

Experience in Healthcare: The New Fundamentals
September 18-20, 2023
LIVESTREAM – Central Time Zone

Monday, September 18, 2023 The Fundamental: Structure and Function of the Office of Experience	
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 (non-CME)
10:15 a.m.	BREAK
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.	BREAK
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 (non-CME)
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	
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 (non-CME)
9:45 a.m.	BREAK
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.	When Physical Meets Digital: Creating Innovative, Human-Focused Healthcare Experiences Tara A. Gosse, M.S. Shawna O'Reilly
11:40 a.m.	Question & Answer Session Rebecca A. Brustad
12:00 p.m.	BREAK
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 Benjamin W. Hill, M.B.A., M.S.
3:35 p.m.	Moments of Inspiration (non-CME)
3:40 p.m.	Exceptional Airport Experiences: A Personal Touch 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	
8:30 a.m.	Welcome/Opening Remarks Jonathan A. Leighton, M.D. Rebecca A. Brustad
8:45 a.m.	Cannon Design: A Living-centered Approach to Experience Design Brandy Houston (<i>Strategy Lead, Blue Cottage of CannonDesign</i>) Dylan Coonrad (<i>Creative Director, CannonDesign</i>)
9:30 a.m.	Optimizing Human Connection: Transforming Patient and Staff Experience 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 (non-CME)
10:15 a.m.	BREAK
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