

Colleen A. LaCroix, RN BSN - *Speaking Topics*

SERVICE EXCELLENCE: "THE "YELP" OF HEALTHCARE"

Pulling from her vast clinical nursing experience, as well as being a past restaurant owner, Colleen is able to engage and educate staff on how to ensure a five-star experience. The public has had access to proclaim their love or hate for companies, restaurants, nail salons, and services online for years. Now, in the realm of healthcare, our patients have multiple ways to share their experiences in the ER, doctors office, or nursing unit. From social media, Healthgrades, and Press Ganey, our patients are becoming much more vocal about the care they are receiving, and rightfully so! From the frontline to the C-Suite, Colleen actively works in both areas, and understands intimately the challenges from each end. Her "back to basics" approach allows learners to leave engaged, inspired to make a difference, and leads them in a direction to see an improvement in their patient experience data.

FRONTLINE TO C-SUITE: BRIDGING THE GAP

"We are all on the same boat, why are we rowing in different directions?"

What is important to the C-Suite? What is important to the front line? Both areas use different terms, but we are all here for one reason. The Patient (aka the customer). Corporate lingo does not translate easily, nor emotionally engage the front-line nursing staff. Currently working in both areas, bedside ER nurse on the weekend, and full-time administrator Monday-Friday, Colleen is able to help bridge the gap between these two areas. She will share real-world experiences that will resonate with staff of both areas, and will help identify ways your organizations can improve the communications, increase efficiencies, lower costs, and improve employee satisfaction.

NURSING ENGAGEMENT

Nursing is career of caring. Being smart is important, knowing the disease processes is crucial. Being able to comfort someone in a time of need is a gift. As a prior nursing school clinical instructor, Colleen is able to help guide young nurses, ensuring the importance of compassion, empathy, and personal care is given as much attention as their clinical knowledge. With all of the time constraints, electronic medical records documentation requirements, protocols to remember and meds to give, we still need to find time to hold the hand, provide a warm blanket, or just listen. The patients will remember HOW you made them feel, not how smart you are.

CLINICAL QUALITY : HOW TO LEVERAGE YOUR ELECTRONIC HEATH RECORD FOR SUCCESS IN MIPS

With over 16 years of electronic health record experience, 6 years of successful Meaningful Use attestations, and 3 years of being an "Exceptional Performer" in MIPS, Colleen is able to help you develop a strategic plan for success, and increase your outpatient practice's revenue potential. Colleen sits on the International Steering Committee for the nation's largest cardiology outpatient registry, and has been instrumental with ensuring data mapping is correct to accurately report front line patient care.

Bridging the gap between the data masters and the front line staff, Colleen is able to discuss the journey over the last 5 years with the registry team and how she was able to prioritize, successfully educate providers and front line staff regarding documentation strategies, and ensure accurate data capture.