

# The Patient Experience: Explore, Engage, Excel

October 6, 2015  
The Log Cabin  
Banquet & Meeting  
House, Holyoke, MA

Baystate  Health

Together we deliver a higher state of caring.™

## Faculty

**Evan Benjamin, MD, FACP**

Professor of Medicine, Tufts University School of Medicine  
Senior Vice President, Quality and Population Health & Chief  
Quality Officer, Baystate Health

**Stephanie Calcasola, MSN, RN-BC**

Director Quality & Medical Management  
Baystate Medical Center

**David Dredge, MD**

Assistant Professor of Pediatrics  
Director of Education in Pediatric Neurology  
Tufts University School of Medicine  
Attending Physician in Pediatric Neurology, Baystate Health

**Jordan Franz**

Baystate Children's Hospital Patient

**Wendy Franz**

Chair, Baystate Children's Hospital  
Patient Family Advisory Council

**David W. Page, MD**

Professor of Surgery, Tufts University School of Medicine  
Director, Undergraduate Programs in Surgery  
Baystate Medical Center

**Denise Schoen, MSN, RNC**

Director of Patient Experience  
Baystate Medical Center

**Nancy Shendell-Falik, RN, MA**

Senior Vice President  
Chief Operating Officer  
Chief Nursing Officer  
Baystate Medical Center

**Mary Ann Simcoe, MA**

Senior Consultant  
Organizational Learning and Effectiveness  
Baystate Health

**Deborah Smith, RN, BSN**

Patient Experience Specialist  
Baystate Children's Hospital PFAC Facilitator  
Baystate Medical Center

**Robert Smith, DO**

Family Medicine  
BMP-Pioneer Valley Medicine  
Senior Teacher,  
Oasis Mindfulness Professional Development Program  
Center for Mindfulness  
UMASS Medical School

**Joseph Snipp**

Director, Research Analytics & New Product Development  
Professional Research Consultants

**Diane Thomas, RN, BSN**

Director, Patient Relations  
Baystate Medical Center PFAC Facilitator

**Maripat Toye, RN, MS, CCRP**

Director, Nursing Research  
Baystate Medical Center PFAC Facilitator

For additional information on faculty conflicts of interest and faculty credentials, go to [learn.bhs.org](http://learn.bhs.org) and choose wound care in the March listings on the portal.

#### FACULTY DISCLOSURE

The design and content of Baystate Continuing Interprofessional Education (CE) activities support quality improvement in health-care and provide fair and balanced views of therapeutic options. Faculty or planner conflicts of interest are resolved before the educational activity.

None of the members of the faculty or planning committee have any commercial relationships with an entity producing, marketing, re-selling, or distributing health care goods or services consumed by or used on patients.

For the most current information on course content, faculty disclosure, credits, tuition and to register go to [www.learn.bhs.org](http://www.learn.bhs.org), call (413)322-4242 or email [Joanna.Donahue@baystatehealth.org](mailto:Joanna.Donahue@baystatehealth.org)

## Objectives

### AUDIENCE

This program was designed for health care providers and employees, health care administrators, and Patient and Family Advisory Council (PFAC) members.

### GOAL

The goal of this program is to support optimal care for our patients and families.

### WHY ATTEND?

By attending this program, you should be able to:

- Identify the key influences that shape patients' perception of their care
- Discover how health care professionals and Patient and Family Advisory Councils can partner to create and strengthen a culture of patient- and family-centered care.
- Describe how strategies such as Appreciative Inquiry can foster your organization's journey towards patient-centered excellence.
- Assess if patient satisfaction data truly measures healthcare providers' performance.

### FEATURED SPEAKER

On July 4, 2004, eighteen-year-old Brian Boyle was driving home from swim practice. At one intersection, a speeding dump truck plowed into his Camaro, totaling the vehicle and practically costing Boyle his life. He suffered massive internal damage and lost 60 percent of his blood. Doctors had to jumpstart his heart eight separate times during surgery. To lessen his pain, the medical staff also put him in a chemical-induced coma. Brian will focus on his experience as a patient who was unable to move or talk, yet could hear, see, and feel pain.



Sponsored By: Baystate Health and Baystate Health Continuing Interprofessional Education

## Program

- 8:00 Registration, Continental Breakfast & Exhibits**
- 8:30 Welcome**  
Nancy Shendell-Falik, RN, MA  
**Mindfulness and You Matter**  
Robert Smith, DO
- 8:50 Through the Eyes of the Patient: The Brian Boyle Story**  
Brian Boyle
- 10:00 Coffee Break & Exhibits**
- 10:15 Creating a Framework for Organizational Improvement**  
Evan Benjamin, MD, FACP  
Stephanie Calcasola, MSN, RN-BC
- 11:00 Methodology Matters: How Patient Survey Data Drives Performance**  
Joseph Snipp
- 11:45 Panel Discussion Morning Faculty**
- 12:15 Lunch**
- 1:00 Exploring the Patient Experience: Interactive Round Table Discussions**
- 1:45 Engaging Front Line Staff: One Organization's Journey**  
Denise Schoen, MSN, RNC  
Mary Ann Simcoe, MA
- 2:30 Coffee Break & Exhibits**
- 2:45 The Influence of Patient and Family Advisory Councils**  
Maripat Toye, RN, MS, CCRP  
Director, Nursing Research & PFAC Facilitator  
Representatives of Baystate Health Patient and Family Advisory Councils
- 3:30 Stories Matter**  
Wendy Franz  
Jordan Franz  
David Dredge, MD  
David Page, MD  
Facilitator: Diane Thomas, RN, BSN
- 4:15 Closing Remarks**  
Nancy Shendell-Falik, RN, MA  
Deborah Smith, RN BSN
- 4:30 Adjourn**

## Registration



ENTER YOUR CE ID NUMBER in ONE of the boxes to the right. Use your CE ID number to register for courses, access your CE transcript/credits, and confirm your registration.

