PEX 2026

PATIENT EXPERIENCE SUMMIT

Transforming Healthcare Through Innovation, Technology and Human Connection

January 29-30, 2026 • Westin Tempe • Tempe, AZ

SPEAKING FACULTY

Elizabeth Menschner, DNP, MAS, MSN, RN, NEA-BC
Chief Executive Officer
PENNSYLVANIA ORGANIZATION OF NURSE LEADERS

Josh Kosowsky, MD, FACEP
Patient Experience Champion
Brigham and Women's Hospital
HARVARD MEDICAL SCHOOL

David Weisman, PhD, CPXP, FPCC
Chief Experience Officer
NYC HEALTH + HOSPITALS

Bil Moore
Regional Director
NRC HEALTH

LaDawn Bradley, RN
Vice President of Patient Experience
APOLLOMD

Chrissy Reichold
Patient Experience Manager, CPXP
UNITED HEALTHCARE

Melissa Morrison
Patient Experience Manager
UNITED HEALTHCARE

Kamia Thakur, MD
System Director - Hospital at Home
PENN STATE HEALTH

Melina Masihi, MD, PhD.
Director Clinical Program
VENTURE ADVISOR

Kimberly Sweeney, RM, BSN, MBA
Vice President, Patient Care Experience
ROSWELL PARK COMPREHENSIVE CANCER CENTER

Natalie Zuniga-Georgy, MS
Senior Consultant
System Patient Experience
HOUSTON METHODIST

Ekundayo S. Osho, PharmD, MBA
Director of Pharmacy & Operations
HOUSTON METHODIST WILLOWBROOK HOSPITAL

Suzanne Smith, M.Ed., CPXP
System Director, Patient Experience
MAIN LINE HEALTH

Erica Steed
Service Coaching
& Performance Excellence
WELLSTAR HEALTH SYSTEM

Rachael Fricke
President
GUARANTY HEALTH SOLUTIONS

Exhibitors:

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KEY TAKEAWAYS

- How Excellence Drives Financial Performance
- AI-Powered Patient Listening and Feedback Analysis at Scale
- Stress is Not Sustainable – Dealing with Today's Burnout Reality
- Measuring Patient Experience Beyond HCAHPS: Comprehensive Metrics That Drive Action
- Enhancing Patient Outcomes and Satisfaction Through Clinician Collaborative Communication
- From Transactional to Transformational: Elevating Patient Experience Through Provider & Caregiver Engagement
- Perspectives on Patient Experience Investment and ROI
- Virtual Care ROI: Making the Business Case Work
- Addressing Wait Times, Access and Patient Frustration
- Mastering Service Recovery in Healthcare: Empowering Teams to Restore Trust with L.E.A.D.
- From Silos to System: Transforming PFACs into a Unified, Community-Driven Voice:
- Beyond Clinical Care: Elevating Patient Experience Through Holistic Support and Service
- Building Organizational Cultures of Patient-Centered Care: Beyond Cosmetic Changes
- The Patient Perspective – What Actually Matters

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CONFERENCE WORKSHOP

Your Patient Experience Roadmap – From Strategy to Action
- GUARANTY HEALTH SOLUTIONS

ABOUT THE CONFERENCE

As healthcare continues its rapid evolution toward patient-centered care, organizations face mounting pressure to deliver exceptional experiences that drive both clinical outcomes and financial performance. With nearly half of all of hospital executives now ranking patient experience as their top strategic priority and research showing hospitals with excellent HCAHPS ratings achieve net margins nearly three times higher than lower-rated facilities, the imperative for investing in patient experience has never been clearer.

Business Research Intelligence Network presents the Patient Experience Summit, bringing together healthcare leaders, patient experience professionals and frontline care teams to explore proven strategies for elevating patient experience while achieving measurable improvements in satisfaction scores, staff engagement and organizational performance.

