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Bringing Quality Service to Enhance the Veteran's Experience.



Patient Experience
for Veterans

October 28-30, 2019 • Washington, D.C.

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IDGA
Institute for Defense and
Government Advancement

Part of the IDGA VA Series

www.idga.org/events-patient-experience-veterans



Patient Experience for Veterans

Dear Sir/ Ma'am,

Welcome to the 1st **Patient Experience for Veterans Summit!**

In 2017, The Office of Veterans Experience was established to confront existing challenges to ensure that Veterans are getting the best care and patient experience. Emphasis has been placed on technological advancements, coaching, and making PX a priority.

The 2019 Patient Experience for Veterans Summit is strategically designed to increase awareness and help facilitate the advancement of efforts to establish patient satisfaction through the VA care continuum. At this important Summit, our esteemed speakers will shed light on emerging initiatives such as; API integration, policies, and developing programs and ideas to effectively provide top care to our Veterans.

This will provide you with an opportunity to network and share innovative ideas in a room filled with patient experience leaders, health care administrators, practitioners and solution providers.

Join us this October to learn the ins-and-outs of capturing and delivering the ideal veteran's experience.

See you there!



Angelica Glispie

Program Director, Patient Experience for Veterans

Institute for Defense and Government Advancement

P.S. Join our workshop day to gain knowledge on coaching techniques that will enhance both employee experience and overall patient experience.

KEY BENEFITS OF ATTENDING THE PATIENT EXPERIENCE FOR VETERANS SUMMIT SUMMIT

The Patient Experience for Veterans Summit will focus on the below initiatives:

1. **Modernizing technology and design for quality patient experience**
2. **Enabling improved patient to provider communication while under care**
3. **Improving Veteran experience through department-wide collaboration**



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PATIENT EXPERIENCE FOR VETERANS CHAIRPERSON



Peter Shelby

Former Assistant Secretary for Office of Human Resources & Administration
U.S. Department of Veteran Affairs

As the former Assistant Secretary of VA's Office of Human Resources & Administration (HR&A), Peter Shelby oversaw a team that supported over 325,000 VA employees and 6,000 human resources professionals across the country. To meet the needs of the VA workforce, Mr. Shelby led an HR&A team who provided professional assistance in the areas of Administration, Human Resources Management, Diversity and Inclusion, Resolution Management, Labor-Management Relations, Veterans Employment, Employee Development and Senior Executive Management.

PART OF IDGA'S VA SERIES

With over 350,000 employees and a budget of over 220 billion dollars, the VA honorably serves our nation's 18 million veterans' healthcare, housing, education, pension and disability needs. We at IDGA proudly support this mission with our dedicated VA event series which features three dedicated conferences and covers all aspects of the VA from the VHA and the VBA to the OIT, Modernization Office and the VEO. This series includes:

VA Benefits

VA Benefits
Sept. 25th-27th
Washington, D.C.

Patient Experience for Veterans

Patient Experience for Veterans
Oct. 28th-30th
Washington, D.C.

VA Healthcare 2020

VA Healthcare
May 19th-21st, 2020
Washington, D.C.

KEYNOTE SPEAKERS



Jennifer Purdy
Acting Executive Director
VA Patient Experience

Join Ms. Purdy to learn about new tools and resources established to enhance patient experience and best practices for VA mission success.

Ms. Purdy leads the VA Patient Experience (PX) program. This program has worked to de-fine, design, and is currently deploying the VA PX framework and toolkits across VHA. Ms. Purdy has worked for the VA for 25 years. Prior to joining the VEO in June 2016, Ms. Purdy served as the Assistant Director for Outpatient Services at the VA North Texas Health Care System.

She co-chaired the Veteran and Employee Experience council managing the facility's Veteran Experience Committee, Employee Experience Committee, Organizational Health and Development Committee, Patient Centered Care Committee, Employee Wellness Program, Veterans Outreach Committees, and the VAEA.

Under her leadership, the facility saw an increase in all component of the All Employee Survey and was featured as a best practice for improvements in the Best Places to Work SAIL metrics. Ms. Purdy served as the executive sponsor for the Patient Centered Care Journey and helped the organization become one of the VHA Centers for Innovation from the Office of Patient Centered Care.



Jim Champy
Business Consultant
& Author

Interested in reconstructing and improving performance to enhance patient experience? Join well-known business consultant Jim Champy as he provides advice and counsel on managing process and technology change.

KEYNOTE REMARKS: Process Excellence and the Patient Experience

Jim Champy is a leading authority on management issues surrounding business reengineering, process and organizational change, and corporate renewal. He has consulted and advised senior-level executives of multinational companies and large healthcare organizations, seeking to improve performance, as well as advising the management teams of emerging companies. He is also engaged in the governance of several major educational institutions.

