In support of improving patient care, Baystate Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

PHYSICIANS
Baystate Health designates this live activity for a maximum of 6.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

NURSES
This activity carries a maximum of 6.25 contact hours.

SOCIAL WORKERS
Application for social work continuing education credits has been submitted. Please contact us at learn.bhs.org for the status of social work CE accreditation.

This program will take place at The Log Cabin, 500 Easthampton Road, Holyoke, MA 01040. The Log Cabin phone number is 413-535-5077.

DIRECTIONS
From the Mass Pike: Take Exit 4 to I-91 North. From I-91, take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

From the North: Travel South on I-91. Take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

There is no charge for parking.

Specific AIDS or Services
Please call Baystate Continuing Interprofessional Education at 413-322-4242 if, under the Americans with Disabilities Act, you require specific aids or services during your visit to this continuing education program.

Your Comfort
Meeting Room temperatures will fluctuate. Please dress in layers and bring a sweater.

REGISTRATION & TUITION INFORMATION:
Tuition includes continental breakfast, lunch, and refreshment break. There is no charge for parking.

TUITION:
Baystate Employees: $110
All others: $250

CANCELLATIONS:
To cancel, call us at 413-322-4242. All cancellations incur a processing fee of $25 for conferences. We cannot refund cancellations received less than 10 business days before the course.

The Patient Experience 2018
Keeping it Personal: A Cornucopia of Insights and Strategies for Excellence in Patient Experience and Employee Engagement

Wednesday, November 7, 2018
The Log Cabin Banquet & Meeting House
Holyoke, MA
8:15 am to 4:15 pm

Credits
In support of improving patient care, Baystate Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurses
This activity carries a maximum of 6.25 contact hours.

Social Workers
Application for social work continuing education credits has been submitted. Please contact us at learn.bhs.org for the status of social work CE accreditation.

Application has been made for Pxe credits to the Patient Experience Institute.

Location
This program will take place at The Log Cabin, 500 Easthampton Road, Holyoke, MA 01040. The Log Cabin phone number is 413-535-5077.

DIRECTIONS
From the Mass Pike: Take Exit 4 to I-91 North. From I-91, take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

From the North: Travel South on I-91. Take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

There is no charge for parking.

Specific AIDS or Services
Please call Baystate Continuing Interprofessional Education at 413-322-4242 if, under the Americans with Disabilities Act, you require specific aids or services during your visit to this continuing education program.

Your Comfort
Meeting Room temperatures will fluctuate. Please dress in layers and bring a sweater.

Registration
REGISTRATION & TUITION INFORMATION:
Tuition includes continental breakfast, lunch, and refreshment break. There is no charge for parking.

TUITION:
Baystate Employees: $110
All others: $250

CANCELLATIONS:
To cancel, call us at 413-322-4242. All cancellations incur a processing fee of $25 for conferences. We cannot refund cancellations received less than 10 business days before the course.

Log in using their 5 digit EN/PN (including letters).

Check payments and Interdepartmental Transfers will generate a status of "Pending" and will be registered and confirmed upon receipt of payment.

Interdepartmental Transfer: Notify your education coordinator of your registration.

Check Payment: Make payable to: Baystate Health
Mail to: Baystate Continuing Interprofessional Education, 3601 Main St., Springfield, MA 01199

LOGGING IN:
1. Baystate employees and medical staff members log in using their 5 digit EN/PN (including letters).

2. All those who do not have an EN or PN and have not already done so, must create a new account under the visitor section. If you have already created a visitor account, you may log in under the visitor section using the username and password you created.

CANCELATIONS:
To cancel, call us at 413-322-4242. All cancellations incur a processing fee of $25 for conferences. We cannot refund cancellations received less than 10 business days before the course.
Objectives

WHY ATTEND?
Healthcare organizations and individuals face many challenges when seeking to attain and sustain outstanding/exceptional patient experience and workplace satisfaction. By attending this year’s conference you will learn strategies and practices that foster person-centered excellence, promote positive relationships, and rejuvinate your passion for working in healthcare.

GOAL: The goal of this educational activity is to support efficient, effective, compassionate, patient-centered care that benefits the individual patients and the communities we serve.

AUDIENCE: This course is designed for healthcare providers in all disciplines and specialties, and patient and family advisory council (PFAC) members and administrators.

OBJECTIVES: By participating in this educational activity, you should be able to:
1. Apply the art of bringing kindness to someone in a matter of seconds, regardless of how busy you are.
2. Articulate how patients are deeply impacted by receiving compassionate care even if they are not responding verbally with gratitude.
3. Identify the relationship between compassion, kindness and satisfaction of people you are serving.
4. Recognize the power you have to transform patient lives.
5. Apply tactics for using shared decision-making and promoting shared decision-making practices.
6. Describe what shared decision-making is and how it affects the patient experience.
7. Explain the challenges to using shared decision-making in clinical care, as well as provider and patient’s perspectives.
8. Discuss challenges that patients and families face when receiving information from healthcare facilities and medical providers.
9. Identify resources that enhance patient comprehension and compliance of their medical condition.
10. Locate sources of reliable, accurate and unbiased clinical information tailored to the patients’ needs and spoken language.
11. Develop skills of perception and expression through reading and writing exercises.
12. Discuss a group poem that is the compilation of healthcare experiences and insights.
13. Identify how both reading and writing poetry contribute to resilient thinking.
14. Articulate the types of resources that should be provided to assist deaf and hard of hearing patients.
15. Recognize the risks of failing to provide adequate assistive aids and services for the Deaf and Hard of Hearing in the healthcare setting.
16. Prioritize areas of high value in need of change in their workplace setting.
17. Recognize that passionate problem solving drives positive change and engages an entrepreneurial mindset to create systematic change.
18. Discuss how the various tools presented today will enhance their practice.
19. Identify resources that apply in your practice setting.

