PEX 2025

PATIENT EXPERIENCE SUMMIT

June 9-10, 2025 • The Cosmopolitan • Las Vegas, NV

SPEAKING FACULTY

Erica Steed
Director, Patient Experience
WELLSTAR NORTH FULTON HOSPITAL

Anu Banerjee
Director, Quality Management and Performance Improvement
UHS, SOUTHWEST HEALTHCARE SYSTEM

Barbara Burnes, MS, RN, CPXP
Director
ATRIUM HEALTH

Kimberly D. Gregory, MD, MPH
Helping Hand of Los Angeles—
The Mariam Jacobs Chair in Maternal Fetal Medicine
Vice Chair Women's Healthcare Quality & Performance Improvement Division
Director and Fellowship Director, Division Maternal Fetal Medicine
Professor Department Obstetrics & Gynecology
CEDARS-SINAI MEDICAL CENTER

Lisa Giocondi, M.B.A., RN, FACHE
Operations Manager | Department of Critical Care | Department of Emergency Medicine & Observation
MEDICINE | MAYO CLINIC ARIZONA

Lynne Lee, RN, Esq.
VP Risk Management
ENCOMPASS HEALTH

Matthew Ajluni, DO
Division Head of Urgent Care and Virtual Medicine
IHA Medical Group
TRINITY HEALTH

Jeremy Segall, MA, RDT, LCAT
System Chief Wellness Officer, Assistant Vice President, Quality & Safety
NYC HEALTH + HOSPITALS

Aliya Aaron, MSHS, BSN, RN
Director, Enterprise Business Systems Operations
MEMORIAL HEALTHCARE SYSTEM, CORPORATE FINANCE

Arlene Lu, RN, BSN, JD, CPHRM
Lead Senior Risk Solutions Consultant
MEDPRO GROUP

Joshua Kosowsky, MD
Clinical Director, Emergency Medicine
Vice Chair, Clinical Affairs
Assistant Professor, Harvard Medical School
Emergency Medicine
BRIGHAM AND WOMEN'S HOSPITAL

Linda Van Fulpen, CAVS, CPXP, FPCC
Manager, Volunteer Services
SHARP GROSSMONT HOSPITAL

Ashleigh Kamencik-Wright
Program Director
HOUSTON METHODIST

Terrell Williams
Project Specialist
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Richard Eke
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HOUSTON METHODIST

Liza Di Leo Thomas, MD, CPXP, FACEP
Medical Director,
Patient and Provider Advocacy
Senior Physician, Emergency Medicine
OCHSNER HEALTH

KEY TAKEAWAYS

- Leveraging AI and Automation to Enhance Patient Experience
- Creating a Service Recovery Strategy That Builds Patient Loyalty
- Breaking Down Silos: Creating Enterprise-Wide Patient Experience Accountability
- Predictive Modeling in the Acute Rehabilitation Setting
- Building the Business Case for Patient Experience Technology
- Patient Experience as a Driver of Employee Engagement
- Discharge with Dignity
- Creating a Culture of Service Excellence
- Humanizing the Healthcare Experience in a Digital World
- Healthy Staff, Healthy Patients: The Secret to Enhanced Healthcare Outcomes for All
- How to Use Virtual Agents to Improve Patient Experience
- Measuring What Matters: Getting Strategic with Patient Experience Analytics

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CONFERENCE WORKSHOP

The Business Case for Exceptional Patient Experience - MEDPRO GROUP

ABOUT THE CONFERENCE

Meeting patients' needs and improving financial performance have become major focus areas for hospital and health system executives facing payment pressures and the market shift towards patient-centered and value-based care. And as patients increasingly shop for healthcare services, enhancing patient experience is regarded as a potential driver of hospital performance, since it may build reputation and brand, strengthen customer loyalty, and boost utilization of hospital services through increased referrals to family and friends. In addition, hospitals' reimbursements from private insurers and Medicare are increasingly tied to quality performance metrics that capture patient experience as well as clinical outcomes. And improving patient experience is one of the fundamental concepts underlying the Triple Aim approach to optimizing health system performance. And overall, good patient experience is an important outcome unto itself, as patients intrinsically value the interpersonal aspects of the clinician-patient relationship, such as compassion, communication, and an overall sense of being treated with dignity and respect.

This conference will explore how good patient experience is associated with higher hospital profitability and better care. Learn mechanisms through which patient experience can improve financial performance and patient-centered care and understand why patient experience is now nationally – and globally – recognized as an independent dimension of healthcare quality.

