

Experience the Magic of Audience Engagement
by Healthcare's Mr. Loyalty



Brian Lee CSP

Brian is one of North America's leading experts in the field of Healthcare Patient Satisfaction and Change Leadership.

- Brian is the author of 8 books, including "Keep Your Nurses and Healthcare Professionals for Life" and "Satisfaction Guaranteed."
- For two consecutive years, the International Customer Service Association Conference has recognized Brian as the number one rated Customer Service Expert Speaker in the World.
- He founded Custom Learning Systems Group in 1984, which hosts the annual HealthCare Service Excellence Conference, now in its 13th year.
- Brian has been awarded the designation of CSP, Certified Speaking Professional, by the National Speakers Association. Of the tens of thousands of speakers in North America, few have been recognized as a CSP.
- Brian travels 150,000 miles per year, has spoken in every state and province in North America and in 14 countries worldwide.

Feature Presentations

The Magic of Engagement™

Unlock the mystery of employee empowerment and enthusiasm to create a World Class patient experience

The Six Secrets of World Class Patient Satisfaction™

Create a long-term sustainable competitive advantage through Service Excellence

The HCAHPS Hospital of Choice™

Leverage the HCAHPS Survey to Become the Employer and Provider of Choice

Audience Reviews

"If you want to empower your staff and improve quality for your patients, staff, physicians and organization - listen to this. It is the answer to all future problems in healthcare!!!"

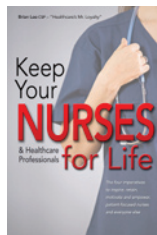
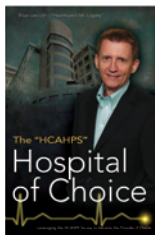
- Laura Stofferson, Director of Nursing, Ellsworth County Medical Center

"Information was very beneficial and informative. Content was developed to help me make a difference in patient satisfaction."

- Dave Baldrige, CNO - Claremore Regional Hospital

"Excellent! I have had the opportunity to implement this program in a prior hospital, very pleased with the success there and would like to see that happen again in my current hospital."

- Alice Jensen, COO, Geary Community Hospital



 **Custom Learning Systems**
Engage. Empower. Transform.