

2nd

# Patient Experience



Develop a Patient Driven Strategy to Optimize the Future of Healthcare Through Life Sciences and HCPs **Forum**

**June 4–5, 2018**  
Hyatt Regency Jersey City on the Hudson // Jersey City, NJ

# PX18

## Featured Speakers



Jay Graves,  
Vice President of Sales,  
**ROCHE DIABETES CARE**



Derek Novak,  
Vice President and Chief  
Operation Officer,  
**MERCY ACO**



Joe Leggio,  
Director, Patient and  
Customer Experience,  
**LENOX HILL HOSPITAL**



Patsy McNeil,  
Chief of Patient Experience,  
**MID-ATLANTIC USACS**



Joanne Miller,  
Vice President of Patient Care  
Services, Chief Nursing Officer,  
**SIBLEY MEMORIAL HOSPITAL**



Susan Milligan,  
Manager, Guest Services,  
**CINCINNATI CHILDREN'S  
HOSPITAL**



Penney Cowan,  
Founder,  
**AMERICAN CHRONIC PAIN  
ASSOCIATION**



Suzanne Schrandt,  
Director, Patient  
Engagement,  
**ARTHRITIS FOUNDATION**



Beth Zaharoff,  
Director, Patient-Focused  
Clinical Trial Engagement,  
**TESARO**

## Conference Co-Chairs



Rebecca Ruckno,  
Director, Patient and Family  
Advocacy and Interpretive Services,  
**GEISINGER HEALTH SYSTEM**



Douglas Noland,  
Executive Director,  
Patient Experience,  
**ASTELLAS**

## Attendee Benefits



**Hear more stories** with added impact – learn from real-life experiences to understand best practices



**Learn to accelerate cultural shift** through rapid short-term results generation



**Analyze what organizations should do for the future of healthcare** and how to implement these practices



**Understand how cultural diversity affects the patient experience**



**Assess the sustainability issue** – creating an interactive structure with longevity



**Discuss the necessity for increased patient engagement** in clinical trials

## Sponsor

# Within3

# PX18

Dear Colleague,

Maximizing patient experience and centricity has become a key element for healthcare systems and pharmaceuticals alike, as this brings optimal health outcomes, growth, patient loyalty and lower costs. While many healthcare systems have made big strides in this field, the majority of pharmaceutical companies and hospitals have struggled to transform the culture and sustain these improvements for a number of reasons.

It has become imperative that taking patient experience to the next level requires both creating and sustaining a culture that revolves around patient centricity. For both healthcare systems and pharmaceutical organizations, the focus of the healthcare industry needs to be on creating health, prevention, and better products to meet the standards of the next generation patient.

The 2nd Patient Experience Forum is built to allow for further insights into the patient engagement strategies from both systems and **develop a deeper understanding of the business model needed to sustain patient experience and care networks.** Showcasing successful case studies and stories over two days and two tracks; come prepared to learn, discuss and strategize in order to provide better care for the patient journey.

We look forward to meeting you this June!

## WHO SHOULD ATTEND

This conference is designed for professionals from healthcare systems, pharmaceutical companies, and device manufacturers with responsibilities in the following areas:

- > Patient Experience (PX)
- > Customer Experience (CX)
- > Chief Operating Officer
- > Chief Medical Officer
- > Customer/Patient Care
- > Patient Engagement
- > User Experience (UX)
- > Marketing and Communications
- > Consumer/Customer Insights
- > Clinical Education/Staff Development
- > Patient Experience Design
- > Patient Advocacy
- > Patient Services
- > Nursing
- > Product/Program Management
- > Customer Strategy/Centricity/Excellence
- > Customer Excellence
- > Patient Retention/Services
- > Operational Excellence

This conference is also of interest to:

- > Patient Advisory Services
- > HC Clinical Transformation
- > Engagement/Analytics Services
- > Consultants and Strategic Advisors



## VENUE INFORMATION

Hyatt Regency Jersey City  
on the Hudson  
2 Exchange Pl.

Jersey City, NJ, 07302

To make reservations, please call 201-469-1234 and request the negotiated rate for the 2nd Patient Experience Conference. The group rate is available until May 14, 2018. Please book your room early, as rooms available at this rate are limited.