Sessions will explore how artificial intelligence and digital health technologies are transforming patient engagement through ambient documentation, AI-powered feedback analysis and hybrid care models that blend virtual and in-person care. Industry leaders will share practical approaches for addressing what matters most to patients—wait times, staff communication, care coordination and post-discharge support—while examining the critical role of nurse engagement in driving both satisfaction and profitability. Participants will learn how to make the business case for patient experience investments, build cultures of patient-centered care and achieve measurable returns that justify continued organizational commitment to excellence.

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 Tempe, AZ!

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 – THURSDAY, JANUARY 29, 2026

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

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

8:15am – 9:00am
How Excellence Drives Financial Performance

Research demonstrates that hospitals with excellent patient experience ratings significantly outperform their peers financially. This session examines the compelling financial evidence linking patient experience to profitability, exploring how investments in patient experience drive revenue growth that exceeds cost increases. Learn why patient experience invirvestments should be viewed not as expenses but as strategic drivers of competitive advantage, market position and sustainable financial health in an era where nearly half of hospital executives rank patient experience as their organization's top strategic priority.

Elizabeth Menschner, DNP, MAS, MSN, RN, NEA-BC
Chief Executive Officer
PENNSYLVANIA ORGANIZATION OF NURSE LEADERS

9:00am – 9:45am
AI-Powered Patient Listening and Feedback Analysis at Scale

Healthcare systems are overwhelmed by patient feedback across dozens of channels including online reviews, HCAHPS surveys, patient portal messages and direct complaints. Learn how to use artificial intelligence to analyze thousands of patient comments, identify emerging trends before they become widespread problems and benchmark performance against industry standards. This session explores practical applications of AI-powered sentiment analysis, natural language processing and predictive analytics that enable healthcare leaders to truly hear what patients are saying and act on insights that drive meaningful improvement while reducing the workload on staff who previously manually reviewed every comment.

Josh Kosowsky, MD, FACEP
Patient Experience Champion
Brigham and Women's Hospital
HARVARD MEDICAL SCHOOL

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

10:15am – 11:00am
Stress is Not Sustainable – Dealing with Today's Burnout Reality

Employees are an organization's greatest asset. Investing in their health and wellness is integral to employee engagement and is imperative to a successful patient experience. The organization's ability to empower the employee and partner with them in all recognition and improvement efforts are critical. Hear how creating an organizational culture of wellness will positively impact the organization, improve the employee experience, and ultimately increase customer satisfaction.

Key Take-Aways:

- Fresh perspective on understanding the connection between employee and customer experience
- Insights on employee engagement, wellness and emotional support
- Framework to optimize wellness through effective communication, empathy and compassion

- Techniques to empower the voice of the employee
- Best practices to create powerful relationships between leadership and the workforce.

David Weisman, PhD, CPXP, FPCC
Chief Experience Officer
NYC HEALTH + HOSPITALS

11:00am – 11:45am
Measuring Patient Experience Beyond HCAHPS: Comprehensive Metrics That Drive Action

While HCAHPS remains the standard, leading organizations are implementing comprehensive patient experience measurement systems that provide deeper, more actionable insights. This session examines alternative metrics including real-time feedback collection, patient-reported outcomes, episode-based experience measures and digital engagement analytics. Learn how to integrate multiple data sources into unified dashboards, identify the measures that correlate most strongly with clinical outcomes and financial performance, and avoid the trap of measuring what's easy rather than what matters most to patients and organizational goals.

Bil Moore
Regional Director
NRC HEALTH

11:45am – 12:30pm
Enhancing Patient Outcomes and Satisfaction Through Clinician Collaborative Communication

Effective communication among clinicians, care teams, and patients is the foundation of coordinated, patient-centered care. This session explores how teamwork and collaboration across disciplines can improve clinical outcomes, reduce medical errors, and strengthen patient trust and satisfaction. Attendees will gain practical strategies to foster open communication, enhance care coordination, and build stronger, more cohesive healthcare teams that deliver exceptional patient experiences.

LaDawn Bradley, RN
Vice President of Patient Experience
APOLLOMD

12:30pm – 1:30pm
Luncheon

1:30pm – 2:15pm
From Transactional to Transformational: Elevating Patient Experience Through Provider & Caregiver Engagement

In today's healthcare environment, patient experience cannot improve without first supporting the people who deliver care. This session explores how to shift from a transactional approach to a truly transformational model by strengthening provider and staff-caregiver engagement—especially during a time when burnout is at an all-time high.

