

Experience in Healthcare: The New Fundamentals
September 18-20, 2023

Monday, September 18, 2023	
The Fundamental: Structure and Function of the Office of Experience	
7:30 a.m.	Registration & Continental Breakfast
8:30 a.m.	Welcome/Opening Remarks Jonathan A. Leighton, M.D. Rebecca A. Brustad
8:45 a.m.	Molly's Story: There's No Place Like your Medical Home Molly R. Mathers
9:30 a.m.	Building Blocks: Experience Strategic Priorities Jonathan A. Leighton, M.D. Tripp J. Welch
9:50 a.m.	Overview and Mission: The Power of Physician, Nurse, and Administrative Leadership Triad Thomas G. Howell, Jr., M.D. Robin N. Gasparini, D.N.P., M.S.N., R.N., A.C.N.S.-B.C.
10:10 a.m.	Moments of Inspiration
10:15 a.m.	Refreshment Break & Networking
10:30 a.m.	Overview and Mission: Experience Research Laurie L. Wilshusen
10:45 a.m.	Overview and Mission: Office of Patient Experience Andrea L. Kilen, M.H.A.
11:00 a.m.	Overview and Mission: Improvement Partnership Dawn L. Frydenlund, MAOL
11:15 a.m.	Overview and Mission: Experience Training, Education, and Coaching Sheila K. Stevens
11:30 a.m.	Overview and Mission: Patient and Visitor Conduct Sheila K. Stevens
11:45 a.m.	Overview and Mission: Experience Relationship Management Lacy A. Hart
12:00 p.m.	Question & Answer Session Rebecca A. Brustad
12:25 p.m.	Morning Wrap Up Jonathan A. Leighton, M.D. Rebecca A. Brustad
12:30 p.m.	Lunch Break
Concurrent Workshops – Deeper Dive into Service Lines	
1:30 p.m. – 3:00 p.m.	Interaction with Impact: The Experience Model of Communication (XTEC) Jen S. Packard M.A.
	Enabling Transformation: Care Experience Relationship in a New Era Lacy A. Hart
	Improvement Partnership: Embedding the Patient Voice to Enhance Human Connection Lukas P. Madson Heidi I. Stehr Matt J. Kabliska Angela C. Majerus Beverly B. Hansen
	Cracking the CODE: Onboarding for Successful Patient Grievance Interactions (OPX workshop) Brooke L. Werneburg M.A. Jen R. Bond M.S.H.C.A.
3:00 p.m.	Refreshment Break & Networking

3:15 p.m.	More than Complaints: Bridging Human Connection by Serving Patient and Colleagues Kelli J. Wrubel Nicole M. Evers Anita K. Whitcome
3:35 p.m.	The Experience Curve: From Building Trust to Setting Boundaries and Everything In Between Sheila K. Stevens
3:55 p.m.	Moments of Inspiration
4:00 p.m.	Minnesota Vikings: Our Commitment to Creating Memorable Experiences JP Paul <i>(Vice President of Guest Experience, Minnesota Vikings)</i>
4:45 p.m.	Question & Answer Session Jonathan A. Leighton, M.D. Rebecca A. Brustad
5:00 p.m.	Adjourn

Tuesday, September 19, 2023	
Staff Experience: Enhancing the Foundation	
7:30 a.m.	Continental Breakfast
8:30 a.m.	Welcome/Opening Remarks Jonathan A. Leighton, M.D. Rebecca A. Brustad
8:40 a.m.	Experience Essentials: Creating HOPE through Service Rebecca A. Brustad
9:00 a.m.	Improving Employee Experience: Reducing Burnout, Decreasing Turnover and Building Well-being Leigh L. Speicher, M.D., M.P.H.
9:20 a.m.	Wellness Centered Leadership: Leadership for the Unique Health Care Environment Colin P. West, M.D., Ph.D.
9:40 a.m.	Moments of Inspiration
9:45 a.m.	Refreshment Break & Networking
10:00 a.m.	Effective Efforts: Strategies for Creating a Safe Culture Dawn E. Peters
10:20 a.m.	Blueprint: Laying the Groundwork to Address Workplace Violence Casey M. Clements, M.D., Ph.D. Richard M. Elias, M.B.B.S., M.D.
10:40 a.m.	Transparency in Teams: Communication Skills for Safe Conversations Chad R. Connor
11:00 a.m.	Reducing Staff Burden: Your Digital Coworker Lacy A. Hart
11:20 a.m.	Digital Encounter: Building Personalized Human Focused Experience Tara A. Gosse, M.S. Shawna O'Reilly
11:40 a.m.	Question & Answer Session Rebecca A. Brustad
12:00 p.m.	Lunch Break
Concurrent Workshops	
1:00 p.m. – 2:30 p.m.	Strengthening the Connection: Joy and Wellbeing in the Workplace Jonathan A. Leighton, M.D. Keith W. Jones, M.A.
	Functional Teams: Navigating Team Dynamics Brooke L. Werneburg M.A.
	Patient Misconduct: Shifting Permissive Cultures and Resetting Tolerance Benjamin J. Houge Alison C. Hoy, M.B.A. Anne M. Rolli
	Emotionally Equipped: Creating Psychological Safety Ronald Menaker
2:30 p.m.	Refreshment Break & Networking
2:45 p.m.	Humanizing Care Experiences: The Impact of Warmth & Competence Chris Malone <i>(Co-author of The HUMAN Brand and Founder of Fidelum Health)</i>
3:15 p.m.	Expand The Story: The Wholistic Impact of Brand, Consumerism and Experience Tripp J. Welch
3:35 p.m.	Moments of Inspiration
3:40 p.m.	Airport Service Roy Fuhrmann <i>(Chief Operating Officer, Metropolitan Airports Commission)</i>
4:25 p.m.	Question & Answer Session Jonathan A. Leighton, M.D. Rebecca A. Brustad

4:50 p.m.	Adjourn
Wednesday, September 20, 2023 Structural Pillars: Bringing Employee Experience and Patient Experience Together	
7:30 a.m.	Continental Breakfast
8:30 a.m.	Welcome/Opening Remarks Jonathan A. Leighton, M.D. Rebecca A. Brustad
8:45 a.m.	Experience Design/Customer Service Brandy Houston (<i>Strategy Lead, Blue Cottage of CannonDesign</i>) Dylan Coonrad (<i>Creative Director, CannonDesign</i>)
9:30 a.m.	Ideal Office Visit: Fostering Dignity and Agency in an Outpatient Setting Ellen C. Meltzer, M.D., M.S.
9:50 a.m.	Boundless Healthcare: Designing for the Future of Experience Donna M. Miller, M.D.
10:10 a.m.	Moments of Inspiration
10:15 a.m.	Refreshment Break & Networking
10:30 a.m.	Transformational Care: The Evolving Future of Hospital Care Richard M. Elias, M.B.B.S., M.D.
10:50 a.m.	Beyond the New Fundamentals: What's Next for Experience in Healthcare Tripp J. Welch Laurie L. Wilshusen
11:10 a.m.	Experience Leadership Panel: Your Questions Answered Rebecca A. Brustad
11:35 a.m.	Question & Answer Session Jonathan A. Leighton, M.D. Rebecca A. Brustad
11:45 a.m.	Adjourn