Colleen Sweeney

Keynote Presentation-

What Patients Fear and Why We Have to Know

(90-120 fast-paced minutes)

Hold on to your chair as Colleen takes you on a journey inside the head of the patient! She will share the results of her study, entitled The Patient Empathy Project. Part one of a two-part project is a postcard art study asking people to depict what they fear about healthcare, hospitals and doctors. In addition to insights being shared, Colleen will offer practical take-aways that can be introduced immediately to alleviate the never spoken fears of patients. She will also share her Top 11 Patient Fears List which was the result of interviewing 1,080 people about their greatest healthcare fears. Sweeney will impress upon the audience that when you are not asking the question- you are not delivering patient centered care.

Her Patient Experience Pyramid will be shared, providing the framework for the importance of addressing patient fears. A case study will be shared from an organization that asked, recorded and addressed patient fears and their journey to patient satisfaction scores that any organization would be thrilled about!

Colleen's one of a kind keynote ends in a surprise twist that few will ever forget. It's edgy, it's real, it's life changing!

Workshop-

The Patient Experience Pyramid –an H-CAHPS improvement strategy

(120 department changing minutes)

Designed to follow the keynote presentation, this audience driven workshop teaches a tool using The Patient Empathy Roadmap. It helps healthcare leaders (clinical and non-clinical alike) to identify the greatest fears or concerns of their customers and patients and how to move from the delivery of ordinary to EXTRA-ordinary. Audiences will arrive at the answer to the one question that will insure raving and loyal fans... what business are you REALLY in?

The culmination of the workshop causes each leader to take an introspective look at their own leadership potential as Colleen shares her list of 21 characteristics of a '99%ile Leader'. The workshop finishes on a note that is sure to take some outside their comfort zone. But, isn't moving outside our comfort zone the necessary move that will catapult organizations to the top? Isn't that where you want to be?
Group Exercise-

The Personal Empathy Project

(60 insightful minutes)

Taking a good look at our own personal fears in healthcare can help to narrow that gap that stands in the way of our own connecting with the patient's fear. Empathy is an 'ability' that can be developed more fully when we take the time to examine our own anxieties as we hold the answers to calming patients fear within ourselves. Finding that everyone is a prisoner of past experience, many fears stem from childhood experiences, gives us the insight that many need to view the patient as they have never seen them before. This session is a perfect fit for an all day Leadership Development Day!