8:00 Registration

9:00 **Welcome and Conference Co-Chairs' Opening Remarks**

**Rebecca Ruckno**, Director, Patient and Family Advocacy and Interpretive Services, **GEISINGER HEALTH SYSTEM**

**Douglas Noland**, Executive Director, Patient Experience, **ASTELLAS**

9:15 **Accelerate a Culture Shift Through Rapid Short-Term Results Generation**

- > Learn how Astellas has built up their Patient Experience Organization by partnering with hospitals to learn how to best induce culture change in pharma
- > Use a model for healthcare services – understand what tangible achievements should be focused on and when
- > Discover the progress made over the past year and how the concept of patient centricity has successfully been employed across the organization

**Douglas Noland**, Executive Director, Patient Experience, **ASTELLAS**

10:00 **Impact of Cultural Diversity Affects the Patient Experience**

- > Understand how cultural diversity impacts every aspect of the patient experience from situations like how we receive information to how we deal with pain to interpreter services
- > Recognize that cultural diversity spans across genders, upbringing, cultures, religion and more
- > Assess ways to measurably improve the experience of diverse patients and families
- > Develop methods to sustain an intercultural care process

**Rebecca Ruckno**, Director, Patient and Family Advocacy and Interpretive Services, **GEISINGER HEALTH SYSTEM**

10:45 Networking Break

11:15 **The Fourfold Strategy to Enhance Patient Engagement**

- > Classify the modes of patient engagement and narrow down to the ones suitable for care teams
- > Demonstrate the implementation of event and community-based patient engagement strategies
- > Describe the approach to improve the communications between care teams and patients
- > Compile volumes of data to leverage them in closing gaps of care

**Derek Novak**, Vice President and Chief Operating Officer, **MERCY ACO**

12:00 Networking Lunch

1:00 **Patient Engagement – It Doesn't Have to Be Just a Buzzword**

- > Recognize patients as disease state experts – why is this important?
- > Discuss how, when and why to bring the patient's voice into the mix
- > How to gain internal support

**Beth Zaharoff**, Director, Patient-Focused Clinical Trial Engagement, **TESARO**

1:45 **Session Sponsored by WITHIN3**

2:30 Networking Break

3:00 **Cultivate a Culture of Compassion**

- > Describe the value of Relationship-Based Care Professional Practice Model to inspire staff to provide self-care and compassion for each other
- > Discuss the leadership attributes necessary to support and sustain innovation in health care
- > Embrace precision utilizing evidence based best practices that standardize work flow to optimize the health and wellness of caregivers and patients

**Joanne Miller**, Vice President of Patient Care Services, Chief Nursing Officer, **SIBLEY MEMORIAL HOSPITAL**

3:45 **PANEL DISCUSSION: Opioid Crisis: Managing Patient's Pain Expectations**



- > Explore ways to sufficiently manage a patient's pain under care with the national opioid crisis
- > Understand how the patient's experience is tied in with pain management before, during, and after their treatment
- > Identify the new regulations to reduce the opioid crisis and analyze what can be done for patients with these constraints

**Moderator**

**Rebecca Ruckno**, Director, Patient and Family Advocacy and Interpretive Services, **GEISINGER HEALTH SYSTEM**

**Penney Cowan**, Founder, **AMERICAN CHRONIC PAIN ASSOCIATION**

4:30 Day One Concludes

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*“Reinforced that the work I've been doing in this area has tremendous value.”*

—Performance Improvement Coordinator,  
**ABINGTON SURGICAL CENTER**

*“Groundbreaking way of engaging PX.”*

—Patient Experience Officer, **DESERT AIDS PROJECT**

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8:00 Registration

Track One: **Life Science**

Track Two: **Healthcare Services**

9:00 **Chair's Recap of Day One**

**Douglas Noland**, Executive Director, Patient Experience, **ASTELLAS**

**Chair's Recap of Day One**

**Rebecca Ruckno**, Director, Patient and Family Advocacy and Interpretive Services, **GEISINGER HEALTH SYSTEM**

9:15 **Sales Force 2.0**

- > Learn how, with the complex and rapidly shifting healthcare environment, the importance of building a high-performing sales team is critical to an organization's success
- > Understand how to build a highly impactful sales team with a patient-centric focus

**Jay Graves**, Vice President of Sales, **ROCHE DIABETES CARE**

**Create an Extraordinary Patient Experience: Steps to Achieving the 90th Percentile**

- > Discuss strategies to improve patient experience
- > Showcase service standards and hospitality programs launched for improvement
- > Assess data to validate improvement strategies

**Joe Leggio**, Senior Director, Patient and Customer Experience, **LENOX HILL HOSPITAL**

10:00 **Patient Engagement and Experience Project**

- > Analyze the latest collaboration on the patient engagement and experience project
- > Identify the achievements to better improve the design of clinical trials and how drugs will be delivered to patients

**Stephen L. Yates**, Clinical Program Director, Global Clinical Development and Medical Affairs Practice, **UCB**

**The Patient/Family Experience Staff Helpline**



- > The latest initiative launched at Cincinnati Children's Hospital allows for unique opportunities to remap the routes of patient family experience by creating surprising avenues between non-clinical and clinical staff.
- > Hear tales of experience involving Health Unit Coordinators, Registration, Plant Engineering, Food Services and more.
- > Discover how the partnership of these unlikely bedfellows impacts families experiences and employee engagement.

