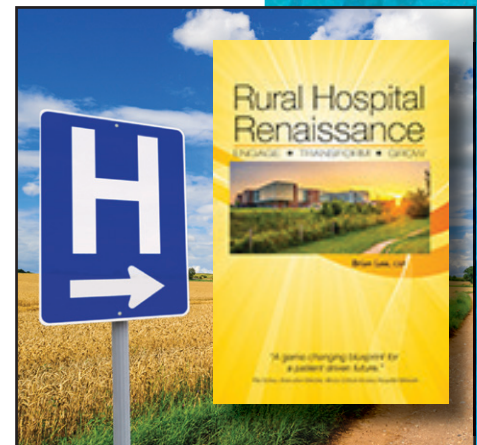
## PARTICIPANTS SAY IT BEST:

*“A game changing blueprint for a patient driven future.”*

– Pat Schou, Executive Director, Illinois Critical Access Hospital Network

*“The patient drive-by, silent but deadly. Excellent information to keep that from happening. The differentiator of a 5 Star hospital is a DNA of empathy, kindness and compassion, an amazing recipe for success in rural hospitals.”*

– Brock Slabach, Sr. VP for Member Services,  
NRHA - National Rural Health Association



# Change Your Culture ...or be doomed to repeat the past™



## **MISSION:**

Creating a patient-driven experience is not a spectator sport

## **YOU WILL LEARN HOW TO:**

- Create an implementable framework for cultural transformation
- Achieve vital change-leadership strategies necessary to create a long-term, sustainable competitive advantage
- Effectively sell change and create ownership at every level
- Gain active enthusiastic frontline buy-in and ownership to improve the patient experience
- Empower frontline staff as champions for service excellence.
- Implement eight breakthrough recommendations to assess and transform your culture NOW!

## **PARTICIPANTS SAY IT BEST:**

*“Wonderfully engaging. Demystifies culture change.”*

– Kelley Dillon, Organizational Effectiveness Consultant, St. John Health

*“It wasn’t “fluff” – which I’ve experienced in a lot of these types of presentations. The in-depth examples & answers to questions demonstrate that he had actually made change happen.”*

– Angie Heydon, Senior Advisor, Cdn. College of Health Service Executives

*“I hope this letter captures my enthusiasm for our “Journey to World-Class Patient Satisfaction.” For us, it has been a sound business decision and it has improved patient satisfaction and employee morale and changed our culture.*

– David B. Tillman, MD, President and CEO, Motion Picture Television Fund

*“This morning I was a sponge. I soaked up all these great ideas and now I’m going back to my hospital to squeeze it out on people.”*

– Rebecca Penix, Consumer Affairs Coordinator, Hillcrest Health System

# Hardwiring a 5 Star Patient Experience™



## **MISSION:**

6 Imperatives to create an extraordinary culture of patient engagement

## **YOU WILL LEARN HOW TO:**

- Systematically implement the 6 imperatives of creating a 5 Star culture
- Break down departmental silos and achieve organization-wide literacy about the CAHPS survey results
- Gain active, enthusiastic frontline buy-in and ownership to improve the patient experience at the bedside and everywhere
- Build a patient-driven culture of kindness care through the three cornerstones of culture change
- Improve patient experience scores to the 90th percentile and reduce controllable turnover
- Apply the “**License to Please**” 7 best practices “empowerment bundle” to everyone, to continuously improve the patient experience.
- Educate leaders to excel at leading staff meetings and huddles that will inspire and motivate attendees and boost morale

## **PARTICIPANTS SAY IT BEST:**

*“The best time investment in patient experience/HCAHPS leadership education and engagement we have ever made. Very well done and exceeded everyone’s expectations.”*

– Robert Boyd, CEO, Linton Hospital, Linton, ND

*“The energy is remarkable. Truly impactful with great insights, and suggestions with one common thread: remember the patient.”*

– Jerome Flores, CFO, Kahuku Medical Center, Kahuka, HI

*“If every hospital, CAH or provider had the common sense of Brian Lee, they would win their patients every time.”*

