

HELPING YOU “JENERATE” LOYAL CLIENTS & PATIENTS THROUGH “JENEROUS” SERVICE

Virtual & Onsite Presentations For Successful Service Strategies

Through the perspective of a former psychotherapist, Jen helps you to identify service gaps and create a "treatment plan" for your organization to de-escalate challenging client and patient situations while enhancing customer loyalty!

Jennifer is a good fit for your virtual or onsite meeting if you want:

- Your audience to think differently about to how to de-escalate “problem” customers, patients and clients
- Simple, immediately implementable ideas on increasing customer, patient and client loyalty for any budget
- Less conflict & more collaboration with an increasingly intergenerational workplace serving age diverse customers, patients and clients.

A former psychotherapist, Jennifer L. FitzPatrick, MSW, LCSW-C, CSP is a frequent media contributor, adjunct instructor at Johns Hopkins University and has over 20 years' experience in healthcare. The author of *Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One*, she serves as a Care Advisory Board Member for HFC, the non-profit founded by Seth Rogen and Lauren Miller Rogen. She is low-maintenance, easy to work with and flexible (except for yoga poses). Most importantly, Jen is committed to helping you generate loyal clients, patients and customers through unique customized strategies.



Jennifer FitzPatrick, MSW, LCSW-C, CSP
Speaker • Author

Sample Virtual & Onsite Keynote Presentations



Where Do We Go From Here? Moving Forward After The Curve Flattens

Nobody's ever going to forget about social distancing and the uncertainty of the pandemic. Nor will they forget about the scary media reports and the terrifying situations they personally encountered during this healthcare crisis. "Re-entry" to the New Normal is going to be difficult for all of our patients and clients. Every organization has the opportunity for a fresh start post-crisis. This session will help you build a momentum of optimism and loyalty to best engage your patients and clients and their families moving forward to the New Normal.

Hateful To Grateful: Channeling Your Influence For Improved Patient Outcomes, Better Reviews & A Happier Workplace

Most people dread needing a hospital, assisted living, nursing home or home health agency. Because of this, new patients and families are often stressed and in a negative frame of mind when you begin working with them. Fortunately you have tremendous power over how most patients ultimately perceive their experience with your organization! This motivational session shares simple strategies on how to win over patients and their families early on, keep them happy and transform them into fans.

Burned Out To Blissed Out: Why Taking Burnout Seriously Improves Service And Outcomes

Burnout has recently been classified as an official phenomenon in the International Classification of Diseases and nearly three quarters of all healthcare leaders suffer from it. The pandemic has elevated this frightening problem to a new level. This timely, thought-provoking program will help you identify burnout in yourself, your leaders, and perhaps, most importantly, your frontline staff. Leave this session better understanding the impact burnout has on recruitment, retention and patient satisfaction. Also discussed will be strategies for preventing and minimizing burnout in your organization so your service goals are exceeded.

RAVE REVIEWS FOR JENNIFER L. FITZPATRICK

"Your presentations were extremely well received. The attendees appreciated your insight and are looking forward to implementing new ideas with residents they serve. Thank you for doing such a great job for us. It was a pleasure working with you."

Rose M. Hughes, Executive Director, Montana Health Care Association

"Working with Jen was an end-to-end pleasure. Her flexibility, professionalism, communication, and attention to process was exceptional. Jen brought a very high-level of expertise to the panel discussion that she was a part of, and the feedback from the session was among the highest overall on the conference agenda. Jen's knowledge and expertise adds high-value to the healthcare executives that gathered at the forum, and I look forward to future opportunities to collaborate!"

Graham Keavney, MBA, President, Healthcare Executive Forum & Cybersecurity Collaboration Forum

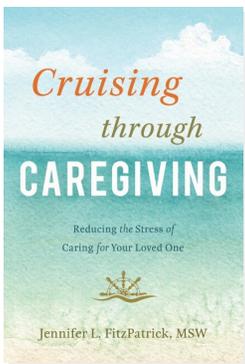
"Jennifer was the highest rated presenter at our fall conference. Many members requested that she come back for future events. I will recommend her to other associations looking for an easy to work with, high energy speaker with great content. We look forward to having her back!"

Margie Zelenak, Executive Director, Pennsylvania Assisted Living Association

"We've engaged Jennifer twice and both times she customized her presentations to meet the needs of our audience. She's a great speaker and receives glowing reviews from our conference attendees. We look forward to having her back again!"

Lil Banchemo, RN, MSN, Senior Director, Anne Arundel Medical Center

BOOK REVIEWS



An Amazon Bestseller

"This is a useful resource from someone with vast experience, both as a gerontologist and a caregiver."

Kimberly Williams-Paisley, Actor and New York Times best-selling author of *Where The Light Gets In*

"A must-read for all professionals, caregivers and all aging boomers!"

Virginia Ford, MSN, CRNP
University of Pennsylvania Health System,
Translational Research Center



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PARTIAL CLIENT LIST

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Houston Methodist West Hospital
Iowa Health Care Association
Jefferson University Hospitals
Johns Hopkins Medicine

Kentucky Senior Living Association
Keystone Senior Management, Inc.
Life Care Planning Law Firms Association
Montana Health Care Association
Pennsylvania Assisted Living Association
Society For Social Work Leadership In Healthcare
State of Delaware
Suburban Geriatrics
Virginia Assisted Living Association
The Arbor Company

Ready to discuss how Jennifer can help your healthcare audience?



JenniferLFitzPatrick

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