Participants will learn how to:

- Rebuild engagement and trust within care teams
- Foster meaningful collaboration across departments
- Establish a strong foundation that supports sustainable process improvement
- Implement patient experience initiatives that create long-term, measurable impact

By empowering and investing in staff and providers first, organizations can unlock more authentic, consistent, and transformative patient experiences.

Chrissy Reichold
Patient Experience Manager, CPXP
UNITED HEALTHCARE

Melissa Morrison
Patient Experience Manager
UNITED HEALTHCARE

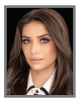
2:15pm – 3:15pm
Panel: Perspectives on Patient Experience Investment and ROI

Hospital and health system executives discuss why patient experience has emerged as a top strategic priority, surpassing even cost reduction and operational efficiency in many organizations' strategic plans. Panelists will share their approaches to digital health investment decisions, strategies for achieving return on investment from patient experience initiatives and methods for balancing the need for improved experiences with financial sustainability. The discussion will address how boards and executive teams can maintain focus on patient experience amid competing priorities, regulatory pressures and ongoing workforce challenges, while demonstrating measurable value to stakeholders who question whether patient experience investments deliver sufficient returns.

Kamia Thakur, MD
System Director - Hospital at Home
PENN STATE HEALTH

LaDawn Bradley, RN
Vice President of Patient Experience
APOLLOMD

Kimberly Sweeney, RM, BSN, MBA
Vice President, Patient Care Experience
ROSWELL PARK COMPREHENSIVE CANCER CENTER



Melina Masihi, MD, PhD.
Director Clinical Program
VENTURE ADVISOR

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

3:45pm – 4:30pm
Virtual Care ROI: Making the Business Case Work

While enthusiasm for telehealth and virtual care remains high, many organizations struggle to demonstrate meaningful return on investment, with fewer than 30% of health systems reporting significant financial returns from virtual care offerings. This session features a speaker from an organization that is getting it right and who will share detailed case studies and financial data from successful virtual primary care programs, hospital-at-home initiatives, telestroke services and remote monitoring programs. The speaker will address common implementation pitfalls, strategies for optimizing utilization, appropriate use case selection and methods for capturing both direct revenue and indirect benefits including reduced readmissions, improved patient retention and enhanced market position.

Kamia Thakur, MD
System Director - Hospital at Home
PENN STATE HEALTH

4:30pm – 5:15pm
Addressing Wait Times, Access and Patient Frustration

Wait times remain the most common patient complaint, mentioned in 27% of online reviews for urgent care alone and consistently ranking as a top dissatisfier across all care settings. This session provides practical, evidence-based strategies for reducing actual and perceived wait times. Topics include digital check-in and queuing systems, real-time communication about expected waits, transparent appointment availability, expanded access through virtual care, same-day scheduling and innovative approaches to managing patient flow. Learn how to use technology and process redesign to demonstrate respect for patients' time while managing capacity constraints and ensuring appropriate care delivery.

Melina Masihi, MD, PhD.
Director Clinical Program
VENTURE ADVISOR

5:15pm
End of Day One

DAY TWO – FRIDAY, JANUARY 30, 2026

7:15am – 8:00am
Networking Breakfast

8:00am – 8:15am
Chairperson's Remarks

8:15am – 9:00am
Mastering Service Recovery in Healthcare: Empowering Teams to Restore Trust with L.E.A.D.

Every patient concern is an opportunity to strengthen trust and elevate care. In this interactive session, participants will discover the L.E.A.D. approach, a practical framework for effective service recovery that transforms challenges into opportunities. We'll explore why service recovery matters, how to empower staff with confidence and compassion, and techniques for active listening, de-escalation, and proactive prevention of complaints. Attendees will also learn escalation strategies for complex situations, ensuring every team member feels equipped to respond effectively. Walk away with actionable tools to reduce grievances and foster a strong culture of trust while improving patient satisfaction scores and overall experience.