Register Early & Save! Groups of 3 or more can save an additional 10% off the registration fee. To register visit our website at **www.brinetwork.com** or call us at **800-743-8490**.

We look forward to seeing you in Las Vegas, NV!

Who should attend

From Hospitals/Health Systems/Health Plans

- CEO's
- Medical Directors
- Chief Experience Officers
- Clinical Advisory Services
- Operations Directors
- Director of Strategy
- Patient Care
- CFO's
- COO's
- Nursing
- Physicians
- Director of Quality
- eHealth
- Patient Engagement
- Medical Information Officers
- Marketing Directors
- R & D
- Innovation
- Product Managers
- Patient Advocate
- Clinical Operations
- Clinical Informatics
- Health Innovations
- Revenue Operations
- Patient Relations
- Information Services
- Quality Improvement
- Medical Records

Also of Interest to Vendors/Solution Providers

DAY ONE – MONDAY, JUNE 9, 2025

7:15am – 8:00am
Conference Registration & Networking Breakfast

8:00am – 8:15am
Chairperson's Opening Remarks

8:15am – 9:00am
Measuring What Matters: Getting Strategic with Patient Experience Analytics

This session will explore leveraging data and analytics to drive patient experience improvement. Learn how leading organizations are moving beyond traditional surveys to capture real-time feedback across multiple channels. Discover strategies for integrating experience data with operational and clinical metrics to identify improvement opportunities and measure ROI. Our speaker will share practical approaches for:

- Selecting and implementing real-time feedback tools
- Engaging staff in data collection and analysis
- Creating actionable insights from multiple data sources
- Measuring the impact of improvement initiatives
- Communicating results effectively to stakeholders

Erica Steed
Director, Patient Experience
WELLSTAR NORTH FULTON HOSPITAL

9:00am – 9:45am
Leveraging AI and Automation to Enhance Patient Experience

Join us for a session on how artificial intelligence and automation are revolutionizing patient experience. From intelligent chatbots handling routine inquiries to predictive analytics identifying at-risk patients, we'll explore practical applications that are delivering results today. Through real-world implementation examples, learn how leading organizations are using AI to personalize communications, streamline workflows and proactively address patient needs. We'll discuss key considerations for selecting and implementing AI solutions, including:

- Data privacy and security requirements
- Integration with existing systems
- Staff training and change management
- ROI measurement frameworks
- Scaling successful pilot programs

Anu Banerjee
Director, Quality Management and Performance Improvement
UHS, SOUTHWEST HEALTHCARE SYSTEM

9:45am – 10:15am
Networking & Refreshments Break

10:15am – 11:00am
Creating a Service Recovery Strategy That Builds Patient Loyalty

When service failures occur, how your organization responds can make the difference between losing a patient forever and creating a loyal advocate. In this session we'll explore the psychology of service recovery and why an effective response to service failures can actually create stronger patient loyalty than if

no failure had occurred. Through interactive discussion and examples, discover proven frameworks for empowering staff to resolve patient concerns in the moment. Learn how to build a systematic approach to service recovery that includes root cause analysis, process improvement and prevention of future issues.

Barbara Burnes, MS, RN, CPXP
Director
ATRIUM HEALTH

11:00am – 11:45am
Childbirth Experience: Measuring What Matters

Childbirth is the number one reason for hospitalization, yet there isn't a childbirth-specific measure to help hospitals improve the childbirth experience. Dr. Gregory will provide an overview of available tools for monitoring the childbirth experience and will highlight information gained from a PCORI-funded project designed to inform clinicians, hospitals and insurers about what patients want for their childbirth experience. Dr. Gregory and her team, in collaboration with community childbirth advocates, patients, nurses, midwives, and physicians, developed a Childbirth Experience Survey (CBEX) based on patient reported outcomes (PRO's). Information from the survey can be used to improve the childbirth experience within the hospital and can leverage improvement in patient satisfaction scores.

Kimberly D. Gregory, MD, MPH
Helping Hand of Los Angeles—The Mariam Jacobs Chair in Maternal Fetal Medicine
Vice Chair Women's Healthcare Quality & Performance Improvement
Division Director and Fellowship Director, Division Maternal Fetal Medicine
Professor Department Obstetrics & Gynecology
CEDARS-SINAI MEDICAL CENTER

11:45am – 12:30pm
Breaking Down Silos: Creating Enterprise-Wide Patient Experience Accountability

The most successful patient experience programs break down traditional departmental silos to create shared accountability across the organization. This session will explore how leading organizations are aligning goals, metrics and incentives around the patient experience. Learn proven strategies for engaging clinical and non-clinical staff in experience improvement initiatives. Discover frameworks for creating cross-functional governance structures that drive sustained focus on patient experience excellence.

