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Hyatt Regency Jersey City on the Hudson // Jersey City, NJ

June 5-6, 2017

exl  
events

# Patient Experience

Connecting Pharmaceutical and Healthcare Communities to Map the Patient Journey

# 2017

# PX

## Conference Chairs



Randy Hutchison, *Director, Patient Experience, GEISINGER HEALTH SYSTEMS*



Luther T. Clark, *Global Director, Scientific Medical and Patient Perspective, Office of the Chief Patient Officer, MERCK*

## Attendee Benefits

- » Grasp the fundamentals of patient experience and understand flow of care and the patient decision-making process
- » Network with thought leaders and trendsetters in patient and customer experience and get tips on how to become a better customer/patient communicator and marketer
- » Review successful case studies and hear best practices for improving patient/customer experience from an expert speaking faculty, including representatives from leading healthcare systems and pharmaceutical companies as well as out-of-industry experts
- » Understand the importance of the patient voice and the changing preference of consumers in creating your patient experience (PX) strategy
- » Improve the patient experience while engaging and training staff and physicians to manage competing priorities
- » Explore guidelines to boost your Hospital Consumer Assessment of Healthcare Providers and Systems Survey (HCAHPS) results and analyze how a well-designed patient experience can improve the efficiency of your business

## Sponsored By:

KANTAR HEALTH+



## Featured Speakers



Joan Kelly, *Chief Patient Experience Officer, NYU LANGONE MEDICAL CENTER*



Keith Boyle, *Director of Patient Experience, HENRY MAYO NEWHALL HOSPITAL*



Deb Mayo, *Vice President, Global Scientific Communications, TEVA*



Maria Karalis, *Senior Project Manager, Immunology Patient Care & Innovation, Global Marketing and Commercial Operations, ABBVIE*



Susan Osborne, *System Director Patient and Associate Experience, CHRISTUS HEALTH*



Brent Bowman, *Vice President, Strategy, Patient Experience, KAISER PERMANENTE*



Jennifer Horonjeff, *Officer, Patient-Centered Outcomes Research, HERBERT AND FLORENCE IRVING MEDICAL CENTER, NEW YORK PRESBYTERIAN; Consumer Representative, FDA*



Claudine Cangiano, *Senior Director, Patient and Customer Experience, NORTHWELL HEALTH*



Liz Presson, *Digital Media and Community Strategy Lead, OTICON MEDICAL*

# Patient Experience 2017

Dear Colleague,

To lead in today's economy, understanding, managing and engaging with your customer base is paramount to ensuring that their experience is optimized across the journey. Healthcare isn't travel or retail, but the customer experience is similar, whether they are searching for a hotel room or choosing a hospital. Patients are uniquely positioned to make complex and time-sensitive health-related decisions. The competitive landscape is changing rapidly and end-to-end experiences matter more than ever. The traditional commercial approach based on mass-media advertising, aggressive sales campaigns, ready access to physicians and relatively uninformed patients has fallen short. To date, few health systems, pharmaceutical companies or device manufacturers have successfully achieved exemplary patient/customer experience initiatives.

The ability to connect with patients is a competitive advantage, especially in today's digital-driven environment where patients engage with other patients and providers. **Patient Experience 2017** will provide an exploratory view into patient and customer experience strategies while serving as an ideal meeting and networking place for leaders to collaborate on common challenges. Over the course of two days, attendees will learn strategies, explore key trends and hear stories about integrating patient experience into organizational culture and daily business. Join our expert speaking faculty for engaging sessions on analyzing patient behaviors, going beyond survey results, empowering patients, enhancing the employee experience and improving your business.

Our faculty and peers are ready to help you gain a better understanding of techniques to optimize patient experience. Come prepared to learn, then return to work with new tools to successfully map every action point in the patient journey, interact effectively, and provide better care and products.

We look forward to meeting you this June!