Most recently, Mr. Champy was Chairman Emeritus, Consulting, for Dell Services. Prior to Dell, Mr. Champy was Chairman of Consulting and Head of Strategy for Perot Systems from 1996 to 2009. Perot was acquired by Dell in November of 2009.

Mr. Champy is a member and lead director of the Board of Directors of Analog Devices, Inc., a public company and global leader in high-performance semi-conductors for signal processing applications. He also serves on the advisory boards of several privately held companies.

SPEAKERS



Peter Shelby
Former Assistant Secretary for Office of Human Resources & Administration
U.S. Department of Veteran Affairs



Jim Champy
American Business Consultant and Organizational Theorist



Jennifer Purdy
Executive Director VA Patient Experience
U.S. Department of Veteran Affairs



Kameron Matthews
Deputy Under Secretary for Health for Community Care
U.S. Department of Veteran Affairs



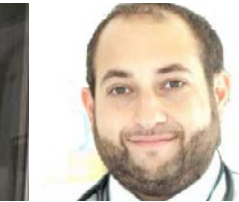
Vishal Bhalla
VP and Chief Experience Officer
Parkland Hospital



Carol Santalucia
Director of Business Development Office of Patient Experience
Cleveland Clinic



David Weisman
Director Patient Experience
NYC Health + Hospitals



Vincent Rizzo, MD, MBA, FACP, CPE
Associate Director, Department of Medicine; Associate Director, Internal Medicine Residency Program
New York City Health+Hospitals/Queens



Rosetta Carrington Lue
Former Senior Advisor Architect and Design, OIT
U.S. Department of Veteran Affairs



Donna Richardson
Patient Experience Coach
U.S. Department of Veteran Affairs



Toni Hightower
Patient Experience Coach
U.S. Department of Veteran Affairs



Sherri Bauch
Associate Director, Office of Patient Advocacy
U.S. Department of Veterans Affairs



Laura Prietula
Deputy Director for Multichannel Technologies (MCT) Customer Information Services (CIS)
U.S. Department of Veteran Affairs



Anil Tilbe
Director of VEO's Enterprise Measurement and Design Program (EMD)
U.S. Department of Veteran Affairs



Kelly Wilson
DNP, RN Clinical Customer Experience Analyst
UNC Health Care



Deb Brisch-Cramer
CNO Mental Health
Minneapolis VA Health Care System



Paul Westbrook
Managing Principal
Westbrook Consulting



Donald E. Prisby
President and Founder
NorthPoint Advocates, LLC



Sherry Butts, MBA-HC, BS MT (ASCP), CJCP
Executive Assistant
Patient Care Services



Kimberly Taylor
IT Specialist
Department of Veterans Affairs



Tara Mahoney
Senior Director, Global Healthcare Transformation Leader
Avaya



Kannan Sreedhar
Corporate Consulting Director
Avaya

WHY YOU SHOULD ATTEND THE 2019 PATIENT EXPERIENCE FOR VETERANS SUMMIT

Your goal is to ensure your patients receive top care, our goal is to get you there.



DRIVING INVESTMENT TO BOLSTER PATIENT EXPERIENCE

Veterans Experience Investment Areas:



In 2017, The Department of Veteran Affairs established the Veterans Experience Office



\$36.0 million will be placed for the implementation of the mission act



\$4.3 billion (+\$240 million, 5.8%) of the 2020 budget will be used for technological advancements



\$401.3 million for Development in support of healthcare platforms and more

SUMMIT FOCUS DAY

Monday, October 28, 2019

08:00 **Registration and Breakfast**

08:50 **Chairman's Opening Remarks**

09:00 **Introducing Coaching Techniques to Enhance Department-wide Knowledge**

- Training employees using ICARE strategies
- Ensuring service recovery is a primary tool used to fix real time situations
- Enhancing patient experience by coaching employees on core values

David Weisman, PhD CPXP Director of Patient Experience, **NYC Health + Hospitals**

Vincent Rizzo, MD, MBA, FACP, CPE, Associate Director, Department of Medicine, Associate Director, Internal Medicine Residency Program, **New York City Health+Hospitals/Queens**

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10:30 **Morning Networking Break**

11:00 **The Evolution of Community CARE: Enabling Next Generation Care**

- Understanding the Community Care Program
- Analyzing new initiatives to improve the Community Care Program
- How the Community Care Program relates to the Mission 101 Act

Kameron Matthews, Deputy Under Secretary for Health for Community Care, **U.S. Department of Veteran Affairs**

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11:45 **Lunch**

12:45 **Acceleration by Simplification: Focused Data, Design Thinking and Cultural Values to impacting PX**

We will share practical strategies and tactics that helped move Parkland Health & Hospital System PX Scores moved from the 75th Percentile to the 93rd in University Health Systems and 90th Percentile in the national PG Database.