### MAIL TO:

Baystate Continuing Interprofessional Education  
361 Whitney Ave, Holyoke, MA 01040

LAST NAME \_\_\_\_\_  
FIRST NAME \_\_\_\_\_  
PROFESSION \_\_\_\_\_  
HIGHEST PROFESSIONAL DEGREE \_\_\_\_\_  
SPECIALTY \_\_\_\_\_  
INSTITUTIONAL AFFILIATION \_\_\_\_\_ HOME PHONE \_\_\_\_\_ WORK PHONE \_\_\_\_\_  
HOME ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_  
E-MAIL \_\_\_\_\_ FAX NUMBER \_\_\_\_\_ PREFERRED DELIVERY  
LIST QUESTIONS YOU WOULD LIKE ANSWERED AT THIS COURSE: \_\_\_\_\_  
 MAIL  FAX  E-MAIL

#### PAYMENT METHOD (WE CANNOT PROCESS REGISTRATIONS WITHOUT PAYMENT)

MAKE CHECKS PAYABLE TO \_\_\_\_\_  
BAYSTATE MEDICAL CENTER  CHECK  AMOUNT ENCLOSED  INTERDEPARTMENT TRANSFER (Please Attach)

For your security, we do not accept credit card payments by FAX or mail. We accept credit card payments on our 128-bit encrypted website available at [learn.bhs.org](http://learn.bhs.org)  
We do not store your full credit card number in this system.

IF you are not a Baystate employee or attending physician, your CE ID number is:

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A.                      B.                      C.

- A. First initial of your first name  
B. Birthday month and day (2 digits each May 7 = 0507 **not** 57)  
C. Last four digits of social security number

### OR

For Baystate employees or medical staff members  
Your CE number is your EN or PN Number

Baystate Employees EN \_\_\_\_\_

Attending Physicians/Medical Staff PN \_\_\_\_\_

[learn.bhs.org](http://learn.bhs.org)

**The Patient Experience • October 6, 2015**



The Western Campus  
of Tufts University  
School of Medicine

PLEASE POST

## *The Patient Experience: Explore, Engage, Excel*

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Holyoke, MA

Baystate  Health

*Together we deliver a higher state of caring.™*



Featured Speaker: **Brian Boyle**  
The Patient Experience

Risk Management Study

## Credits

Baystate Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

### PHYSICIANS

Baystate Health designates this live activity for a maximum of 6.5 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

### NURSES

This activity carries a maximum of 6.5 contact hours.

### PSYCHOLOGISTS

Baystate Health is approved by the American Psychological Association to sponsor continuing education for psychologists. Baystate Health maintains responsibility for this program and its content. 6.5 CE credit(s) for psychologists have been granted for this educational activity.

### MENTAL HEALTH COUNSELORS

Baystate Health is an NBCC Approved Continuing Education Provider (ACEP™) and may offer NBCC approved clock hours for events that meet NBCC requirements. The ACEP solely is responsible for all aspects of the program. (ACEP #5684) 6.5 clock hours.

### SOCIAL WORKERS

Application has been made.

## Location

This program will take place at **The Log Cabin**, 500 Easthampton Road, Holyoke, MA 01040. The Log Cabin phone number is 413-535-5077.

### DIRECTIONS

**From the Mass Pike:** Take Exit 4 to I-91 North. From I-91, take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

**From the North:** Travel South on I-91. Take Exit 17 to Route 141 West. (Going toward Easthampton). The Log Cabin is two miles ahead on the left.

**From the South:** Travel North on I-91. Take Exit 17B to Route 141 West. The Log Cabin is two miles ahead on the left.

**There is no charge for parking.**

### OVERNIGHT ACCOMMODATIONS

Please go to [learn.bhs.org](http://learn.bhs.org) and click on the Directions and Lodging link. The list includes amenities and contact information for the overnight lodging options close to the course locations.

### SPECIFIC AIDS OR SERVICES

Please call Baystate Continuing Interprofessional Education at 413-322-4242 if, under the Americans with Disabilities Act, you require specific aids or services during your visit to this continuing education program. For additional course listings and your transcript go to [learn.bhs.org](http://learn.bhs.org)

### YOUR COMFORT

Meeting Room temperatures will fluctuate. Please dress in layers and bring a sweater.

## Registration

**REGISTRATION & TUITION INFORMATION:** Includes continental breakfast, refreshment break and lunch; There is no charge for parking

### You can register two ways:

#### By credit card online at [learn.bhs.org](http://learn.bhs.org)

Wait for the calendar to load; choose the course you will attend, add it to your shopping cart and follow the registration and credit card payment instructions.

#### By mail with a check

Complete the registration form attached to the course flyer and mail it with a check for the full course fee payable to:

**Baystate Health Continuing Interprofessional Education 361 Whitney Avenue, Holyoke, MA 01040**

Remember to include the course name and date on your check.

#### Through September 18, 2015

Online: \$120

#### After September 18, 2015

Online \$130

**Mail With Check:** \$140

### CANCELLATIONS:

If you must cancel, telephone Baystate Continuing Interprofessional Education at 413-322-4242 and follow your call with a written refund request or FAX your cancellation request to 413-322-4259. All cancellations will incur a \$25 fee. We cannot refund cancellations received less than two weeks (10 business days) before the program date.



October 6, 2015 • The Log Cabin