

Colleen E. Sweeney, RN, BS, CSP

Founder and Owner

Sweeney Healthcare Enterprises

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Colleen Sweeney is the founder of Sweeney Healthcare Enterprises, and she's on a mission to transform healthcare. Having spent a lifetime in healthcare as a nursing student, nurse's aide, graduate nurse, registered nurse, educator, manager, director and administrator. Colleen knows healthcare.

Colleen conceived and conducted the Patient Empathy Project™, a three-year research study. During this research, she discovered that 96% of all patients have serious fears about health care. Colleen put this finding to use, developing the Patient Experience Pyramid™ as a tool for healthcare teams to uncover and respond to patient fears. She's identified the Top 11 Patient Fears and collected astonishing artwork from the Patient Empathy Postcard Project™.

As a keynote speaker, consultant and coach Colleen has helped hospitals and long-term care organizations to return to their mission, put best practices in place to drive out chaos, and coach leaders to realize their full potential. She helps caregivers understand the "Why" behind what they do and how their care can forever go down in a family's history.

A member of the National Speakers Association, Colleen has been awarded the highest speaking designation in the speaking profession. CSP- Certified Speaking Professional. Only 12% of all speaking professions hold the designation of CSP and Colleen is one of only 23 nurses in the world with this credential. Colleen holds degrees in nursing and business, and a master's certificate in project management. Colleen attributes much of her success to an earlier career in improvisational comedy, which taught her to build enthusiasm, think differently about the work she does and help audiences realize the power of possibility which exists within them.

The logo for Sweeney Healthcare Enterprises features the name "Sweeney" in a large, bold, sans-serif font, with "healthcare enterprises" in a smaller, lowercase, sans-serif font below it. To the left of the text is a stylized orange sunburst icon.

*Recognizing Patient Fears...
Exercising Empathy.*