– Evalyn Ormond, CEO, Union General Hospital, Farmerville, LA

# Ignite the Best, Empower the Rest™



## **MISSION:**

Create a frontline driven culture of kindness care everywhere

## **YOU WILL LEARN HOW TO:**

- Eliminate issues of concern to frontline staff that are a practical day-to-day barriers to their active engagement
- Hardwire priority patient experience best practices that are essential to overall improvement
- Create an organizational implementation structure that empower leadership and the frontline to continuously improve the patient experience through an effectively chartered Service Excellence Council
- Ensure your patient experience measurement process is appropriate, timely and effectively utilized.
- Systematically implement and hardwire a caregiver empowerment education bundle that transforms traditional staff ‘renters’ into ‘owners’
- Integrate your medical providers into the overall patient experience improvement process
- Effectively engage your ancillary and support departments to proactively support clinical and bedside caregivers
- Activate a high visibility Executive communication process that will earn the trust and confidence from frontline staff

## **PARTICIPANTS SAY IT BEST:**

*“Awesome! The most engaged and talented speaker I have ever been able to sit with!”* – Joann Strosnider, President, WPHS Inc., Ozarks Medical Center

*“Oh my goodness! Instead of ‘Aha’ moments, I had so many ‘OMG’ moments. Brian has such a simple and profound way to present this education. Excellent content.”*

– Tammy Jantzen, COO, Okeene Hospital



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# Empowering Patient Relationship Experts™



## **MISSION:**

Prescription for a Culture of Engagement

## **YOU WILL LEARN HOW TO:**

- Create patient relationship advocates and experts
- Unleash the priceless value of lifetime customer loyalty
- Overcome the 93% factor  
“93% of what is learned in a classroom is forgotten within 14 days.”  
– Dr. Tony Buzan
- Implement proven ways to engage and inspire everyone
- Immediately put to work the “twelve imperatives of duct tape learning” to ensure continuous improvement
- Systematically create a “learning culture” to systematically improve the patient experience

## **PARTICIPANTS SAY IT BEST:**

*“Insanely productive, valuable, engaging, and informative.”*

– Lorianne Edwards, Administrative Manager, St. AB & Surgeon PCN

*“Yes. Lots of information, lots of documentation, resources, lots of links to follow up to continue to make better caregivers in our clinic.”*

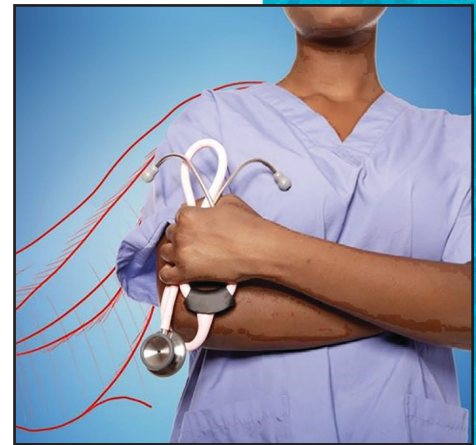
– Victoria Doyle, Office Manager, Lakeside Clinic

*“Amazing! The best speaker I’ve had the pleasure of seeing. Valuable information that I will take back and implement (...really!).”*

– Melanie Wigston, Assistant Manager, Westgrove Clinic



# How to Inspire Caregiver Heroes Everyday™



## **MISSION:**

The 10 Imperatives of Caregiver Hero Inspiration

## **YOU WILL LEARN HOW TO:**

- Empower and create continuous supportive teamwork
- Model personal resilience
- Ensure frequent, two-way, authentic communication at every level
- Avoid caregiver burn-out by treating every employee as if he/she were the only employee
- Transform staff morale and foster an appreciation and recognition culture
- Be re-inspired to fully realize your own potential in service to others
- Learn how to leverage the Caregiver Heroes Micro-webinar Series

## **PARTICIPANTS SAY IT BEST:**

*“Excellence content and a true roadmap for creating an inspired team.”*

– Ada Bair, CEO, Memorial Hospital

*“Brian Lee is a phenomenal speaker! The presentation was packed with information, tools and ideas that can be easily integrated and make valuable impacts.”*

– Cori Beights, Director of Clinic Operations, Northeastern Health System

*“Brian was very relatable and easy to listen to, and the content was very inspiring for ideas for our staff to grow as a whole.”*

– Julia Berman, PRI Marketing Director, Presentation Medical Center



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The Brian Lee CSP

# Customized Keynote Difference



Here are seven reasons to put Brian Lee CSP to work for you at your next meeting:

## 1. Conference Theme

Your meeting theme will be integrated into his presentation in a way that brings it to life

## 2. Customization

Brian will go to extraordinary lengths to customize and personally tailor his presentation to meet your strategic meeting goals, and make the message relevant to your audience

## 3. Speaker Continuity

His message will be linked to other keynote presenters by quoting and referencing them, enabling the audience to see the continuity of your theme

## 4. Valuable Learning Guide

Brian will provide a quality customized Learning Guide (not simply a PowerPoint print out), that provides your attendees with practical implementation tools to take away

## 5. Two For One

We are happy to deliver an additional breakout presentation (or two) on the same day at no additional fee

## 6. Results!

Expect a practical, inspirational keynote presentation, that your audience will rate a 4.8 + (on a scale of 1 to 5)

## 7. Value Added Implementation Tools

Brian has made it his signature trademark to provide attendees with a choice of valuable (free) take-away tools to complement and support his message.



