

# “What Patients Fear and Why We Have to Know”

Presented by *Colleen Sweeney*  
60-90 Minute Keynote

**The business of patient experience is a tough one.**

**It's complex.**

**And for many, it's exhausting.**

Today's healthcare organizations, committed to improving their patient-experience efforts, are scrambling to find out what their competitors are doing **to improve scores** and **make lasting changes**. Now a few of them turn to Colleen, who has years of experience helping healthcare organizations reach their peak performance. In her transformative keynote, Colleen shares the one thing that makes all the difference in delivering the care that patients want and need. She takes participants from a place of caring for patients to a place of caring about them! (You heard right: she does not consider her listeners to be audience members, but active participants in an experiential keynote.)

The creator of the groundbreaking study **The Patient Empathy Project™**, Colleen reveals what patients fear most about the care they receive and what can be done to address those fears. Her keynote leaves participants empowered, encouraged, and inspired.

And, of course, they'll laugh (that's a promise)! Laughing and learning will happen before participants walk away with practical strategies that will dramatically transform their metrics.

***“Fascinating,” “funny,” and “unforgettable” are just some of the ways that people have described Colleen's signature keynote.***

