

## Experience in Healthcare: The New Fundamentals

**Monday, September 18, 2023**

<b>7:30 a.m.</b>	<b>Registration &amp; Continental Breakfast</b>	
<b>General Session – Ballroom 2</b>		
The Fundamental: Structure and Function of the Office of Experience		
<b>8:30 a.m.</b>	<b>Welcome/Opening Remarks</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad	
<b>8:45 a.m.</b>	<b>Molly’s Story: There’s No Place Like your Medical Home</b> Molly R. Mathers	
<b>9:30 a.m.</b>	<b>Building Blocks: Experience Strategic Priorities</b> Jonathan A. Leighton, M.D. Tripp J. Welch	
<b>9:50 a.m.</b>	<b>Overview and Mission: The Power of Physician, Nurse, and Administrative Leadership Triad</b> Thomas G. Howell, Jr., M.D. Robin N. Gasparini, D.N.P., M.S.N., R.N., A.C.N.S.-B.C.	
<b>10:10 a.m.</b>	<b>Moments of Inspiration – non CME</b>	
<b>10:15 a.m.</b>	<b>Refreshment Break &amp; Networking</b>	
<b>10:30 a.m.</b>	<b>Overview and Mission: Experience Research</b> Laurie L. Wilshusen	
<b>10:45 a.m.</b>	<b>Overview and Mission: Office of Patient Experience</b> Andrea L. Kilen, M.H.A.	
<b>11:00 a.m.</b>	<b>Overview and Mission: Improvement Partnership</b> Dawn L. Frydenlund, MAOL	
<b>11:15 a.m.</b>	<b>Overview and Mission: Experience Training, Education, and Coaching</b> Sheila K. Stevens	
<b>11:30 a.m.</b>	<b>Overview and Mission: Patient and Visitor Conduct</b> Sheila K. Stevens	
<b>11:45 a.m.</b>	<b>Overview and Mission: Experience Relationship Management</b> Lacy A. Hart	
<b>12:00 p.m.</b>	<b>Question &amp; Answer Session</b> Rebecca A. Brustad	
<b>12:25 p.m.</b>	<b>Morning Wrap Up</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad	
<b>12:30 p.m.</b>	<b>Lunch Break</b> Walk to Concurrent Workshops – Downstairs Suites	
<b>Concurrent Workshops – Deeper Dive into Service Lines</b>		
<b>1:30 p.m. – 3:00 p.m.</b>	<b>Interaction with Impact: The Experience Model of Communication (XTEC)</b> Jen S. Packard M.A.	<b>Location: Suite 104</b>
	<b>Enabling Transformation: Care Experience Relationship in a New Era</b> Lacy A. Hart	<b>Location: Suite 105</b>
	<b>Improvement Partnership: Embedding the Patient Voice to Enhance Human Connection</b> Beverly B. Hansen Lukas P. Madson Angela C. Majerus Heidi I. Stehr	<b>Location: Suites 110-111</b>
	<b>Cracking the CODE: Onboarding for Successful Patient Grievance Interactions</b> Jen R. Bond, M.S.H.C.A. Brooke L. Werneburg M.A.	<b>Location: Suites 112-113</b>

<b>3:00 p.m.</b>	<b>Refreshment Break &amp; Networking</b>
<b>General Session – Ballroom 2</b>	
<b>3:15 p.m.</b>	<b>More than Complaints: Bridging Human Connection by Serving Patient and Colleagues</b> Kelli J. Wrubel Nicole M. Evers Anita K. Whitcome
<b>3:35 p.m.</b>	<b>The Experience Curve: From Building Trust to Setting Boundaries and Everything In Between</b> Sheila K. Stevens
<b>3:55 p.m.</b>	<b>Moments of Inspiration - non CME</b>
<b>4:00 p.m.</b>	<b>Minnesota Vikings: Our Commitment to Creating Memorable Experiences</b> JP Paul ( <i>Vice President of Guest Experience, Minnesota Vikings</i> )
<b>4:45 p.m.</b>	<b>Question &amp; Answer Session</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad
<b>5:00 p.m.</b>	<b>Adjourn</b>

