

Colleen's One Day Retreat

(One Full Day)

Presented by **Colleen Sweeney**

Planning a **healthcare leadership retreat, nurse retreat, or nurse practice council day?**

Sweeney Healthcare Enterprises will make it easy for you and ensure it is an overwhelming success! You pick the day and venue. Add lunch and 2 snack (beverage) breaks and you're done!

COLLEEN WILL DO her signature keynote,

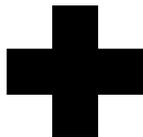
- **WHAT PATIENTS FEAR, WHY WE HAVE TO KNOW** (90 minutes),
- **THE PERSONAL EMPATHY PROJECT** (60 minutes), and
- **THE PATIENT EXPERIENCE PYRAMID WORKSHOP** (120 minutes).

It promises to be a day packed with insights, strategies, and rejuvenation. And who can't stand a **little rejuvenation** now and then?

1 Keynote

1 Group Exercise

1 Workshop



1 Lunch

2 Breaks



ONE PERFECT DAY!

Don't miss out. Get Colleen now!



“What Patients Fear and Why We Need to Know”

Presented by **Colleen Sweeney**

(75 minutes, fully customized to your organization to gain maximum audience impact)

Have you ever wondered how and what those healthcare organizations in the top 5 percent are doing to WOW patients and get those unbelievably high scores?

And of course, haven't we all wondered how we could all possibly work any harder, faster or longer to serve patients and their loved ones?

Are we feeling frustrated chasing initiatives and survey results that seem impossible to achieve?

There is one simple factor that is the key to overcoming those hurdles. That one thing is the miracle drug that every patient seeks.

Colleen Sweeney - the nation's chief expert on the topic of patient fears will share with you and your audience what that miracle drug is and how we can deliver it to patients without having to work harder, faster or longer.

As a nurse, Colleen discovered THE ONE QUESTION that completely transforms our patient's experiences,

and Colleen will reveal that one question, along with the results of several completed studies titled, **The Patient Empathy Project** - focusing on what patients fear about healthcare, hospitals and doctors. The results may truly surprise you!



Attendees walk away with practical solutions and take-aways that can be immediately implemented - all designed to alleviate the never-spoken patient fears...

Now here's some GREAT news... That "magic drug" will move our hearts and minds, AND more importantly - our patient's hearts and minds.

**And... here's the BIG bonus:
It WILL NOT INCREASE YOUR WORKLOAD!!**

Colleen has helped many hospitals and healthcare organizations dramatically transform their metrics and survey scores to be in the top decile - simply by implementing her Patient Empathy Protocol into their daily care!!

It all begins with Colleen's keynote presentation - "What Patients Fear and Why We Need to Know - a CAHPS Improvement Strategy.

Don't miss it. Get Colleen now!

"Colleen was the highlight of our client conference. A fresh perspective on patient concerns and how to effectively connect with them delivered in a not to be forgotten performance bursting with wit, energy and compassion. A must see! "

Tom Klopock, CEO - Skylight Healthcare

"Colleen's interactive, insightful and engaging content motivated our conference attendees from start to finish. She understands - and helps others to appreciate - the concerns and fears of patients who are trying to manage their health in a complex system."

Patrick Ryan, CEO - Press Ganey Associates

"The Patient Empathy Project - "Meaningful, wonderful, touching presentation. Very impressed!"

Pat Goodberry-Dyck, COO - HealthCare Service Excellence Conference

“The Personal Empathy Project™”

Group Exercise

(60 insightful minutes)

Presented by **Colleen Sweeney**

Taking a good look at our own personal fears in healthcare can help to narrow the gap that stands in the way of our connection with patients' fear.

Empathy is an ability that can be developed more fully when we take the time to examine our own anxieties. Through this exercise, **we discover** that we hold the answers to calming patients fear within ourselves.