Natalie Zuniga-Georgy, MS
Senior Consultant
System Patient Experience
HOUSTON METHODIST

Ekundayo S. Osho, PharmD, MBA
Director of Pharmacy & Operations
HOUSTON METHODIST WILLOWBROOK HOSPITAL

9:00am – 9:45am
From Silos to System: Transforming PFACs into a Unified, Community-Driven Voice

Main Line Health (MLH) prioritized rebuilding and structuring a system-wide approach to Patient and Family Advisory Councils (PFACs).

By actively engaging and uniting diverse voices across its five hospital-based PFACs, MLH continues to create a collaborative platform that enhances the healthcare experience for patients and families in all communities served. This initiative aims to amplify the voice of the consumer, foster strong partnerships between healthcare providers and consumers, and ensure that patient and family perspectives remain central to shaping care delivery.

Suzanne Smith, M.Ed., CPXP
System Director, Patient Experience
MAIN LINE HEALTH

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

10:15am – 11:00am
Beyond Clinical Care: Elevating Patient Experience Through Holistic Support and Service

Delivering an exceptional patient experience requires more than medical treatment—it demands a comprehensive support system. Resource centers empower patients and caregivers with education and navigation tools, reducing anxiety and improving engagement. Emotional support services and peer groups foster resilience and connection, addressing the human side of care. Finally, robust service recovery strategies transform challenges into opportunities for trust and loyalty, ensuring every interaction reflects compassion and excellence.

Kimberly Sweeney, RN, BSN, MBA
Vice President, Patient Care Experience
ROSWELL PARK COMPREHENSIVE CANCER CENTER

11:00am – 11:45am
Building Organizational Cultures of Patient-Centered Care: Beyond Cosmetic Changes

Sustainable improvements in patient experience require more than tactical fixes, amenity enhancements or cosmetic changes – they demand fundamental cultural transformation. This session explores how to move beyond "teaching to the test" to create authentic cultures where patient-centeredness permeates every decision and interaction. Topics include leadership alignment and accountability structures, employee engagement strategies, service excellence training programs that change behaviors not just awareness, recognition systems, patient and family advisory councils and methods for embedding patient experience into organizational values, hiring practices and performance management systems that ensure lasting change.

Erica Steed
Service Coaching & Performance Excellence
WELLSTAR HEALTH SYSTEM

11:45am
Conference Concludes

Register by December 28th
and save an Additional
$100 off the Early Pricing
– mention promo code *BR100*.

WORKSHOP SESSION

Friday, January 30, 2026 • 12:00pm – 2:00pm

Your Patient Experience Roadmap – From Strategy to Action

This interactive workshop synthesizes summit themes into actionable strategies participants can implement immediately. Through facilitated exercises, attendees will assess their organization's current patient experience maturity, identify 2-3 high-priority initiatives to launch in the next 90 days, develop preliminary implementation plans and anticipate common obstacles. Topics covered include securing executive sponsorship and resources, building cross-functional teams, selecting meaningful metrics that demonstrate value, communicating initiatives to staff and patients, sustaining momentum through early wins and scaling successful pilots. Participants will leave with customized action plans, implementation templates and peer connections to support ongoing collaboration and problem-solving.

Rachael Fricke
President
GUARANTY HEALTH SOLUTIONS

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Optimizing Clinical Outcomes Through Strategic Supply Chain Excellence

2026 PERIOPERATIVE OPERATIONS SUMMIT
Achieving Operational Excellence Throughout the Surgical Journey

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PEX 2026

PATIENT EXPERIENCE SUMMIT

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Registration

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HOSPITAL/HEALTH SYSTEMS/HEALTH PLANS			
Register by	**12/28/25**	**1/9/25**	**1/29/26**
Conference Only	$1195	$1395	$1595
Conference + Workshop	$1395	$1545	$1795

VENDORS/SOLUTION PROVIDERS			
Register by	**12/28/25**	**1/9/25**	**1/29/26**
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.