One Day Nurse Retreat:

One Day Nurse Retreat
(One Full Day – 8 hours)

Planning a nurse retreat, nurse appreciation or nurse practice council day? Sweeney Healthcare Enterprises will make it easy for you and ensure it is an overwhelming success! You pick the day and venue. Add lunch and 2 snack (beverage) breaks and you’re done! Colleen will do her signature keynote, “What Patients Fear and Why We Have to Know” (90 minutes), “The Personal Empathy Project℠” (90 minutes), and “The Patient Empathy Pyramid℠” Workshop (120 minutes). It promises to be a day packed with insights, strategies, and rejuvenation. And who can’t stand a little rejuvenation now and then?

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ONE PERFECT DAY!

“What Patients Fear and Why We Have to Know”
(90 to 120 fast-paced minutes)

Hold on to your chair as Colleen takes you on a journey inside the head of the patient! To set the stage, she will share the results of her study, The Patient Empathy Project℠. The audience will be engaged with the striking postcard art submissions illustrating participants’ fear about healthcare, hospitals, and doctors. After building on these insights, Colleen offers practical takeaways that can be implemented immediately to alleviate the never spoken fears of patients. She also shares the Top 11 Patient Fears List, developed from more than 1,000 interviews. Colleen will impress upon the audience that when you are not asking the question--you are not delivering patient-centered care.

She will share her Patient Empathy Pyramid℠, a framework that highlights the importance of addressing patient fears. Finally, Colleen will share a real world example of an organization that asked the question, recorded the answers, and addressed patient fears. The case study reveals their journey to patient satisfaction scores that would thrill any organization!
Group Exercise: “The Personal Empathy Project™”
(60 to 90 insightful minutes)

Taking a good look at our own personal fears in healthcare can help to narrow the gap that stands in the way of our connection with patients' fear. Empathy is an ability that can be developed more fully when we take the time to examine our own anxieties. Through this exercise, we discover that we hold the answers to calming patients fear within ourselves.

The Patient Empathy Project™ revealed that many of the fears we suffer from as adults stem from earlier childhood experiences. Each of us is a prisoner of our past experiences. Using artwork, Colleen will help audiences identify their own fears in healthcare settings. Often emotional, frequently surprising, always valuable, this exercise is one of the key components to allowing us to see the healthcare experience as patients see it.

This session is a perfect fit for an all-day Leadership Development Meeting, Nurse Retreat, or Volunteer Conference!

Workshop: “The Patient Empathy Pyramid™”
(120 department-changing minutes)

Designed to follow the keynote presentation, this audience-driven workshop teaches The Patient Empathy Roadmap™. This tool helps both clinical and non-clinical healthcare leaders identify the greatest fears or concerns of their customers and patients and learn how to move from the delivery of ordinary to EXTRA ordinary. Through hands-on participation, audiences will arrive at the answer to the one question that will ensure raving and loyal fans... what business are you REALLY in?

The culmination of the workshop asks 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 participants outside their comfort zone. But, isn't moving beyond our comfort zone necessary to catapult organizations to the top? Isn't that where you want to be?

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!
Learning Objectives:

Participants will be able to:

- Identify 2 areas that are impacted by the patient experience.
- Discuss the findings revealed in a 3 year study titled The Patient Empathy Project℠.
- Discuss the need to think differently about what the patient really wants in their healthcare experience.
- Identify 4 ways to address patient fears and concerns that impact perceived patient outcomes.
- Connect their own personal past experiences to current fears regarding healthcare situations.
- Create in artwork form a pictorial representation of their fears regarding healthcare.
- Internalize fears suffered by those they care for causing them to empathize more readily with the patient.
- Recognize parallels between Maslow’s Hierarchy of Needs and The Patient’s Hierarchy of Needs™.
- Identify patient needs using the Patient Empathy Pyramid™.
- Create your own Patient Empathy Pyramid™.