Program

7:45 Registration, Exhibits and Breakfast

8:15 Welcome
Deborah Smith, BSN, RN, CPXP

8:20 Introduction
Nancy Shendell-Falik, RN, MA

8:30 Transforming Lives: The Heart and Soul of Health Care
Allison Massari, MFA

9:30 Promoting Shared Decision Making to Improve the Patient Experience: Challenges and Tactics from the ED
Elizabeth Schoenfeld, MD

10:15 Coffee Break & Exhibits

10:30 Information across Languages to Empower Patients and Their Caregivers
Elizabeth Schoenfeld, MD

10:45 Challenges and Tactics from the ED
Rohini Harvey, MD

11:30 Poetry’s Alchemy: Transforming Healthcare Experiences into Gold
Robhini Harvey, MD

12:30 Lunch

1:15 The Overlooked Culture: Challenges & Insights of the Deaf and Hard of Hearing Population
Jonathan O’Dell, BS

2:00 Passionate Problem Solving in Healthcare
Alysia Dana, MBA, ACC, CPC
Amanda Garcia, MS, CPA, CFP
Jill McCormick, MBA

3:00 Coffee Break & Exhibits

3:15 Harvest Time: A Cornucopia of Essentials
Molly Gray, MS, RN
Diane Thomas, RN, BSN
Susan Sweeney, MSN, RNC-NIC

4:00 Closing Remarks
Deborah Smith, BSN, RN, CPXP

4:15 Adjourn

Prepare to be taken on a journey! Allison offers real solutions to the struggle of how to keep the patient first despite limited time and other practical constraints. By weaving her remarkable journey with potent life-lessons, Allison highlights the integral nature of patient-centered care and fortifies audience members, reigniting their passion for why they went into healthcare in the first place.

FACULTY

Ellen Brassil, MSLIS, MAT, AHIP
Director, Health Sciences Library
Baystate Health

Alyssa Dassa, MBA, ACC, CPC
President and Founder
Sage Ventures, Inc.
Business Consulting, Coaching, and Education
Gorham, Maine

Amanda Garcia, MS, CPA, CFP
Associate Professor
Elms College
Director, Center for Entrepreneurial Leadership

Molly Gray, MS, RN
Chief Nursing Officer
Baystate Health Eastern Region

Rohini Harvey, MD
Assistant Professor
University of Massachusetts Medical School
Physician
Baystate Health

Jill McCormick, MBA
Director of Innovation
TechSpring

Linda McShane, BA, MED
Patient and Family Advisory Council
Baystate Health

Tim Moriarty, MPS, CMI, CHI
Manager, Interpretation & Translation Services
Baystate Health

Jonathan O’Dell, BS
Assistant Technology Manager
Mass Commission for the Deaf & Hard of Hearing

Elizabeth Schoenfeld, MD
Assistant Professor, Department of Medicine
Institute of Healthcare Delivery and Population Sciences

Nancy Shendell-Falik, RN, MA
President of Baystate Medical Center
Senior Vice-President for Hospital Operations

Deborah Smith, BSN, RN, CPXP
Patient Experience Specialist
Baystate Health

Susan Sweeney, MSN, RNC-NIC
Nurse Educator
Baystate Health

Diane Thomas, RN, BSN
Director, Patient Relations
Baystate Health

FACULTY DISCLOSURE
None of the other faculty or planners for this educational event have commercial relationships with any entity producing, marketing, reselling or distributing health care goods or services consumed by, or used on, patients.

KEYNOTE SPEAKER

Allison Massari, MFA

Prepare to be taken on a journey! Allison offers real solutions to the struggle of how to keep the patient first despite limited time and other practical constraints. By weaving her remarkable journey with potent life-lessons, Allison highlights the integral nature of patient-centered care and fortifies audience members, reigniting their passion for why they went into healthcare in the first place.

FACULTY

Ellen Brassil, MSLIS, MAT, AHIP
Director, Health Sciences Library
Baystate Health

Alyssa Dassa, MBA, ACC, CPC
President and Founder
Sage Ventures, Inc.
Business Consulting, Coaching, and Education
Gorham, Maine

Amanda Garcia, MS, CPA, CFP
Associate Professor
Elms College
Director, Center for Entrepreneurial Leadership

Molly Gray, MS, RN
Chief Nursing Officer
Baystate Health Eastern Region

Rohini Harvey, MD
Assistant Professor
University of Massachusetts Medical School
Physician
Baystate Health

Jill McCormick, MBA
Director of Innovation
TechSpring

Linda McShane, BA, MED
Patient and Family Advisory Council
Baystate Health

Tim Moriarty, MPS, CMI, CHI
Manager, Interpretation & Translation Services
Baystate Health

Jonathan O’Dell, BS
Assistant Technology Manager
Mass Commission for the Deaf & Hard of Hearing

Elizabeth Schoenfeld, MD
Assistant Professor, Department of Medicine
Institute of Healthcare Delivery and Population Sciences

Nancy Shendell-Falik, RN, MA
President of Baystate Medical Center
Senior Vice-President for Hospital Operations

Deborah Smith, BSN, RN, CPXP
Patient Experience Specialist
Baystate Health

Susan Sweeney, MSN, RNC-NIC
Nurse Educator
Baystate Health

Diane Thomas, RN, BSN
Director, Patient Relations
Baystate Health

FACULTY DISCLOSURE
None of the other faculty or planners for this educational event have commercial relationships with any entity producing, marketing, reselling or distributing health care goods or services consumed by, or used on, patients.