Sincerely,

*Koray Ozkal*

Koray Ozkal  
Conference Production Director  
ExL Events, a Division of Questex, LLC

## Who Should Attend

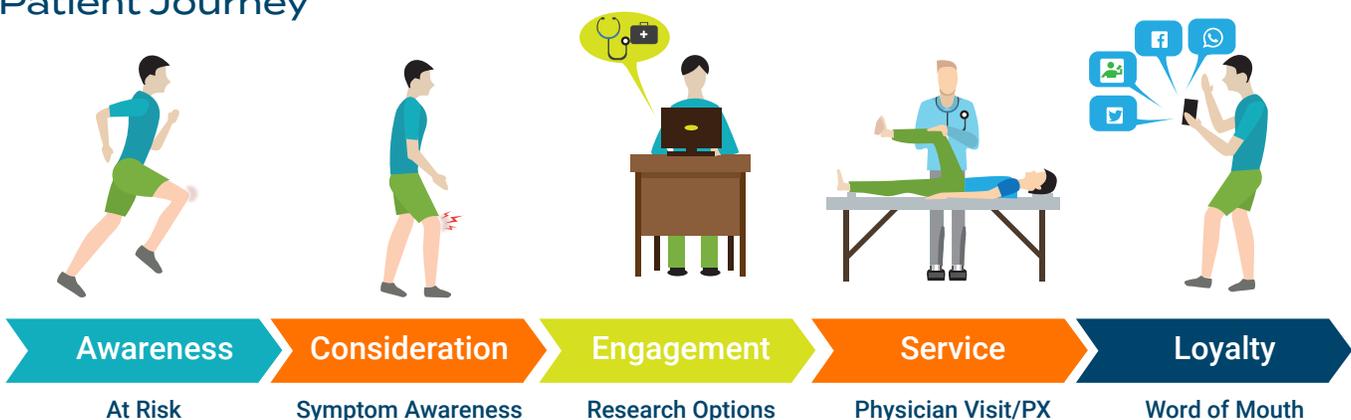
This conference is designed for professionals from healthcare systems, pharmaceutical companies and device manufacturers with responsibilities in the following areas:

- » Patient Experience (PX)
- » Customer Experience (CX)
- » Patient Engagement/Services
- » User Experience (UX)
- » Digital Marketing
- » Marketing/Marketing Communications
- » Consumer/Customer Insights
- » Patient Advocacy/Liaisons
- » Clinical Education/Staff Development
- » Patient Navigation
- » Customer/Patient Care
- » Customer/Patient Excellence
- » Community Relations
- » Patient Safety
- » Product/Program Management
- » Customer/Patient Strategy
- » User Design

This conference is also of interest to:

- » Medical Communication/Marketing Agencies
- » Legal Professionals/Law Firms
- » Engagement/Analytics Providers
- » Patient Advisory Services
- » Consultants and Strategic Advisors
- » Translation Services
- » Healthcare Clinical Transformation Service Providers

