“What Patients Fear and Why We Need to Know”

Presented by Colleen Sweeney

(75 minutes, fully customized to your organization to gain maximum audience impact)

Have you ever wondered how and what those healthcare organizations in the top 5 percent are doing to WOW patients and get those unbelievably high scores?

And of course, haven’t we all wondered how we could all possibly work any harder, faster or longer to serve patients and their loved ones?

Are we feeling frustrated chasing initiatives and survey results that seem impossible to achieve?

There is one simple factor that is the key to overcoming those hurdles. That one thing is the miracle drug that every patient seeks.

Colleen Sweeney - the nation’s chief expert on the topic of patient fears will share with you and your audience what that miracle drug is and how we can deliver it to patients without having to work harder, faster or longer.

As a nurse, Colleen discovered THE ONE QUESTION that completely transforms our patient’s experiences,

and Colleen will reveal that one question, along with the results of several completed studies titled, The Patient Empathy Project - focusing on what patients fear about healthcare, hospitals and doctors. The results may truly surprise you!
Attendees walk away with practical solutions and take-aways that can be immediately implemented - all designed to alleviate the never-spoken patient fears...

Now here’s some GREAT news... That “magic drug” will move our hearts and minds, AND more importantly - our patient’s hearts and minds.

**And... here’s the BIG bonus:**

**It WILL NOT INCREASE YOUR WORKLOAD!!**

Colleen has helped many hospitals and healthcare organizations dramatically transform their metrics and survey scores to be in the top decile - simply by implementing her Patient Empathy Protocol into their daily care!!

It all begins with Colleen’s keynote presentation - “What Patients Fear and Why We Need to Know - a CAHPS Improvement Strategy.

**Don't miss it. Get Colleen now!**

"Colleen was the highlight of our client conference. A fresh perspective on patient concerns and how to effectively connect with them delivered in a not to be forgotten performance bursting with wit, energy and compassion. A must see!"

**Tom Klopack, CEO - Skylight Healthcare**

"Colleen’s interactive, insightful and engaging content motivated our conference attendees from start to finish. She understands - and helps others to appreciate - the concerns and fears of patients who are trying to manage their health in a complex system."

**Patrick Ryan, CEO - Press Ganey Associates**

“The Patient Empathy Project - "Meaningful, wonderful, touching presentation. Very impressed!"

**Pat Goodberry-Dyck, COO - HealthCare Service Excellence Conference**

Sweeney Healthcare Enterprises
SweeneyHealthcareADM@gmail.com
574-286-0141