

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

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| 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. |
| | Refreshment Break & Networking |

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| 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 |

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| 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 |

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| 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 |