## The Patient Journey





8:15	Registration and Continental Breakfast	1:45	<b>Effectively Hear and Engage Your Patients Across the Care Continuum</b> <ul style="list-style-type: none"><li>• Explore values, challenges and opportunities for pharmaceutical companies to communicate more effectively with patients</li><li>• Learn methods used to improve patient engagement and empowerment</li><li>• Recognize benefit-risk factors for including the patient voice in your strategy</li></ul> <b>Luther T. Clark, Global Director, Scientific Medical and Patient Perspective, Office of the Chief Patient Officer, MERCK</b>
9:00	<b>Conference Co-Chairs' Welcome and Opening Remarks</b> <b>Randy Hutchison, Director, Patient Experience, GEISINGER HEALTH SYSTEMS</b> <b>Luther T. Clark, Global Director, Scientific Medical and Patient Perspective, Office of the Chief Patient Officer, MERCK</b>		
9:15	<b>Understand the Role of Technology in Creating Your Patient Experience Strategy</b> <ul style="list-style-type: none"><li>• Utilize patient feedback and patient experience analytics to understand what defines and drives customer experiences</li><li>• Identify, develop and implement technology solutions and supporting processes that enhance patient and customer experience</li><li>• Use technology to make patient experience data collection and interpretation more robust</li></ul> <b>Claudine Cangiano, Senior Director, Patient and Customer Experience, NORTHWELL HEALTH</b>	2:00	<b>Understand the Importance of Human-Centered Design and Innovation in Building the Patient Experience Strategy</b> <ul style="list-style-type: none"><li>• Adopt design with patient experience at the center</li><li>• Assess the basic steps of human-centered design and innovation for building an effective patient experience strategy</li><li>• Use innovative design to improve self-management experience for patients</li><li>• Detect and solve experiential problems throughout healthcare programs and make adverse event reporting easier and more feasible</li></ul> <b>Maria Karalis, Senior Project Manager, Immunology Patient Care &amp; Innovation, Global Marketing and Commercial Operations, ABBVIE</b>
10:00	<b>Explore Trends Shaping the Future of Patient and Customer Experience</b> <ul style="list-style-type: none"><li>• Learn the top trends in patient experience and what future healthcare solutions will redefine the patient experience</li><li>• Understand the role of technology in building a patient experience strategy and how implementing tech-enabled solutions impacts value for the organization</li><li>• Develop a patient-centric technology adoption strategy that positions patients not just as recipients of innovative services and solutions, but as active partners in helping shape what those innovations look and feel like</li></ul> <b>Brent Bowman, Vice President, Strategy, Patient Experience, KAISER PERMANENTE</b>	2:45	Networking Break
10:45	Networking Break	3:15	<b>Discuss How Off-Label Use of Approved Medication Impacts HCPs, Pharmaceutical Companies and the Patient's Overall Journey</b> <ul style="list-style-type: none"><li>• Analyze the FDA's call for comments on off-label promotions and their implications on continuum of care</li><li>• Evaluate conditions allowing healthcare providers and patients to work together to determine the best treatment options</li><li>• Develop personalized treatment plans for each patient and avoid use decisions that risk the safety and effectiveness of a medical product</li></ul> <b>Deb Mayo, Vice President, Global Scientific Communications, TEVA</b>
11:15	<b>Change Your Culture to Change Your Organization, Structure, Brand and Experience</b> <ul style="list-style-type: none"><li>• Grasp the essence of the cultural transformation: your patients own your brand, you own the culture</li><li>• Create a transformation strategy for a value-based organizational culture that has patient experience at its core</li><li>• Hear challenges to gain the full commitment of the organization's executive leadership and board to guide the organization through the changes a value-based system will require</li><li>• Understand cultural transformation is not a checklist, and neither is patient experience</li></ul> <b>Keith Boyle, Director of Patient Experience, HENRY MAYO NEWHALL HOSPITAL</b>	4:00	<b>A Better Employee Culture Is Equal to a Better Patient Experience</b> <ul style="list-style-type: none"><li>• Explore why a company culture of internal advocacy yields external advocates</li><li>• Create a real-time feedback loop between employees and patients to better the patient – and team member – experience</li><li>• Develop, foster and grow internal and external advocacy groups to positively impact the organization, brand and patient experience</li><li>• Hear real examples of how employees have impacted the patient experience</li></ul> <b>Liz Presson, Digital Media and Community Strategy Lead, OTICON MEDICAL</b>
12:00	Luncheon		
1:00	<b>Best-in-Class Communication Strategies to Boost Your Performance in HCAHPS</b> <ul style="list-style-type: none"><li>• List key strategies to move performance in hospital ratings of the nursing communication domain</li><li>• Coach your frontline staff for improvement</li><li>• Utilize tools to help with hardwiring bedside shift reports</li></ul> <b>Susan Osborne, System Director Patient and Associate Experience, CHRISTUS HEALTH</b>	4:45	Day One Concludes



8:15 Registration and Continental Breakfast

### HEALTHCARE

### PHARMACEUTICAL

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

**Randy Hutchison**, *Director, Patient Experience*, **GEISINGER HEALTH SYSTEMS**

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

**Luther T. Clark**, *Global Director, Scientific Medical and Patient Perspective, Office of the Chief Patient Officer*, **MERCK**