**Susan Milligan**, Manager, Guest Services, **CINCINNATI CHILDREN'S HOSPITAL**

10:45 Networking Break

11:15 **Design Thinking As a Way to Improve the Patient Experience**

- > Understand the notion of design thinking as a way for healthcare to make changes by empathizing with the patients and their families
- > Identify more about education and design thinking in the circle of the expectations of patients and families

**Alpa Vyas**, VP, Patient Experience, **STANFORD HOSPITALS AND CLINICS**

**A Gerontologist Guide to the Patient Experience**

- > Rethink the perspective of the customer service experience in healthcare
- > Identify how to find the gaps that matter by listening very carefully to patients and families
- > Gain insight into the ever-changing dynamics in healthcare delivery
- > Innovate the way safety drives the delivery of pharmaceutical services enhancing the worker experience

**Dan Levitt**, Executive Director, **TABOR VILLAGE**

12:00 **The Future of Drug Development for Rare Diseases**

- > With rare disease patients and patient organizations ready to play a larger role in drug development, learn about how regulators and drug developers can fully engage patients
- > Recognize the need to engage and educate rare disease patients to advance development and understand the unique challenges associated with this

**Dayna Fladhammer**, Rare Diseases Patient Engagement, **SHIRE**

**Communication Training and Sustainability**

- > With the increasingly complex needs of patients, understand how effective communication is key for both interaction with the patient and improving the efficiency of the care team
- > How to create a long-term, interactive structure that focuses on communication
- > Analyze how good communication is important in influencing care and health outcomes

**Patsy McNeil**, Chief of Patient Experience, **MID-ATLANTIC USACS**

<p>12:45 Networking Lunch</p> <p>1:45 <b>Go Beyond Surveys by Examining How to Review Patients' Feedback</b></p> <ul style="list-style-type: none"> <li>&gt; Discuss the difficulties in measuring and analyzing patients' experiences based on survey results</li> <li>&gt; Construct new tools and strategies to find better ways to measure and understand how patients think and feel about the care they receive</li> </ul> <p>2:30 <b>How to Build Patient and Provider Education Initiatives</b></p> <ul style="list-style-type: none"> <li>&gt; Compare the progressive ways to conduct the patient-centered management of chronic diseases</li> <li>&gt; Understand the fundamental ways to help patients best manage their diseases within the healthcare system</li> </ul> <p><b>Suzanne Schrandt, Director, Patient Engagement, ARTHRITIS FOUNDATION</b></p>	<p>3:15 Networking Break</p> <p>3:45 <b>Being Patient-Centric in a Digitizing World</b></p> <ul style="list-style-type: none"> <li>&gt; Understand how patient centricity means being deeply entrenched in the patient's needs, and how this can differ from patient to patient</li> <li>&gt; Comprehend the digital aspects of building patient engagement</li> </ul> <p>4:30 <b>Co-Chairs' Closing Remarks</b></p> <p><b>Rebecca Ruckno, Director, Patient and Family Advocacy and Interpretive Services, GEISINGER HEALTH SYSTEM</b></p> <p><b>Douglas Noland, Executive Director, Patient Experience, ASTELLAS</b></p> <p>4:45 Forum Concludes</p>
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**TERMS AND CONDITIONS:** By registering for an ExL Events ("ExL") event, you agree to the following set of terms and conditions listed below:

**REGISTRATION FEE:** The fee includes the conference, all program materials, and designated continental breakfasts, lunches and refreshments.

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**CANCELLATION AND REFUND POLICY:** If you cancel your registration for an upcoming ExL event, the following policies apply, derived from the Start Date of the event:

- Four weeks or more: A full refund (minus a \$295 processing fee) or a voucher to another ExL event valid for 12 months from the voucher issue date.
- Less than four weeks: A voucher to another ExL event valid for 12 months from the voucher issue date.
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To receive a refund or voucher, contact our offices at (201) 871-0474.

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ExL Events does not and is not obligated to provide a credit voucher to registered attendee(s) who do not attend the event they registered for unless written notice of intent to cancel is received and confirmed prior to the commencement of the event.

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## Registration Fees for Attending ExL's 2nd Patient Experience Conference

### Early Bird Pricing – Register by April 27, 2018

Healthcare/Pharma Professionals	\$1,495
Agencies/Service Providers	\$1,895

### Standard Pricing – Register After April 27, 2018

Healthcare/Pharma Professionals	\$1,695
Agencies/Service Providers	\$2,095

### Onsite Pricing

Healthcare/Pharma Professionals	\$1,895
Agencies/Service Providers	\$2,295

## Group Discount Program

### Save 25% per person when registering four

For every three simultaneous registrations from your company, you will receive a fourth complimentary registration to the program (must register four at one time).

This is a savings of 25% per person.

### Save 15% per person when registering three

Can only send three? You can still save 15% off every registration.

Offers may not be combined. Early Bird rates do not apply. To find out more about how you can take advantage of these group discounts, contact our offices at (201) 871-0474.

YES! Register me for this conference!

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