- Outlining Strategies to focus on a few key data points
- Operationalizing the data to instigate change
- Leveraging Human Centered Design Thinking along with Lean methodologies
- Reinforcing cultural values to sustain change initiatives

Vishal Bhalla, VP, Chief Experience Officer, **Parkland Hospital**

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Agenda
Key:



**Modernizing technology and design
for quality patient experience**



**Enabling improved patient to provider
communication while under care**



**Improving Veteran experience through
department-wide collaboration**

SUMMIT FOCUS DAY

Monday, October 28, 2019

13:45

Process Excellence and the Patient Experience

Jim Champy will describe how to achieve process excellence in the patient experience. Participants in the working session will be invited to share their own successes and challenges in managing process and technology change. Champy will provide advice and counsel on those challenges, based on his learnings in both healthcare and other industries. Champy will conclude with a prescription of how organizations - including the VA - must change in order to manage the future that technology will enable.

Jim Champy, American Business Consultant & Author

PTPC

15:45

Chairman's Closing Remarks

16:00

END OF FOCUS DAY



Agenda
Key:



**Modernizing technology and design
for quality patient experience**



**Enabling improved patient to provider
communication while under care**



**Improving Veteran experience through
department-wide collaboration**

SUMMIT DAY ONE

Tuesday, October 29, 2019

08:00 **Registration and Breakfast**

08:50 **Chairman's Opening Remarks**

09:00 **Hospitality in Healthcare – The Power of Transformation**

- Discover how Ritz Carlton best practices transformed a private health care system
- Learn how a focus on 5 core work streams improved patient care
- Appreciate ROI – “Return on Improvement”

Paul Westbrook, Managing Principal, **Westbrook Consulting**

Donald E. Prisby, President and Founder, **NorthPoint Advocates, LLC**

DWC

09:45 **Leaders Role in Creating and Sustaining Empathy**

- Understanding needs of patients and acting appropriately with the Heart Program
- Utilizing tactics to ensure quality care is executed
- Enhancing patient centered care with Heart to Heart Chats

Carol Santalucia, Director of Service Excellence and Culture, **Cleveland Clinic**

PTPC

10:30 **Morning Networking Break**

11:00 **The Magic of Data and Insights to Create a Delightful Customer Experience**

- Highlighting the VA Customer Profile, Veteran Signals (VSignals), and Social Media Analytics
- Analyzing Digital Comment Cards, and improvements in Customer Experience observed

Anil Tilbe, Director of VEO's Enterprise Measurement and Design Program (EMD), **U.S. Department of Veteran Affairs**

Laura Prietula, Deputy Director for Multichannel Technologies (MCT) Customer Information Services (CIS), **U.S. Department of Veteran Affairs**

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11:45 **Lunch**


12:30 **My Care Text App**

Transforming Experience with Virtual Communication

Sherry Butts, MBA-HC, BS MT (ASCP), CJCP, Executive Assistant, **Patient Care Services**

Kimberly Taylor, IT Specialist, **Department of Veterans Affairs**

Agenda Key:  **Modernizing technology and design for quality patient experience**

 **Enabling improved patient to provider communication while under care**

 **Improving Veteran experience through department-wide collaboration**

SUMMIT DAY ONE Continued

13:15

Mental Health Veteran Experience

- Learn how stigma impacts the Veteran's mental health experience
- Discover how involving veterans in a mental health advisory council impacts veteran experience
- Learn how this Minneapolis VAMC is utilizing veteran feedback in mental health to improve programming

Deb Brisch-Cramer, CNO Mental Health, [Minneapolis VA Health Care System](#)

PTPC

14:00

Networking Break

14:30

Real-time Rounding Strategies to Improve Patient Experience

Kelly Wilson, DNP, RN, Clinical Customer Experience Analyst, [UNC Health Care](#)

15:15

Improving Culture for Patient Experience Providers

Instilling culture of patient experience with nurses and doctors, and overall employees

David Weisman, PhD CPXP Director of Patient Experience, [NYC Health + Hospitals](#)

Vincent Rizzo, MD, MBA, FACP, CPE, Associate Director, Department of Medicine, Associate Director, Internal Medicine Residency Program, [New York City Health+Hospitals/Queens](#)

DWC

16:30

Chairman Closing Remarks

16:45

END OF MAIN DAY 1

Agenda
Key:



Modernizing technology and design for quality patient experience






Enabling improved patient to provider communication while under care



Improving Veteran experience through department-wide collaboration

SUMMIT DAY TWO

Wednesday, October 30, 2019

08:00	Registration and Breakfast	
08:50	Chairman's Opening Remarks	
9:00	Industry Perspective: Industry Efforts to Aide Patient Experience for Veterans In this session, an industry leader will provide tools and resources on how to improve overall patient experience, and share lessons learned and best practices for VA mission success. Jennifer Purdy, Executive Director for VA Patient Experience, U.S. Department of Veteran Affairs	 
09:45	PANEL DISCUSSION: Renovating the Veteran's Experience The Panel will discuss how the VA is creating new solutions to provide quality care to Veterans and future revamps that plan to take place. With perspectives across multiple VA Offices, our invited speakers will provide key insight as to how they are integrating strategies to bolster patient experience. Donna Richardson, Patient Experience Coach, Veterans Experience Office Major Toni Hightower, Patient Experience Coach, U.S. Department of Veteran Affairs	
10:30	Morning Networking Break	
11:00	Patient Advocacy is Everyone's Responsibility <ul style="list-style-type: none">• Spreading advocacy through the use of service level advocates• Utilizing the patient advocate tracking system as a tool for cultural transformation• Understanding the current initiatives of patient advocacy Sherri Bauch, Associate Director, Office of Patient Advocacy, U.S. Department of Veteran Affairs	
11:45	Lunch	

Agenda
Key:



Modernizing technology and design for quality patient experience



Enabling improved patient to provider communication while under care



Improving Veteran experience through department-wide collaboration

SUMMIT DAY TWO Continued

12:45

Utilizing Past and Present Data and Analytics to Transform Healthcare Initiatives

- Turning complex data into active visionary plans
- Creating and implementing methods to redefine the patient and community experience
- Utilizing predictive analytics to tell future healthcare outcomes

Rosetta Carrington Lue, Former Senior Architect and Design, Office of Information and Technology, **U.S. Department of Veteran Affairs**

MT

13:30

Improving Veteran Access and Care Coordination with Collaboration Technologies

Kannan Sreedhar, Corporate Consulting Director, **Avaya**

Tara Mahoney, Senior Director, Global Healthcare Transformation Leader, **Avaya**

14:15

Chairperson's Closing Remarks

14:30

END OF MAIN DAY 2



Agenda
Key:



**Modernizing technology and design
for quality patient experience**



**Enabling improved patient to provider
communication while under care**



**Improving Veteran experience through
department-wide collaboration**

SPONSOR THIS SUMMIT

The Patient Experience for Veterans Summit is a unique annual opportunity to demonstrate the massive changes to the Veterans patient experience sector across technology advancements, communication and patient provider connection perspectives.

7 Reasons the 2019 Patient Experience for Veterans Summit can benefit you!

- GENERATE NEW SALES LEADS**
- LAUNCH NEW PRODUCTS OR SERVICES**
- DEMONSTRATE THOUGHT LEADERSHIP**
- ENTER NEW MARKETS**
- STRATEGICALLY POSITION YOUR COMPANY BRAND**
- BUILD RELATIONS WITH THE MEDIA**
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All Active Federal Employees, to include Military Personnel, will be granted free admission to our event. However, in order to logistically support this event, we must require online pre-registration. Onsite registration will not be permitted and Online Registration will close on 10/27/2019 date. Limited Passes Available.

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Focus Day

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\$1,895

\$595

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Focus Day

Standard

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\$750

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*Discounts apply to registrations submitted together, at the same time. Cannot be combined with any other discount

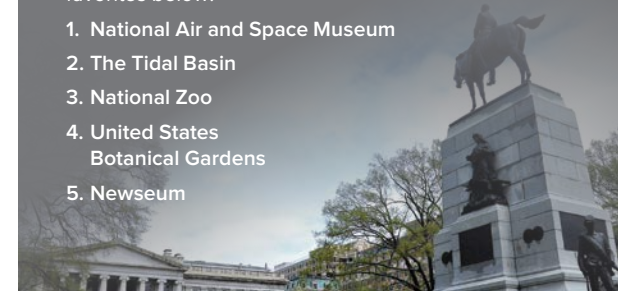
VENUE

Hilton Garden Inn Reagan National Airport Hotel,
Arlington, VA

5 REASONS TO VISIT D.C. IN THE FALL

There's no shortage of things to keep you occupied in your down time from the conference – check out a few of our favorites below!

1. National Air and Space Museum
2. The Tidal Basin
3. National Zoo
4. United States Botanical Gardens
5. Newseum



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