ACHE- Kentucky Chapter presents:

*Improving the Patient Experience to Build Customer Loyalty*

Friday, November 14
2:00 p.m. to 5:00 p.m. (ET)

Louisville Marriott East

Three ACHE face-to-face credits
(formerly referred to as Category 1)

An On-Location Program By

Held immediately following the KHA Health Care Leadership Conference:

*Separate registration and closed to KHA members only*
ACHe – Kentucky Chapter Presents:

**Improving the Patient Experience to Build Customer Loyalty**

Examine the latest methods to positively impact patient outcomes from the executive level. This seminar is approved for 3.0 ACHe face-to-face credits (formerly referred to as Category 1) and will teach you to explore proven continuous improvement methodologies that result in improved patient survey results, and ultimately in a profitable strategy.

**By teaching you to take a critical look at improving the patient experience, you’ll learn:**

- To dissect experiences from the patients’ perspective in ways that elevate clinical excellence, patient satisfaction and business results
- Best practices in customer/patient satisfaction from organizations within and outside of health care
- To explore the new role of “chief experience officer” (CXO), and how this role can succeed in your organization
- To understand the benefits for organizations that have “experience management” executives in the C suite and the global-to-local impact these executives have throughout their respective health systems
- To leverage the “ownership” of the patient experience

**Registration fee:**
- $75 ACHe members
- $125 non members
- $25 MHA students

**Jake Poore** is president and Chief Executive Officer of Integrated Loyalty Systems Inc. in Orlando, FL. His firm specializes in strategy development, cultural transformation, service development, process improvement, the physical architecture of service and leadership development around the theme of service excellence. Previously, Mr. Poore spent more than 18 years with The Walt Disney Company in various roles at Disney University Leadership Development and Disney Institute, where he customized corporate training for health care. He also worked at the Franklin Covey Company.


For questions, please contact Pam Kirchem at KHA
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