# 5 Value Added Ways a Brian Lee Keynote Enhances the Educational Experience

Choose from these free educational resources

# 1

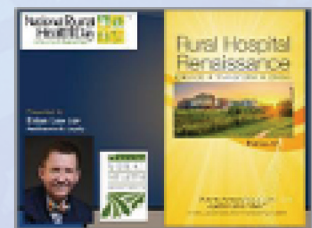
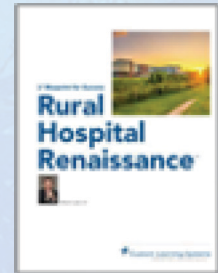
## Presentation Education Resources

### Four Page Learning Guide

- To be handed out just prior to presentation
- Copy ready original available 3 weeks prior
- Available in digital format via your website in advance

### PowerPoint Available for Onsite Education

- We customize the powerpoint up to the last hour
- Available immediately following presentation



# 2

## Brian Lee Digital Books

### Satisfaction Guaranteed

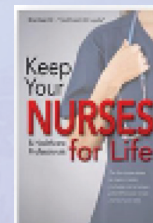
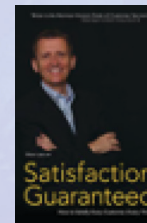
- How to satisfy every customer every time

### Keep Your Nurses and Healthcare Professionals for Life

- Four imperatives to inspire, retain, motivate and empower patient focussed nurses and everyone else

### Skillful Physician Communication

- Master the communication skills of a compassionate patient experience



# 3

## Live Video Keynote of Same Presentation

### Live one hour Brian Lee Virtual Keynote presentation

- Available upon request
- To any member organizations with 80 employees or more

# Enhance the Educational Experience continued

# 4

## Brian Lee Educational Webinar Series

### HCAHPS Breakthrough Leadership™ Webinar Series

- 13 Webinars – one hour a month, for 13 months
- Targeted for all leadership
- Each webinar includes a downloadable workbook
- Can be viewed at scheduled time or via on demand library
- Unlimited access for 16 months
- Includes CHPP Designation “Certified HCAHPS Practicing Professional”
- Access to 24 implementation Tools including Half hour coach call



### Everyone’s a Caregiver Frontline Mastery Webinar Series - HCAHPS Hospital of Choice™

- 11 Webinars – 45 mins average length
- Designed for everyone – Alternates between Skills for Everyone & Nursing



### Everyone’s a Caregiver Frontline Mastery Webinar Series - Patient Centered Clinic

- 8 Webinars – 25 mins average length
- Designed for: Medical Office Assistants; Nurses; Physicians & Advanced Care Practitioners; Management



### Everyone’s a Caregiver - Caregiver Heroes™

- Subscribing Organizations receive two 5-minute micro-webinars a week
- Caregiver Heroes Inspiration

*Each video is designed to lift viewers spirits and brighten their day by sharing thoughtful, caring ways to:*

- Provide continued kindness care to patients and residents
- Offer peer care support and solace to each other
- Apply the same self-care principles to themselves

- Caregiver Heroes Leadership Tools

*These videos are pearls of wisdom on creative ways managers, supervisors and senior leadership can provide practical and inspirational leadership*

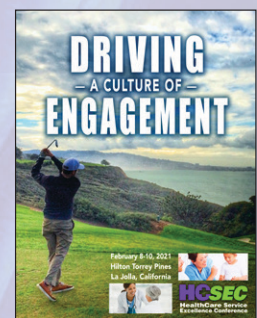


# 5

## HealthCare Service Excellence Conference

### The Annual HealthCare Service Excellence Conference

- Two Scholarships per organization



# Meeting Planners Say It Best

*“Our attendees also greatly appreciate your complete engagement with them and the way you tailored your two talks with pictures and quotes from participants as well as the other speakers. This special touch made us feel like we were your only thought in the world and made a very positive impression that will last for quite some time. Not only were we educated, we were entertained.”*