Lisa Giocondi, M.B.A., RN, FACHE
Operations Manager I Department of Critical Care I Department of Emergency Medicine & Observation Medicine
MAYO CLINIC ARIZONA

12:30pm – 1:30pm
Luncheon

1:30pm – 2:15pm

Matthew Ajluni, DO
Division Head of Urgent Care and Virtual Medicine
IHA Medical Group
TRINITY HEALTH

2:15pm – 3:15pm
Panel: Breaking Down Silos: Cross-Departmental Approaches to Patient Experience Excellence

This panel will explore how healthcare organizations can create truly seamless patient experiences by aligning efforts across traditionally siloed departments - from clinical teams to administrative staff to IT and facilities. The discussion will address shared metrics, collaborative governance structures, joint training initiatives, and communication strategies that unite diverse teams around patient-centered goals.

PANELISTS:

Anu Banerjee
Director, Quality Management and Performance Improvement
UHS, SOUTHWEST HEALTHCARE SYSTEM

Jeremy Segall, MA, RDT, LCAT
System Chief Wellness Officer,
Assistant Vice President, Quality & Safety
NYC HEALTH + HOSPITALS

Ashleigh Kamencik-Wright
Program Director
HOUSTON METHODIST

3:15pm – 3:45pm
Networking & Refreshments Break

3:45pm – 4:30pm
Predictive Modeling in the Acute Rehabilitation Setting

Thinking about predictive modeling? In this session we will explore the use of the technology in the acute rehabilitation setting. We will examine the planning and implementation of predictive modeling as well as the successes and challenges encountered.

Lynne Lee, RN, Esq.
VP Risk Management
ENCOMPASS HEALTH

4:30pm – 5:15pm
Building the Business Case for Patient Experience Technology

Healthcare technology is evolving rapidly, but how do you determine which investments will deliver the best ROI for patient experience? We'll explore frameworks for evaluating patient experience technologies and building compelling business cases for investment. Topics to be discussed will include:

- Current technology gaps and opportunities
- Potential ROI for different solutions
- Building stakeholder alignment around technology investments
- Developing effective implementation plans
- Measuring and communicating results

Aliya Aaron, MSHS, BSN, RN
Director, Enterprise Business Systems Operations
MEMORIAL HEALTHCARE SYSTEM, CORPORATE FINANCE

5:15pm
End of Day One

DAY TWO – TUESDAY, JUNE 10, 2025

7:15am – 8:00am
Networking Breakfast

8:00am – 8:15am
Chairperson's Recap

8:15am – 9:00am
Patient Experience as a Driver of Employee Engagement

The link between employee engagement and patient experience is undeniable. This session explores how leading organizations are leveraging patient experience initiatives to drive staff engagement and satisfaction. Through case

studies and interactive discussion, discover how focusing on patient experience can:

- Create meaningful purpose and connection for staff
- Reduce burnout through process improvement
- Build pride and job satisfaction
- Improve recruitment and retention
- Drive operational excellence

Joshua Kosowsky, MD
Clinical Director, Emergency Medicine
Vice Chair, Clinical Affairs
Assistant Professor, Harvard Medical School
Emergency Medicine
BRIGHAM AND WOMEN'S HOSPITAL

9:00am – 9:45am
Discharge with Dignity

Patients and those in need deserve to be treated with dignity and respect. Through our Discharge with Dignity program, we help ensure that every patient leaves with the essential items they need by providing clothing and other items for those experiencing homelessness, lacking nearby family support, or transitioning to another level of care. Our program also supports parents staying with children in pediatrics, behavioral health patients attending court hearings, endoscopy patients needing an extra change of clothes, and low-income women seen in our Prenatal Clinic. In 2024 alone, we provided approximately 8,200 items, ensuring dignity and comfort for those in need. This initiative not only enhances the patient experience but also fosters a culture of compassion and support for visitors, staff, physicians, volunteers, and the broader community.

Linda Van Fulpen, CAVS, CPXP, FPCC
Manager, Volunteer Services
SHARP GROSSMONT HOSPITAL

9:45am – 10:15am
Networking & Refreshments Break

10:15am – 11:00am
Panel: Creating a Culture of Service Excellence

The journey to exceptional patient experience begins with your organizational culture. In this session, we'll explore how leading healthcare organizations are building customer-centric cultures that consistently deliver outstanding experiences. Through real-world examples and interactive discussion, discover practical strategies for assessing current culture, defining desired behaviors and driving sustainable change. Learn techniques for selecting and developing service-oriented staff, establishing clear service standards and creating accountability for the patient experience at every level of the organization.