9:15 **Go Beyond Surveys to Understand the Differences Between Patient Catering and the Patient Experience**

- Discuss difficulties in measuring and analyzing patients' experiences purely based on survey results
- Understand why the customer is **not** always right and avoid risks taken by attempting to satisfy patients to boost survey scores
- Explore tools and strategies to find better ways to measure and understand how patients think and feel about the care they receive

**J. D. Saliman, M.D.**, *Orthopaedic Surgeon*, **CEDARS-SINAI HEALTH SYSTEM**

9:15 **The Importance of Patient-Centered Research in Patient-Focused Care in Drug Development**

- Assess the importance of patient-centered research, where the care experience is viewed through the eyes of the patients and their support groups
- Focus on research outcomes that are actually important to patients and address their real concerns
- Cultivate the FDA's patient engagement initiatives and understand the importance of patient advocacy in advisory board meetings

**Jennifer Horonjeff**, *Officer, Patient-Centered Outcomes Research*, **HERBERT AND FLORENCE IRVING MEDICAL CENTER, NEW YORK PRESBYTERIAN**; *Consumer Representative*, **FDA**

10:00 **CASE STUDY: Penn Medicine Experience**



- Learn about how Penn Medicine is dedicated to building a common language across the health system
- Hear how Penn Medicine is defining the "Penn Medicine Experience" internally for staff and externally for patients and consumers
- Recognize and reward employees for the important work that they do all year long
- Raise awareness about the importance of service excellence and the engagement and recognition of staff

**Karen Rivera-Gorski**, *Senior Organizational Development Consultant, Patient Experience*, **PENN MEDICINE**

10:00 **Address Patient Quality of Care Through Partnerships Across Pharma, Organized Customer Groups (Managed Care) and Patients**

- Determine partnership opportunities with organized managed care groups and health systems
- Explore how stakeholder partnerships can improve quality of care

**Jeanille Gatta**, *Customer Experience Leader, Market Access and Patient Strategies*, **ASTRAZENECA**

10:45 Networking Break

11:15 **Transform the Patient Experience Through Improved Communication**

- Improve a patient's experience with your clinic practice by communicating better with them
- Consider how technology can improve communications
- Use the right tools to understand each patient's communication preferences in order to adapt to the patient's state of mind

**Tiffany Burnett**, *Director of Patient Experience*, **MOUNTAINSTAR HEALTH**

11:15 **Discuss Best Practices for Successfully Steering Multiple Stakeholders Through the Continuum of Care**

- Explore pharma's role in bridging the HCP-patient gap by empowering patients
- Analyze future PX trends changing HCP-pharma interactions

12:00 Luncheon

## Do You Want to Reach the Audience at This Event?

Do you want to spread the word about your organization's solutions for potential clients and prospects onsite and online? Take advantage of the opportunity to exhibit, present an educational session, share your expertise on a panel discussion, host a networking event and/or access our conference marketing universe. ExL works closely with our sponsors to create customized opportunities that fulfill your sales and marketing objectives.

## Questions? Comments?

Do you have a question or comment that you would like to be addressed at this event? Would you like to get involved as a speaker or discussion leader?



Join the Conversation



Join The Patient Experience Network



#PX17



1:00 **KEYNOTE Reinventing Patient Experience: The Patient as a Care Team Member**



- Learn how to create a journey map to improve patient experience
- Understand the importance of developing a personalized journey map for each patient
- Involve patients in decision-making
- Leverage design thinking principles for your PX strategy

**Joan Kelly, Chief Patient Experience Officer, NYU LANGONE HEALTH SYSTEM**

1:45 **Leverage Consumer Insights to Redefine Your Patient Experience Strategy**

- Fully understand consumer needs when selecting a healthcare facility and leverage consumer insights to enhance competitive positioning in the marketplace
- Discuss the correlation between empowered consumers and patient satisfaction
- Hear best practices for consumer intelligence, patient experience research and drivers that impact loyalty

