



Asheville, NC
MAHEC



April 18 - 19
2024

Community Health Patient Experience Summit 2024

REGISTER

“Transforming Patient Experience in Community Health” Hear from patient experience experts and connect with peers to discuss best practices and propel business, equity, and community goals. Leave with playbooks to build a successful experience program at your health center.

Agenda

Thursday, April 18th: Pre-Summit and Welcome Event

1:00 - 2:00 PM **Registration/Check-In**

2:00 - 4:00 PM **Pre-summit Workshop (for current Feedtrail clients):**

Working session with Feedtrail clients and members of the Feedtrail Customer Success and Product teams to discuss benchmarking, XM Insights, and share best practices.

5:00 - 6:30 PM **Cocktail Hour Welcome Event**

Burial Beer Co. South Slope Taproom: 40 Collier Avenue, Asheville, NC, 28801

Friday, April 19th: Community Health Patient Experience Summit

8:00 - 9:00 AM **Registration/Check-In and Light Breakfast**

9:00 - 9:30 AM **Welcome and Summit Kickoff**

Bill Hathaway, MD, Chief Executive Officer, MAHEC

9:30 - 10:30 AM **Keynote: “A Transformative Approach to Equity”**

Tamiko Ambrose Murray and Marisol Jiménez, Ambrose & Tepeyac Consulting

This energizing and inspirational session will link the importance of diversity, equity, and inclusion in community health, propose questions attendees can consider to better connect with patient populations and build trust, and walk through ways to improve care for marginalized communities.

10:30 - 10:45 AM **Break**

10:45-11:30 AM **Panel: “The ROI of Investing in Patient Experience”**

- *Moderator: Paul Jaglowski, Chief Strategy Officer, Feedtrail*
- *Karen Cagle, Chief Operating Officer, Little River Medical Center*
- *Toni Land, MBA, BSN, CPXP, Founder and Chief Patient Experience Officer, Landing Exceptional Experiences*
- *Alice Pollard, MSW, MSPH, Vice President of Operations and Strategy, NCCHCA*

Patient experience and community health leaders will explore the tangible returns on investment achieved through prioritizing and enhancing patient experiences. Learn how amplifying the patient voice can not only elevate quality, but also improve the bottom line. Hear how organizations are creating a direct link between patient satisfaction, high-quality care, and positive financial outcomes and unlock the full potential of investing in patient experience.

11:30 AM -12:15 PM

Breakout Sessions

“Building a Culture of Recognition: Retain and Attract Talent”

- *Felicia Hipp, Director of Organizational Effectiveness, Blue Ridge Health*
- *Tena Barnes Carraher, Co-Founder and Vice President Marketing and Communications, The DAISY Foundation*
- *Facilitator: Ryan Phillips, Customer Success, Feedtrail*

Explore strategies to pave the way for a workplace culture that values and nurtures its most valuable asset – its people. Learn how organizations are sharing positive patient feedback with staff to boost morale, encourage celebration, and motivate excellence. We will also delve into the importance of actively listening to employees to understand the key drivers of both employee satisfaction and dissatisfaction. Unlock the secrets in your experience data to build a workplace where recognition thrives and top talent flourishes.

“Path to Success: Creating a Data-Driven Experience Program”

- *Nikki Garcia, CPXP, Patient Experience Officer, MAHEC*
- *Facilitator: Nikki Angeli, MHA, BSN, RN, CPHQ, CPXP, Patient Experience Strategist, Feedtrail*

Learn how to set and track patient experience goals, building the foundation for a program that thrives on data insights. Explore best practices around utilizing patient data, metrics to track, and how to cascade learnings across the organization. Get tips around gaining leadership buy-in and creating effective dashboards to showcase the impact of experience initiatives.

12:15 – 1:15 PM

Lunch – sponsored by 

1:15 -2:15 PM

Breakout Sessions

“Story Sharing: Strengthening Connection to Community”

Tamiko Ambrose Murray and Marisol Jiménez, Ambrose & Tepeyac Consulting

This interactive session will encourage attendees to share their own experiences and stories working in community health and interacting with patients to improve experiences. Tamiko and Marisol will help attendees identify common themes to strengthen how attendees not only connect with their patients and community, but also bolster their own mental health and emotional well-being.

“Involving all Stakeholders in Experience: A 360 Approach to Improvement”

- *Sarah Barry, Patient Advocate, Maury Regional Health*
- *Facilitator: Mallory Magelli McKeown, Customer Success, Feedtrail*

Join us to build a 360-degree approach to patient experience enhancement. Dive into evidence-based co-design concepts and discover strategies for involving all stakeholders, including families and staff, in the improvement process. Learn how to go beyond traditional surveys for engagement and build a successful Patient and Family Advisory Council (PFAC) including recruitment strategies, best practices for council operations, maintaining member engagement, and KPIs. Plus explore activities designed to understand emotions at various touchpoints, creating a holistic understanding of the patient experience.

2:15-2:30 PM

Break

2:30-3:30 PM

Patient Engagement Innovation

- *Deb Woods, Chief Operating Officer, Feedtrail*
- *Paul Jaglowski, Chief Strategy Officer, Feedtrail*

We'll cover upcoming experience management innovations, the integration of AI-driven insights, and ways to get involved. Continuing the conversation, we'll walk through takeaways from the day and resources we'll share post-Summit.

Thank you to the
Summit sponsors:

 

