

# Jake Poore

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## MANAGER AND STAFF LEVEL

### **\*Creating Exceptional Patient Experiences – Every Patient, Every Day**

Patients today say they want to be treated as individuals and not just identified by their acuity or clinical ID number. They tell us that exceptional experiences occur when we consistently meet their expectations on what we provide (the clinical care side), while exceeding their expectations on how we provide it (the service side).

Go with Jake as he takes you on a journey, looking at some of the best practices and lessons learned from organizations known for their world-class service, delivered consistently and seamlessly through the eyes of their customers. In this engaging presentation, Jake will share his insights and experiences on the secrets to success and how you can build it within your own service area.

## MOST POPULAR

### **\*The Leader's Role in Building and Sustaining Exceptional Patient Experiences**

Whether you have a title or not, everyone is a leader. We all have a circle of influence on others. Great leaders not only take care of our patients and customers, they inspire their colleagues and associates. In this session, participants will understand both the approach and the tools successful leaders use to elevate experiences to world-class status.

## MOST INSPIRATIONAL (excellent choice for unsung hero departments like Sterile Processing)

### **\*Life Savers: Connecting to your *ROLE* in the healing experience**

As a worker in healthcare today, many can feel bogged down by daily job tasks and ever changing initiatives, forgetting why they chose healthcare a profession to begin with, and can sometimes feel like work has become a chore instead of a privilege to making difference in the lives of others. Jake Poore, President and Chief Experience Officer of Integrated Loyalty Systems, understands this and will share simple tools and a comprehensive approach to help you re-engage you and connect your fellow co-workers to their intentional role on the care team.

### **Exceptional Patient Experiences: It Must Be Who You Are... Not Merely What You Do**

Everyone today wants to know how to get their patient satisfaction scores to go up and stay up... yet improving the Patient Experience can no longer be merely an initiative, side project or the stuff of an ad hoc task force. Delivering excellent patient experiences consistently must be part of your organization's DNA - a reflection of *who you are* as a healthcare provider.

In this dynamic presentation, Jake Poore, President and Chief Experience Officer of Integrated Loyalty Systems, will share a simple tool to help you weave loyalty into your operational protocols. Jake will share the two levels of every patient interaction and how, when those levels

are balanced, trust is established and reinforced between patients and caregivers. This simple-but-elegant concept not only applies to individual patient interactions... it will also impact your team huddles and meetings, how you conduct employee one-on-ones, how you write your daily emails — in short, it will show the value of treating employees exactly the way you want them to treat patients.

## DISNEY

\*The secret formula for creating patient experience magic!

Dissecting the Science of Disney Magic: Keys to Creating Exceptional Patient Experiences and Employee Cultures

If Disney Ran Your Practice... 3 Keys to Creating Exceptional Patient Experiences

### **Unlocking Employee Loyalty to Drive Success**

Are employees *really* your greatest asset? Most employees left their last job because of their lack-luster relationship with their boss and their inability to 'make a difference'. Research experts like the Gallup organization and Harvard Business School have proven that customer loyalty is best derived by first developing employee loyalty. If your business only focuses on satisfying the needs of your customer, then you cannot sustain success long term. Top organizations have developed a formal business strategy that strikes a balance between both employee loyalty and customer loyalty. Jake will share the inside secrets that have become the blueprints for success for many world-class organizations.

### **Your Leadership Strategy for Building and Sustaining a World-Class Team that drives Exceptional Patient Experiences**

Great leaders not only manage people and care for patients, they inspire others to reach higher and take ownership by connecting them to something more. And, great leaders can make daily job tasks and priorities more relevant and applicable to each and every team member. This session will illustrate the blueprints and tools needed to build a high performing team that is incredibly aligned, focused and committed to being patient-driven...whether they care for patients or not.

### **Creating Service Champions - What to Do With "Drivers and Draggors"**

Great service occurs when front-line employees are engaged and personally involved in delivering on the corporate promise, every shift and every day. Results occur when leaders are able to re-focus employees from merely accomplishing their "job tasks" to understanding their "role" as an important part of the "care team." It may be common sense, but how do you make it common practice? And what do you do when areas and individuals simply won't "get with the program"?

