

# The “Patient Experience Workshop”

Presented by *Colleen Sweeney*

(designed to follow Colleen’s keynote presentation)

*“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!

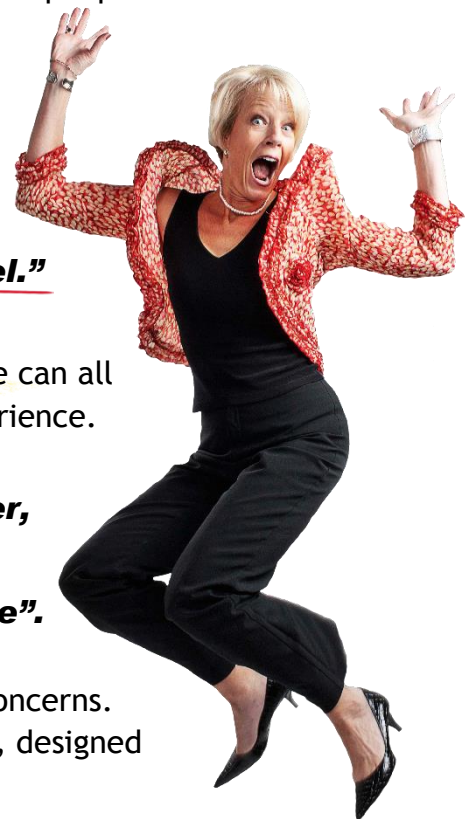
***As Maya Angelou said: “I’ve learned that people will forget what you said, people will forget what you did, but... people will never forget how you made them feel.””***

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?***



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 3<sup>rd</sup> 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!"*

**Pamela L Kimbrough, M.D., V.P. Mercy Hospital**