THE PATIENT EMPATHY PROJECTSM revealed that many of the fears we suffer from as adults stem from earlier childhood experiences. Each of us is a prisoner of our past experiences. Using artwork, Colleen will help audiences **identify their own fears** in healthcare settings. Often emotional, frequently surprising, always valuable, this exercise is one of the key components to allowing us to **see the healthcare experience as patients see it.**

This session is a perfect fit for an all-day

- **Leadership Development Meeting,**
- **Nurse Retreat, or**
- **Volunteer Conference!**

The “Patient Experience Workshop”

Presented by **Colleen Sweeney**

(designed to follow Colleen’s Empathy Exercise)

“After 30-plus years in healthcare, and attending literally hundreds of programs, Colleen’s workshop had more IMPACT and created more results than all the other programs combined! Colleen’s workshop cuts straight to the core. She quickly identifies the problem and shows us how to fix it. Absolutely brilliant!”

As we all know, it’s so easy to get caught up in our day-to-day routines - meds, reports, regulations, emergencies, orders and on and on... In the process, we lose sight and perspective of what got us here in the first place - that we’re...

Committed to caring and helping our patients.

PEOPLE - our patients - are what truly make the difference in our CAHPS scores and patient satisfaction metrics. And ultimately, it’s those very same people who fulfill our hearts and our souls!

As Maya Angelou said: *“I’ve learned that people will forget what you said, people will forget what you did, but... people will never forget how you made them feel.”*

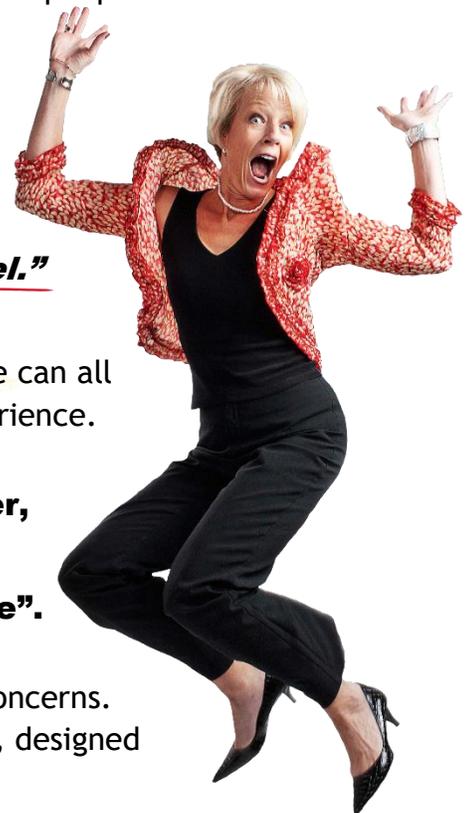
In Colleen’s keynote, she identifies the **“One Question”** that we can all ask our patients to completely transform their healthcare experience.

“In this workshop, Colleen goes much deeper, brilliantly putting the patient gowns on us, helping us understand the “patient perspective”.

She helps us identify and understand their greatest fears and concerns. She shares her tool, the “Sweeney Hierarchy of Patient Needs”, designed to answer the ultimate question -

What business are you REALLY in?

Sweeney Healthcare Enterprises
SweeneyHealthcareADM@gmail.com
574-286-0141



Based on this description, up and until now, you may think this is all coming from Colleen on the platform. It's not...

This workshop is audience-driven, high energy and VERY interactive!

Colleen's Patient Empathy worksheets help both clinical and non-clinical healthcare leaders and caregivers take an introspective look into their own departments - to discover how to identify what business they're really in, and then Colleen...

Guides them through a process to transform their departments from delivering "ordinary" to EXTRAORDINARY!!

Throughout the process, Colleen shares with us stories of her Patient Empathy Study, touching our minds and our hearts, all culminating with a system and a process that you can immediately implement into your organization, department and team members -

**Truly transforming your life,
and your patient's (and their families') lives!**

Don't miss this powerful and transformational experience. Book Colleen now!

"This is the 3rd time I've heard Colleen speak, and every time I am wowed and I change my nursing practice because of what she says. I am super-focused on the patient now, and the needs of that patient – including his or her possible fears. She blows me away every time."

Theresa Lemmel, RN, BSN, CCRN Morton Plant Mease Hospital

"I discovered things today that I will remember the rest of my life. Thank you."

Attendee – Press Ganey Regional Symposium, Houston, TX

"I cannot thank Colleen enough for her presence and presentation here in Ardmore! I have heard nothing but rave reviews, from nursing and from physicians. Totally amazing! In fact, 2 different nurses told me that it should be mandatory that all co-workers and physicians attend one of Colleen's presentations. She has lit a spark in all of us! Thank you again!"