**Tuesday, September 19, 2023**

<b>7:30 a.m.</b>	<b>Continental Breakfast</b>	
<b>General Session – Ballroom 2</b>		
Staff Experience: Enhancing the Foundation		
<b>8:30 a.m.</b>	<b>Welcome/Opening Remarks</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad	
<b>8:40 a.m.</b>	<b>Experience Essentials: Creating HOPE through Service</b> Rebecca A. Brustad	
<b>9:00 a.m.</b>	<b>Improving Employee Experience: Reducing Burnout, Decreasing Turnover and Building Well-being</b> Leigh L. Speicher, M.D., M.P.H.	
<b>9:20 a.m.</b>	<b>Wellness Centered Leadership: Leadership for the Unique Health Care Environment</b> Colin P. West, M.D., Ph.D.	
<b>9:40 a.m.</b>	<b>Moments of Inspiration - non CME</b>	
<b>9:45 a.m.</b>	<b>Refreshment Break &amp; Networking</b>	
<b>10:00 a.m.</b>	<b>Effective Efforts: Strategies for Creating a Safe Culture</b> Dawn E. Peters	
<b>10:20 a.m.</b>	<b>Blueprint: Laying the Groundwork to Address Workplace Violence</b> Casey M. Clements, M.D., Ph.D. Richard M. Elias, M.B.B.S., M.D.	
<b>10:40 a.m.</b>	<b>Transparency in Teams: Communication Skills for Safe Conversations</b> Chad R. Connor	
<b>11:00 a.m.</b>	<b>Reducing Staff Burden: Your Digital Coworker</b> Lacy A. Hart	
<b>11:20 a.m.</b>	<b>When Physical Meets Digital: Creating Innovative, Human-Focused Healthcare Experiences</b> Tara A. Gosse, M.S. Shawna O'Reilly	
<b>11:40 a.m.</b>	<b>Question &amp; Answer Session</b> Rebecca A. Brustad	
<b>12:00 p.m.</b>	<b>Lunch Break</b> Walk to Concurrent Workshops – Downstairs Suites	
<b>Concurrent Workshops</b>		
<b>1:00 p.m. – 2:30 p.m.</b>	<b>Functional Teams: Navigating Team Dynamics</b> Brooke L. Werneburg M.A.	<b>Location:</b> <b>Suite 104</b>
	<b>Emotionally Equipped: Creating Psychological Safety</b> Ronald Menaker	<b>Location:</b> <b>Suite 105</b>
	<b>Patient Misconduct: Shifting Permissive Cultures and Resetting Tolerance</b> Benjamin J. Houge Alison C. Hoy, M.B.A. Anne M. Rolli	<b>Location:</b> <b>Suites 110-111</b>
	<b>Strengthening the Connection: Joy and Wellbeing in the Workplace</b> Keith W. Jones, M.A. Jonathan A. Leighton, M.D.	<b>Location:</b> <b>Suites 112-113</b>
<b>2:30 p.m.</b>	<b>Refreshment Break &amp; Networking</b>	
<b>General Session – Ballroom 2</b>		
<b>2:45 p.m.</b>	<b>Humanizing Care Experiences: The Impact of Warmth &amp; Competence</b> Chris Malone <i>(Co-author of The HUMAN Brand and Founder of Fidelum Health)</i>	

<b>3:15 p.m.</b>	<b>Expand The Story: The Wholistic Impact of Brand, Consumerism and Experience</b> Benjamin W. Hill, M.B.A., M.S.
<b>3:35 p.m.</b>	<b>Moments of Inspiration - non CME</b>
<b>3:40 p.m.</b>	<b>Exceptional Airport Experiences: A Personal Touch</b> Roy Fuhrmann ( <i>Chief Operating Officer, Metropolitan Airports Commission</i> )
<b>4:25 p.m.</b>	<b>Question &amp; Answer Session</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad
<b>4:50 p.m.</b>	<b>Adjourn</b>

**Wednesday, September 20, 2023**

<b>7:30 a.m.</b>	<b>Continental Breakfast</b>
<b>General Session – Ballroom 2</b>	
Structural Pillars: Bringing Employee Experience and Patient Experience Together	
<b>8:30 a.m.</b>	<b>Welcome/Opening Remarks</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad
<b>8:45 a.m.</b>	<b>Cannon Design: A Living-centered Approach to Experience Design</b> Brandy Houston ( <i>Strategy Lead, Blue Cottage of CannonDesign</i> ) Dylan Coonrad ( <i>Creative Director, CannonDesign</i> )
<b>9:30 a.m.</b>	<b>Optimizing Human Connection: Transforming Patient and Staff Experience</b> Ellen C. Meltzer, M.D., M.S.
<b>9:50 a.m.</b>	<b>Boundless Healthcare: Designing for the Future of Experience</b> Donna M. Miller, M.D.
<b>10:10 a.m.</b>	<b>Moments of Inspiration</b>
<b>10:15 a.m.</b>	<b>Refreshment Break &amp; Networking</b>
<b>10:30 a.m.</b>	<b>Transformational Care: The Evolving Future of Hospital Care</b> Richard M. Elias, M.B.B.S., M.D.
<b>10:50 a.m.</b>	<b>Beyond the New Fundamentals: What's Next for Experience in Healthcare</b> Tripp J. Welch Laurie L. Wilshusen
<b>11:10 a.m.</b>	<b>Experience Leadership Panel: Your Questions Answered</b> Rebecca A. Brustad
<b>11:35 a.m.</b>	<b>Question &amp; Answer Session</b> Jonathan A. Leighton, M.D. Rebecca A. Brustad
<b>11:45 a.m.</b>	<b>Adjourn</b>