The 5th Annual Patient Experience Conference

Raising Up the Patient Voice

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

Baystate Health
University of Massachusetts Medical School

Wednesday, October 30, 2019
The Log Cabin Banquet & Meeting House
Holyoke, MA
8:00 am to 3:30 pm

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 178 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 178 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.

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.

TUITION:
Baystate Employees: $110
All others: $180 (Use Coupon Code PX120)
After October 16, 2019: $130

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.
3. If you have already created a visitor account, log in under the visitor section using the username and password you created.

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

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.

October 30, 2019 • The Log Cabin
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 effective, efficient, 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. Identify visual thinking strategies that can support observation skills.
2. Apply visual thinking strategies that can enhance one’s ability to take in multiple perspectives
3. Discuss the importance of raising the patient and family voice in the process of diagnosis and care.
4. Discuss possible strategies to better raise the patient and family voice
5. Apply strategies to raise up the patient and family voice
6. Discuss the composition and purpose of a Patient-Family Advisory Council (PFAC).
7. Share the background and experience of participants.
8. Discuss ways in which hospital leaders can partner most effectively with PFAC members.
9. Describe various modalities through which patients are currently contributing narrative documents and stories about their experience with health care clinicians and organizations.
10. Describe how various narrative sources, including commercial websites, experience surveys, and online content can be used by physicians and hospitals to improve patient experience.
11. Discuss challenges of using narrative data for purposes of improving patient experience and methods for potentially overcoming some of these challenges.
12. Sketch out the perspective of a seriously and chronically ill patient over time.
13. Identify key findings from the Beryl Institute Consumer Study.
14. Articulate progression of practice and philosophy within the Field of Experience.
15. Define and identify barriers to “practicing experience.”
16. Discuss and practice a “strengths-based” approach to healthcare interactions.
17. Examine a new framework for “experience” that can improve joy in work.

Program

7:45 Registration, Exhibits and Breakfast
8:15 Welcome
Denise Schoen, MSN, RN-BC, CPXP
8:20 Introduction
Nancy Shendell-Falik, RN, MA
8:30 Taking in Multiple Perspectives: A Visual Thinking Skills Workshop
Angela Sweeney, MED, MA
Arlene Kruzel, MSN, RN-BC
9:30 Coffee Break & Exhibits
9:45 Taking in Multiple Perspectives: The Impact on Care
Doug Salvador, MD, MPH
Harry Hoar, MD
10:45 Patient-Family Advisory Council: Raising Their Voices through Partnership
Kathryn Banerji, MBA
11:30 How Can We Use Patient Comments to Inform Experience Efforts?
Tara Lagu, MD
12:15 Lunch
Graphic Medicine Exhibit
1:00 To Care is Human: What’s Love Got to Do with It?
Tiffany Christensen, CPXP
2:00 Workshop:
To Care is Human: What’s Love Got to Do with It?
Tiffany Christensen, CPXP
3:15 Closing Remarks
Denise Schoen, MSN, RN-BC, CPXP
3:30 Adjourn

KEYNOTE SPEAKER

Tiffany Christensen, CPXP

Tiffany Christensen approaches her work from the perspective of a life-long patient and Experience Professional. She has authored three books exploring advocacy, end of life planning and partnership strategies in healthcare. Tiffany has served as a Patient Advocate at Duke Hospital, Coordinator for Duke Medicine’s Patient Advisory Expansion Program and a Patient Engagement Specialist at the NC Hospital Association. Today, Tiffany is Vice President of Experience Innovation at the Beryl Institute dedicated to building bridges in healthcare by reinforcing the need to understand the “Lived Human Experience.”

FACULTY

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Press Ganey

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FACULTY DISCLOSURE

The design and content of Baystate Continuing Interprofessional Education (CE) activities support quality improvement in health-care and provide fair and balanced views of therapeutic options. Faculty or planner conflicts of interest are resolved before the educational activity.

None of the members of the 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.