

Keynote Introduction for Colleen Sweeney

What Patients Fear and Why We Need to Know- a CAHPS Improvement Strategy.

(Note: Thank you for your willingness to do my introduction. Please do not embellish or shorten the introduction in any way. If by chance you do not print this introduction, I will bring a copy to the event. Once again, thank you.)

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

And haven't we all wondered how you and your team members could possibly work any harder, faster or longer to serve patients and their loved ones? Are we feeling frustrated because we're chasing initiatives and survey results that are impossible to achieve?

There is **one simple factor** that our speaker today will share with us 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 all of us what that miracle drug is** – without increasing your workload!

As a nurse, Colleen discovered **THE ONE QUESTION** that has the capability to completely transform our patient's experiences, and she will reveal that question along with the results of several studies she has completed titled, **The Patient Empathy Project.**

Remember I mentioned "those unbelievably high scores"? Well... Colleen has helped many healthcare organizations transform their survey scores to be in the top decile simply by implementing her Patient Empathy Protocol into their daily care!!

So let's give Colleen a warm and caring hello. Please welcome... Colleen Sweeney!