

The New Role of the Exceptional (Effective, Enlightened, Accountable) Hospital Trustee™

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:

“Excellent. How to change a culture – how to go about implementation.”

– Ron McArthur, Regional VP, Quorum Health Resource

“Service recovery concept – empowering each employee to take care of problems.”

– Lenny Becker, Trustee, Community Hospital, MI

“Enthusiastic, basic approach to service excellence. Renewed enthusiasm to be a world-class hospital.”

– Eileen Dennis, CNO, Parkview Medical Center, CA

