



PLEASE POST

The 5th Annual Patient Experience Conference

Raising up the Patient Voice

Provided By:
Baystate Health Office of Patient Experience
and Baystate Continuing Interprofessional Education

Wednesday, October 30, 2019
The Log Cabin Banquet &
Meeting House
Holyoke, MA
8:00 am to 4:30 pm



Baystate Health



University of
Massachusetts
UMASS Medical School

Credits



JOINT ACCREDITATION[®]
INTERPROFESSIONAL CONTINUING EDUCATION

In support of improving patient care, Baystate Health is jointly 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 5.75 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 5.75 contact hours. Nurses should claim only the credit commensurate with the extent of their participation in the activity.

PHARMACISTS

Baystate Health designates this activity for 5.75 contact hours for pharmacists. Pharmacists should only claim credit commensurate with the extent of their participation in this activity.

PHYSICIAN ASSISTANTS

Baystate Health designates this activity for 5.75 contact hours for pharmacists. Pharmacists should only claim credit commensurate with the extent of their participation in this activity.

SOCIAL WORKERS

Application for social work continuing education credits has been submitted. Please contact us at education.baystatehealth.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 17 to Route 141 West. (Going toward Easthampton). The Log Cabin is two miles ahead on the left.

From the South: Travel North 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

~~F9; =GF5H=CB / H H=CB =B: CFA 5H=CB.~~
Tuition includes continental breakfast, lunch, and refreshment break.

To register for this course, go to our website at education.baystatehealth.org

All registrations must be made online. See Payment Information (below) for the process.

~~H H=CB.~~

Baystate Employees: \$110

All others:

~~U \ - Use Coupon Code ABCDE~~

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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**, log in under the visitor section using the username and password you created.

PAYMENT INFORMATION

1. **Credit Card** payments will receive immediate confirmation of registration and payment.
2. **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 so that payment can be processed.

Check Payment: Make checks payable to Baystate Health and mail to 3601 Main St., Springfield, MA 01199

CANCELLATIONS:

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

Raising up the Patient Voice

October 30, 2019

The Log Cabin Banquet & Meeting House
Holyoke, MA

Baystate Health

Together we deliver a higher state of caring.™

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 rejuvenate 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 health care 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**
Ellen Brassil, MSLIS, MAT, AHIP
Tim Moriarty, MPS, CMI, CHI
- 11:30 Poetry's Alchemy: Transforming Healthcare Experiences into Gold**
Rohini Harvey, MD
Linda McShane, MEd
- 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**
Alyssa Dassa, 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**

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.