## EXECUTIVE LEVEL

### **\*Proven Blueprints For Building World-Class Patient Experiences**

Good care is no longer good enough for patients today. We now live in an Experience Economy where clinical and operational excellence is assumed, but service excellence is expected and demanded. Patients want to be cared for but they also demand to be handled with care. They want you to treat their illness while also treating them as unique individuals.

In this dynamic presentation, you will see the successful case study of how it was accomplished at Dignity Health clinics and hospitals, through a proven Lean-like approach to dissecting both the art and science of culture to create blueprints for hardwiring sustainable world-class patient experiences.

### **Decode Disney's Operational DNA into your Competitive Advantage**

For decades, Disney has been known for creating a special kind of magic. And it is that magic that has earned them fierce loyalty of millions of people from all over the world. So what's their secret and how can healthcare adapt elements of this DNA into their own competitive advantage?

The real magic of Disney isn't necessarily about any one ride, resort, or person. The real magic comes from **their culture of always** - the constancy of little expectations exceeded over time by all their staff, not just the ones on stage. In most businesses, loyalty is gleaned when we consistently meet customer expectations on the product we provide, while consistently exceeding expectations on *how* we provide it (the service side). In healthcare, if we desire to have that same level of fierce loyalty we need to apply the same rigor we use for developing clinical and operational quality as we do for service quality.

Jake is President and Chief Experience Officer of Integrated Loyalty Systems, a company renowned for helping organizations to create culture of always. As a Disney cast member and leader for nearly two decades, Jake will share his insights and experiences on the secrets to Disney's success, and how it can be adapted to your competitive advantage.

Go with Jake as he takes you on a journey from Disney to healthcare, sharing best practices and lessons learned from organizations known for their world-class service, delivered consistently and seamlessly through the eyes of their customers.

### **A Key Missing Piece of the Patient Experience Puzzle: Engaging Physicians**

The future of healthcare lies in improving and elevating the Patient Experience to world-class status ... and your physicians can be your secret ingredient. Physicians are facing increasing productivity pressures as they balance paperwork and time constraints. Join Jake Poore, President and Chief Experience Officer of Integrated Loyalty Systems, as he shares specific strategies for actively engaging your physicians to create, design and ultimately model a culture of both clinical and service excellence across the continuum of care.

### **The Power of Leadership Storytelling**

Most employees do not remember models, concepts and graphs, but when told an engaging story, not only do they understand the concept, but they tell it to others, thereby reinforcing the culture.

## BOARD LEVEL

### **\*Patient Experience: From the Board Room to the Exam Room**

We will share how healthcare organizations can successfully “hardwire” great patient experiences by starting with clear messages in the board room, “localizing” those messages down through the organization, and ensuring accountability all the way back up to the board room once again.

Jake is President and Chief Experience Officer of Integrated Loyalty Systems, a company renowned for helping organizations go from good to great. He will share the keys for creating and sustaining exceptional employee and patient experiences, and pitfalls to avoid.

### **Uniting Safety and the Patient Experience to Become a Next-Tier HRO**

Safety comes first. But after you are safe, then what?

We often get asked, “As we work on the patient experience journey, how do we make sure that safety is integrated into everything we do on the patient experience journey?” The good news is that safety is not only the number one priority we help you develop, but it is integrated into every single step of the patient experience journey. It becomes an explicit part of your culture and hardwired into every aspect of our operational playbook.

The term Highly Reliable means “Zero-Harm” and means you are incredibly safe. The problem with that is from the patients’ perspective, it is invisible. What is visible to patients is how they are treated, or how you make them feel when they come to you.

### **From the Billboard to the Exam Room: How to Deliver on the Promise of Your Brand**

The billboards show a mere 3 minute wait time at the ER, or they promise they are the place “where everyone knows your name.” Those are great marketing campaigns, but how do the staff deliver on the promises made? Is what you promise on your billboards being delivered to every patient and family member? Are the messages clear and consistent from senior leadership to the front-line staff and everywhere in between? We’ll cover ways to help you create alignment and deliver on your organization’s promise.