**Lauren Goodman, AVP, System Director Market Research, Strategic Marketing, CHRISTUS HEALTH**

2:30 Networking Break

3:00 **Create a Strategy to Understand the Voice of the Patient and How to Best Utilize It**

- Establish what defines and drives customer experience
- Utilize patient feedback and patient experience analytics
- Consider patients as equal partners on the research team for developing your drugs and services

**Jennifer Horonjeff, Officer, Patient-Centered Outcomes Research, HERBERT AND FLORENCE IRVING MEDICAL CENTER, NEW YORK PRESBYTERIAN; Consumer Representative, FDA**

3:45 **Build an Online Community to Engage, Educate and Mobilize Your Organization's Most Crucial Stakeholders**

- Employ tactics from the most successful communities to build an online community
- Drive engagement and mobilize members to act as inbound marketers and content creators for your organization
- Learn what successful organizations do differently than others

**Liz Presson, Digital Media and Community Strategy Lead, OTICON MEDICAL**

4:30 Co-Chairs' Closing Remarks

4:45 Conference Concludes



**HYATT REGENCY JERSEY CITY ON THE HUDSON**  
**2 Exchange Place**  
**Jersey City, New Jersey 07302**

To make reservations please call 201-469-1234 and request the negotiated rate for **ExL's June Meetings**. You may also make reservations online at <http://bit.ly/2lobh0p>. The group rate is available until **May 15, 2017**. Please book your room early as rooms available at this rate are limited.

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### Registration Fees for Attending ExL's Patient Experience 2017

	Healthcare/Pharma Professionals*	Agency/Service Providers**
<b>EARLY BIRD PRICING</b> <i>Register by April 14, 2017</i>	\$1,495	\$1,895
<b>STANDARD PRICING</b>	\$1,695	\$2,095
<b>ONSITE PRICING</b>	\$1,895	\$2,295

\*Healthcare/pharma professionals include representatives of hospitals, physicians offices, pharmaceutical companies, insurance companies/payers, drug and device manufacturers, and pharmacies.

\*\*Agency/service providers include those providing services and expertise to the healthcare industry.

**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.

**PAYMENT:** Make checks payable to PMA Conference Management and write C937 on your check. You may also use Visa, MasterCard, Discover or American Express. Payments must be received in full by the conference date. Any discount applied cannot be combined with any other offer and must be paid in full at the time of order. Parties must be employed by the same organization and register simultaneously to realize group discount pricing options.

**\*\*Please Note:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendance badges with a colleague within five business days of any ExL conference.\*\*

**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.
- Five days or less: A voucher (minus a \$395 processing and documentation fee) to another ExL event valid for 12 months from the voucher issue date.

To receive a refund or voucher, please email [cancel@exlevents.com](mailto:cancel@exlevents.com) or fax your request to 201 871 0474.

**CREDIT VOUCHERS:** Credit vouchers are valid for 12 months from date of issue. Credit vouchers are valid toward one (1) ExL event of equal or lesser value. If the full amount of said voucher is not used at time of registration, any remaining balance is not applicable now or in the future. Once a credit voucher has been applied toward a future event, changes cannot be made. In the event of cancellation on the attendees' behalf, the credit voucher will no longer be valid.

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.

**SUBSTITUTION CHARGES:** There will be an administrative charge of \$300 to substitute, exchange and/or replace attendee badges with a colleague occurring within five business days of the conference.

### Group Discount Program

Offers may not be combined. Early bird rates do not apply. To find out more on how you can take advantage of these group discounts, please call 201 871 0474.

#### 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 of every registration.

ExL Events reserves the right to cancel any conference it deems necessary and will not be responsible for airfare, hotel or any other expenses incurred by registrants.

ExL Events' liability is limited to the conference registration fee in the event of a cancellation and does not include changes in program date, content, speakers and/or venue.

\*The opinions of ExL's conference speakers do not necessarily reflect those of the companies they represent, nor ExL Events.

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