Dena Jarog, DNP, RN,  
Wisconsin Organization of Nurse  
Executives, Program Chair

*“Your presentation was engaging, informative, and entertaining, and our attendees were delighted. We especially appreciated the many insightful approaches you shared with our group, and your story-based methodology was most appreciated.”*



Robert Duehmig, Interim  
Director, Oregon Office of Rural  
Health

*“Thank you for your outstanding presentation as a keynote speaker. Your presentation of “Hardwiring a 5 Star Community Health Experience” was as insightful as it was entertaining. Your targeted, focused delivery was on point and the attendees were able to implement many of your suggestions as soon as they were back in their health centers. You immediately connected with the group and lead them through a story based methodology that was truly enjoyable, and therefore valuable to all.”*



Philip L. Morphew, CEO,  
Indiana Primary Health Care  
Association

*“Once again, your presentation was exactly what we asked for and more. you were engaging and entertaining, all while delivering information that was relevant to each person in the room. “Your message was challenging and encouraging to the health care professionals who left that conference ready to bring new ideas and energy to their hospitals and patients. Your ability to interact with the audience by incorporating them into your presentation helps them be attentive and responsive. With that, we saw attendees who were clearly seeing new ways to improve their patient engagement for the first time.”*



Julia Kettlewell, MPH, BSN,  
RNP, Director of Quality, AFMC

*“Attendees found your presentation both fitting and insightful, dealing not only with issues confronting rural hospitals across the country, but spotlighting straightforward methods to improve the patient experience in those hospitals. Your recommendations of the “Four Must-Haves” are environmental game changers for those hospitals and clinics struggling financially today.”*



Margaret Vaughn, Executive  
Director, Illinois Rural Health  
Association

*“Starting off the conference with Brian’s presentation was one of the best things we did. His energy, his ability to engage his audience, and his material were exactly what we were looking for to kick off our conference. I recommend Brian and his organization for HCAHPS improvement, quality improvement, and speaking at your next big event. Feel free to contact me.”*



Ms. Kyle Cameron, MS, Flex  
Program Manager, Office  
of Rural Health, Wyoming  
Department of Health

# Meeting Planners Say It Best

*“Our administrators’ comments on your **Magic of Engagement** presentation included “power packed ideas that are actionable because of the concepts and tools provided”, “excellent information, enthusiastic and realistic application of principals”, “Outstanding”, and “Excellent presentation”. You demonstrated the usefulness of the message and information to our constituents in the way we had hoped for.*

*“So thank you, Brian, for a job well done. Your presentations were well informed, valuable, and motivating.”*



Don Wood, MD, Director, Utah Office of Primary Care and Rural Health

*“Our audience found your talk on HCAHPS to be engaging, energetic, informative, and powerful. The practical tips you shared helped people break down each HCAHPS domain in more manageable content in order to provide excellent patient healthcare and customer service.”*



Michelle Mills, CEO, Colorado Rural Health Center

*“Our unique combination of attendees represented a challenge in addressing our topic **Inspiring Service Excellence**. Bringing these bodies together was first for us - very important that it be successful and a forerunner of future joint efforts. Your friendly, engaging style is commendable – actually amazing. Obviously, you are a master of your craft, the evaluations reflected that!”*



Joyce Woyted, Administrative Director, Emergency & Psychiatric Services, Advocate Health Care

*“As our keynote speaker you were captivating and intentional during your presentation on “Hardwiring a 5 Star Community Health Experience.” Your KPCA tailored presentation with pictures and quotes from the attendees was greatly appreciated and admired.”*



Lindey Young, MBA, Kentucky Primary Care Association, Member Services Coordinator

*“Thank you for speaking to our senior leadership team last week in Tulsa, OK. Your messages **The Magic of Engagement** about improving HCAHPS performance through employee engagement were exactly what we needed to hear – and you nailed it!*

*I have worked in healthcare and specifically in patient experience for many years, and I’ve seen and heard a lot of presentations and speeches on the topic. Yours stood out. It was targeted and focused on activities that we could implement immediately. You provided new information and did it in a way that was easy to grasp and act on. You made a real connection with our group, and I appreciate this new relationship my organization and it’s 10 hospitals has made with you and your team. We are a believer.”*



Kevin R. Gwin, VP, Communications, Ardent Health Services

*“In all the years I have been involved with this conference, your presentation has been the best and you are the only presenter who has been asked to come back. Thank you for the awesome experience you provided to the Nevada Health Care Association.”*



Daniel Mathis, Nevada Health Care Association