Ashleigh Kamencik-Wright
Program Director
HOUSTON METHODIST

Terrell Williams
Project Specialist
HOUSTON METHODIST

Natalie Zuniga-Georgy
Senior Consultant
HOUSTON METHODIST

Richard Eke
Project Specialist
HOUSTON METHODIST

11:00am – 11:45am
Humanizing the Healthcare Experience in a Digital World

As healthcare becomes increasingly digital and automated, maintaining human connection is more important than ever. This session will explore how leading organizations are leveraging technology while preserving the human touch that patients crave. Learn strategies for:

- Training staff in empathetic communication
- Creating moments of authentic connection
- Personalizing digital interactions
- Identifying opportunities for human touch
- Measuring the impact of connection on outcomes

Liza Di Leo Thomas, MD, CPXP, FACEP
Medical Director, Patient and Provider Advocacy
Senior Physician, Emergency Medicine
OCHSNER HEALTH

11:45am – 12:30pm
Healthy Staff, Healthy Patients: The Secret to Enhanced Healthcare Outcomes for All

In today's healthcare environment, staff well-being and engagement are crucial to delivering high-quality patient care. This workshop will explore the direct connection between employee wellness and patient satisfaction, demonstrating how a healthy, engaged workforce improves healthcare outcomes. Participants will learn to implement a practical improvement framework that integrates wellness, engagement, and patient experience at the unit level. Using real-world data, this session will provide tools to operationalize these elements and create a supportive culture that benefits both staff and patients. Attendees will leave with actionable strategies to boost staff engagement, foster a positive work environment, and enhance patient care. Join us to learn how empowered, healthy teams lead to exceptional outcomes for both employees and patients.

Jeremy Segall, MA, RDT, LCAT
System Chief Wellness Officer, Assistant Vice President, Quality & Safety
NYC HEALTH + HOSPITALS

12:30pm
Conference Concludes

Register by April 18, 2025
and save an Additional
$100 off the Early Pricing
– mention promo code *BR100*.

WORKSHOP SESSION

Tuesday, June 10, 2025 • 12:45pm – 2:45pm

The Business Case for Exceptional Patient Experience

In an era of increased competition and consumer choice in healthcare, delivering outstanding patient experiences isn't just about doing the right thing – it's a business imperative. We'll explore how leading organizations are quantifying the ROI of patient experience initiatives through metrics like increased market share, improved reimbursement rates and enhanced patient retention. Through real-world case examples, you'll discover how investments in patient experience correlate with improved financial performance. Learn how to build a compelling business case for patient experience initiatives that resonates with the C-suite and board. We'll also examine how public reporting of patient experience scores impacts consumer choice and market dynamics in an increasingly competitive landscape.

Arlene Lu, RN, BSN, JD, CPHRM
Lead Senior Risk Solutions Consultant
MEDPRO GROUP

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This Event will be Co-Located with:

2025 Artificial Intelligence in Healthcare Summit
Harnessing AI Innovation to Transform Care Delivery & Drive Success

2025 LIFESTYLE MEDICINE INNOVATION & GROWTH SUMMIT
Building Sustainable Business Models for Better Health Outcomes

VENUE:

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Registration

☐ **Conference** ☐ **Conference & Workshop**

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Register online: www.brinetwork.com

For General Questions email us at: info@brinetwork.com

*** Please call us for Group Discounts of 3 or more!**

HOSPITAL/HEALTH SYSTEMS/HEALTH PLANS			
Register by	**4/18/25**	**5/2/25**	**6/9/25**
Conference Only	$1195	$1395	$1595
Conference + Workshop	$1395	$1545	$1795

VENDORS/SOLUTION PROVIDERS			
Register by	**4/18/25**	**5/2/25**	**6/9/25**
Conference Only	$1595	$1795	$1995
Conference + Workshop	$1795	$1995	$2195

** All Payments must be received four weeks prior to the event. If you need to cancel four weeks prior to the event there will be a full refund minus a $225 administrative fee. If you need to register a substitute please contact us or email us at support@brinetwork.com. All cancellations received under four weeks will be provided a pass to a future event for either yourself or a colleague which will be valid for two years from the date of conference.