

## Workshop Introduction for Colleen Sweeney

### The Patient Experience Pyramid –an H-CAHPS improvement strategy

*(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, I will bring a copy upon my arrival to the event. Once again, thank you.)*

Our speaker today is **Colleen Sweeney**. Colleen has been in healthcare for over 30 years with degrees in nursing, business and project management. As the founder and owner of **Sweeney Healthcare Enterprises**, she has conducted several studies about what patients fear in both hospitals and medical practice settings. Her studies have been titled, ***The Patient Empathy Project***.

Colleen believes in order to create ideal patient experiences you must first get inside the head of the patient, see experience from their vantage point and then respond. Today she will teach you a tool that will do just that.

Colleen is on a mission to improve the patient experience both in America and abroad. When she is not speaking to healthcare audiences, she works to ship used medical equipment to developing countries and is currently working to establish a **Woman and Children's Clinic** in India. Colleen aims in challenging us to **recreate** what we once called ***patient centered care*** and going forward, allowing **empathy** to guide us.

Please welcome... **Colleen Sweeney**.