

Keynote Introduction for Colleen Sweeney

(Note: Thank you for your willingness to do my introduction. Please do not embellish or shorten the introduction in any way. If by chance you do not print this introduction in advance, I will bring a copy to the event. Once again, thank you.)

Title: What Residents/Patients Fear and Why We Have to Know

Haven't we all wondered how you and your team could possibly work any harder, faster or longer to serve patients, residents and their loved ones?

Do you ever tire of trying new processes, and initiatives that seem impossible to achieve?

There is one simple factor that our speaker today will share with us that is the key to overcoming hurdles. That one thing is the **MIRACLE DRUG THAT EVERY PERSON SEEKS**. Colleen Sweeney- the nation's chief expert on the topic of patient fears will share with all of us what that miracle drug is- without increasing your workload!

As a nurse, Patient Experience Officer and daughter, responsible for the care of her 93 year old father, Colleen discovered the **ONE QUESTION** that has the capability to completely transform our patient's experiences, and she will reveal that question along with the results of several studies she has completed titled, **THE PATIENT EMPATHY PROJECT**.

Colleen has helped many healthcare organizations transform their cultures by implementing her **PATIENT EMPATHY PROTOCOL** into their daily care!!

So, let's give Colleen a warm and caring hello. Please welcome Colleen Sweeney!