

elevate23

Refresh, Refocus, Reignite

A LIVE STREAM
EXPERIENCE
MAY 2-3



Brian Lee, CSP, HoF
Founder and CEO,
Custom Learning Systems

The HealthCare Service Excellence Conference is pleased to announce an extraordinary and inspiring live stream conference **ELEVATE23**, Shifting the Focus to Patient Experience & Employee Engagement. Join us for an interactive virtual educational event that will provide expertise, motivation, and practical skills to strengthen your entire team... No travel, no hotel, no registration fees, no worries!



8 brilliant and inspirational speakers providing a world class learning experience



High impact skills and tools you can put to work immediately for yourself and your patients



Opportunity to connect directly with the speakers through live Q and A



Expand the power of positive thinking, inspiration, and excitement to fatigued caregivers and leaders



Rebuild morale and energize teamwork as your people learn together through group Watch Parties

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PREPAID PASS
\$45 VALUE

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TO REGISTER AND
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**REGISTER
NOW**



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day one 10am - 2pm CT
Tuesday, May 2nd



Joe Mull MEd, CSP
**Employalty: How to Ignite
Commitment & Keep Top Talent in the
New Age of Work**

As workers everywhere quit, retire, or change jobs, do you really understand what leads ordinary people to become dedicated employees? Joe dispels the pervasive myths that are hindering hiring and shares the 3 factors that determine whether someone will join your organization, stay long term, and commit to doing great work. Participants will leave with a simple yet powerful framework for turning organizations into destination workplaces that meet the needs and values of a changed workforce.



Andrew Lewis MTS, QMed, CMT
**Diversity, Equity & Inclusion:
Welcoming Human Differences**

Few topics evoke more emotion than Diversity, Equity, and Inclusion (DEI). It is rare to find practitioners who aim to unpack the complexity in a non-political way focused on bridge-building at the core. This presentation will help your team bring clarity to terms and definitions commonly talked about and help you think about your workplace context: Is discrimination a problem for us? Where do the challenges lie for us concerning DEI in a rural setting? This brief but powerful session leaves room to discuss these and more thought-provoking questions as you consider your own DEI policies and infrastructure.



Richard Hadden MBA, CSP
Winning the Ongoing War for Talent

Finding, keeping, and winning the commitment of team members continues as one of the greatest challenges confronting healthcare employers. While everything that's been turned upside down struggles to right itself, the staffing crisis endures. Richard studies what today's workforce needs and how successful employers are responding. Learn what you're up against, and what you must do to build a sustainable workforce strategy to support the health of your patients and organization.



Kevin Robbins MDiv
Getting Past Discontent

Whatever we call it, 'the Great Resignation, the Great Realization or the Big Quit'; what we know is that a record 50+ million employees quit their jobs last year in the U.S. There is also the increasing statistic on 'Quiet Quitting' in which nearly 20% of teams are actively disengaged, doing only the minimum required. What do they both have in common? This presentation will explore ways that today's leader can improve employee's engagement and creativity for the good of the staff, the patient, and the hospital.



day two 10am - 2pm CT
Wednesday, May 3rd

Robert Grossman
**Creating Psychological Safety in
Hospitals: Why It Matters**

This presentation will explore why creating psychological safety in hospitals is vitally important. Discussing the intrapersonal, interpersonal, and organizational benefits of fostering a psychologically safe environment for patients and staff, you will learn how to initiate actions to take in order to create a culture where everyone's voices matter.



Michael Bayer MBA, CSP, AS
The Healing Power of Humor

What is humor? It is much deeper than the jokes and laughter we associate with the word humor. This presentation will give you a completely new understanding of humor and how to use it to promote healing and wellness.



Tim Durkin CSP
**Points of Impact! Tools, Tips &
Techniques to Uplevel Your
Leadership Skills Immediately**

Today's Volatile, Uncertain, Complex and Ambiguous (VUCA) healthcare environment requires a new mindset and a new toolset. Cutting right to the chase, Tim will give you proven tools to adapt and succeed as a leader in the new now. No theory, only practice. No fluff, only substance. Not for then, but for now. He has been teaching these practices as instructor and Academic Director in the SMU Cox School of Business for ten years. Don't miss this one.



Brian Lee CSP, HoF
Do or Do Not: There is No Try

Success is not what you know, it's what you do with what you know. Discover how to overcome the dreaded 'forgetting curve' and bring to life the exciting new skills, ideas and best practices you learned, putting them to work for you 365 days of the year.



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Energize Teamwork and Morale through Watch Parties

LEARN HOW TO

- Creatively organize one or more watch parties that everyone wants to attend
- Facilitate attendee discussion that reveals lessons learned and ideas to implement
- Generate enthusiasm via watch party learning

"This is amazing and so exciting."
 – Caryn Hettler, Grand River Health

CHOOSE AND REGISTER YOUR WATCH PARTY COORDINATOR NOW

Turbo charge the impact and value of your Elevate23 experience and let us train your chosen 'Watch Party Coordinator' on how to create synergy while attending Elevate23. These 1-hour Train-the-Facilitator sessions are led by Conference Founder and CLS CEO Brian Lee. Choose one session by clicking below to save your spot.

Friday, April 14th, 2023 | 10AM CT
SIGN UP

Monday, April 17th, 2023 | 11AM CT
SIGN UP

Friday, April 28th, 2023 | 10AM CT
SIGN UP



Allen Parish
Community Healthcare

1 IN 5

ORGANIZATIONS TO WIN

ACTUAL DRAWS INCLUDE ORGANIZATIONS THAT REGISTER AND ATTEND ELEVATE23

Register now to be eligible to win 1 or more of these Inspirational Resources



Brian Lee CSP, HoF
 Live Virtual
 Keynote
*Secrets of the
 Staffing Fix™*



2 Day Onsite
*Ignite the
 Patient
 Experience™*
 Event

2 Orlando
 Scholarships
 Value \$2350



Brian Lee CSP, HoF
 eBooks



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Rave Reviews

from Elevate 2022

overall rating

4.6 / 5

"The topics that were covered were all of extreme importance in healthcare, especially after the last couple years we have been through. I loved having the watch parties to be able to get the information and interact with others from our own organization about them."

- Nicole Haglund, CNO,
Providence Medical Center

"The messaging was exactly what we needed right now. We hosted a watch party and had members of our Patient Experience Council join and they were BLOWN AWAY. So many ideas were generated and a spark was definitely lit! We knew this was going to be great, not only did it exceed expectations, our team is motivated and energized! Fantastic job!"

- Megan Carlstad, Program
Manager Patient Experience,
Essentia Health

"Fantastic content and virtual conference! CLS really hit it out of the ball park this time!! So many great nuggets of information. I enjoyed the variety of great presenters and the option to watch the recordings. Richard Hadden was my personal favorite!"

- Cody Utz, Quality and Patient Care
Services, Holton Community Hospital

"The energy was contagious and helped pump me up to keep plugging and chugging forward!"

- Amanda Wright, Activity Director,
Family Health West

"Ultimately it is the people that make the difference. Pandemic news will eventually fall away, but the stories of the individuals during this time will carry on, and future employees will have a standard to live up to from the ones before them. It was all very organized and well thought out, not a lot of filler information. All good points, all the way through."

- Michelle Freeman, Xray Tech,
Osceola Regional Health Center

"All speakers were wonderful!!!! Great content that kept you wanting more. Although these topics can be serious they kept the atmosphere light and fun! I liked best the distinguishing factors between the multiple hats we all often wear in our organization. Keep up the great work!"

- Shanteal Bucholz, Quality Improvement
Coordinator, Family Health West

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