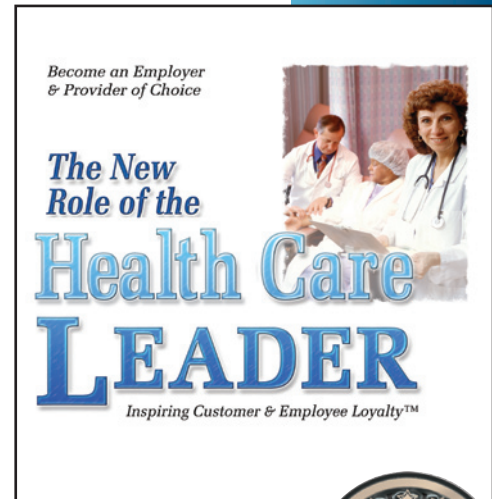


The New Role of the Health Care Leader

Inspiring Customer & Employee Loyalty™



MISSION:

Becoming an Employer and Provider of Choice

YOU WILL LEARN HOW TO:

- ▶ Motivate everyone through the power of purpose.
- ▶ Transform your service delivery by focusing on the “soft” intangibles that create hard results.
- ▶ Break through to the 90th percentile in patient satisfaction scores by implementing the “Three” Cornerstones of Culture Change.
- ▶ Create absolute leadership accountability through the 6 Steps of Service Transformation.
- ▶ Execute service initiatives with a sense of urgency and commitment.
- ▶ Achieve overlap and buy-in at every level.

SEMINAR ATTENDEES SAY IT BEST:

“Lots of great information. If we all only implement one idea we will be set.”

– Theresa Frazier, Dir. of Homecare, Parkview Medical Center, CA

“How important the intangibles are for excellence in service. We need to reward for these even when they can’t be measured.”

– Peggy Curvala, Trustee, Benewah Community Hospital, ID

“Great content, excellent presentation, invigorating.”

– Jan Ferguson, Dir. Wound Center, Parkview Medical Center, CA