

# Mark Scott

## “The Producers”

*Staging a Memorable Healthcare Experience*

*General Session or Keynote Address / 90 minutes*

The rapid rise of the **experience economy** requires that healthcare providers see their traditional role through new lenses. In this new world, healthcare professionals are now *experience producers* who must intentionally design superior and memorable patient and employee experiences. Through this visionary yet practical presentation, Mark Scott demonstrates the design of experiences in six fundamentally new and different ways.

Mark will highlight interesting examples from various experience-oriented companies across several industries, including Disney, The American Girl Place, Geek Squad, ING Direct Café, and Cerritos Library. He will further show how progressive healthcare organizations are applying these learnings as he leads his audience through a tour of Mid-Columbia Medical Center in The Dalles, Oregon, and Montefiore Children’s Hospital in The Bronx, New York.

“The Producers” is customized to teach audiences how to design and choreograph the right combination of “actors,” “props” and “themes” to stage experiences that will create stellar patient and employee satisfaction, loyalty and – importantly -- revenue growth.

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## “The Producers Script”

*An Experience Design Workshop / 90 minutes*

Every great patient experience begins with a well-designed script. “The Producers Script” workshop builds on the experience design general session by giving session attendees the tools needed to write and execute an experience script. In this hands-on rehearsal, attendees will work in small groups to apply the principles of intentional, memorable, and individual experience design in a variety of challenging situations. By the end of this workshop, audiences will have the background to develop Act 1 of a new healthcare experience.

A single 90-minute workshop covers two of the six facets of Starizon’s Experience Design process. To stage an all-day workshop, Mark can lead two additional 90-minute sessions and cover four more of the six facets for a complete “Six Ways” scripting experience. A break is scheduled after sessions 1 & 2 (usually lunch) and session 3 takes place in the afternoon.