

APRIL 18-19, 2024 | ASHEVILLE, NC

Community Health Patient Experience Summit

FEEDTRAIL CLIENT PRE-SUMMIT & EVENING WELCOME EVENT

Location	MAHEC Education Building 121 Hendersonville Road Asheville, NC 28803
Date	Thursday, April 18, 2024
Registration	1:00 pm–2:00 pm
Pre-Summit	2:00 pm–4:00 pm
Welcome Event	5:00 pm–6:30 pm (<i>off-site</i>)

COMMUNITY HEALTH PATIENT EXPERIENCE SUMMIT

Location	MAHEC Education Building 121 Hendersonville Road Asheville, NC 28803
Date	Friday, April 19, 2024
Registration	8:00 am–9:00 am (<i>light breakfast provided</i>)
Summit	9:00 am–3:30 pm (<i>lunch provided</i>)

DESCRIPTION

Hear from patient experience experts and connect with your peers to discuss best practices to propel your business, equity, and community goals. Leave with playbooks and actionable resources to build a successful patient experience program at your local community health center.

You can expect sessions and discussions around the patient voice, DEI, patient access, employee recognition, leveraging experience data, and gaining leadership buy-in; networking opportunities with your peers; and sessions held at a state-of-the-art educational facility.

AUDIENCE

Patient Experience Professionals, Community Health Center Leadership, CQOs, COOs, and CEOs

OBJECTIVES

Upon completion, participants will be able to:

- Gain actionable resources to build a successful experience program at their health center
- Develop strategies to effectively communicate the value of patient experience and impact on quality and the bottom line
- Evaluate existing organizational structures and identify opportunities for incorporating recognition initiatives
- Implement strategies to collect and utilize patient identifiers to inform personalized care and address health disparities
- Analyze different methods for collecting and amplifying the patient voice within community health

PROVIDED BY

IN COLLABORATION
WITH



PRE-SUMMIT AGENDA APRIL 18, 2024

- 1:00–2:00** Registration/Check-in
- 2:00–4:00** **Feedtrail Client Pre-Summit**
- 5:00–6:30** **Cocktail Hour Welcome Event**
(open to all registrants)

MAP

Burial Beer Co. South Slope Taproom
40 Collier Ave, Asheville, NC 28801

CREDIT OFFERINGS

Continuing Medical Education

Accreditation: MAHEC is accredited by the North Carolina Medical Society (NCMS) to provide continuing medical education for physicians.

Credit Designation: MAHEC designates this live activity for a maximum of **4.5/6.5** AMA PRA Category 1 Credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Disclosure Statement: MAHEC adheres to the ACCME Standards regarding industry support to continuing medical education. Disclosure of faculty and commercial support relationships, if any, will be made known at the time of the activity.

4.5/6.5 Nursing Contact Hours

MAHEC is approved as a provider of nursing continuing professional development by the North Carolina Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. Participants must attend 80% of the activity to receive credit.

CEUs: MAHEC designates this continuing education activity as meeting the criteria for **0.5/0.7** CEUs as established by the National Task Force on the Continuing Education Unit.

Contact Hours: MAHEC designates this continuing education activity as meeting the criteria for **4.5/6.5** contact hours.

ATTENDING MAIN SUMMIT ONLY

- 4.5 hours only
- 0.5 CEUs only

ATTENDING BOTH DAYS

- 6.5 hours total
- 0.7 CEUs total

SUMMIT AGENDA APRIL 19, 2024

- 8:00–9:00** Registration/Check-in and Light Breakfast (provided)
- 9:00–9:30** **Welcome and Summit Kickoff**
— Feedtrail Leadership
- 9:30–10:30** **Keynote Address:** A Transformative Approach to Equity
— Tamiko Ambrose Murray
— Marisol Jiménez
- 10:30–10:45** Break
- 10:45–11:30** **Panel Discussion:** The ROI of Investing in Patient Experience
— Paul Jaglowski (moderator)
— Toni Land, MBA, BSN, CPXP
— Karen Cagle, Chief Operating Officer Little River Medical Center
— Alice Pollard, MSW, MSPH
- 11:30–12:15** **Breakout Sessions (choose one)**
1. Building a Culture of Recognition: Retain and Attract Talent
— Felicia Hipp, MSN, RN, CNE
 2. Path to Success: Creating a Data-Driven Experience Program
— Nikki Angeli, MHA, BSN, RN, CPHQ, CPXP
- 12:15–1:15** Lunch (provided)
- 1:15–2:15** **Breakout Sessions (choose one)**
3. Story Sharing: Strengthening Connection to Community
— Tamiko Ambrose Murray
— Marisol Jiménez
 4. Involving all Stakeholders in Experience: A 360 Approach to Improvement
— Sarah Barry
- 2:15–2:30** Break
- 2:30–3:30** **Patient Engagement Innovation**
— Deb Woods
— Paul Jaglowski

MAHEC assumes permission to use audio, video, and still images from this program for promotional and educational purposes. Please speak with a staff member if you have any concerns.

MEDICAL COURSE DIRECTOR

Rebecca Bernstein, MD, MAHEC, Asheville, NC

PLANNING COMMITTEE

Francisco Castelblanco, DNP, RN
MAHEC, Asheville, NC

Paul Jaglowski, Feedtrail, Raleigh, NC

Taylor Sluder, MAHEC, Asheville, NC

Ashley Worrall, Feedtrail, Raleigh, NC

ACCOMMODATIONS

DoubleTree by Hilton Hotel
(Asheville - Biltmore)
115 Hendersonville Road
Asheville, NC 28803

\$136.00 per night (plus tax)

A discounted block of rooms has been reserved for **April 18–19, 2024**. When inquiring over the phone, please ask for the “Feedtrails Summit” rate.

This rate will be **available until March 20, 2024**, or until the group block is sold-out (whichever comes first). To ensure availability, please submit your reservation as soon as possible.

DIRECTIONS

MAHEC Education Building
121 Hendersonville Road
Asheville, NC 28803

From I-40 E: Take Exit 50 and turn left onto Hendersonville Road.

From I-40 W: Take Exit 50B and merge onto Hendersonville Road.

At the first light, turn left into the DoubleTree Hotel complex. Turn left (away from the hotel). You will see a steep driveway on your right. Turn right and go up that driveway to the MAHEC Biltmore Campus.

From 19-23 (I-26): Take 240 East to Exit 5B (Charlotte Street). Exit right onto Charlotte Street. At the 4th light, make a left onto Biltmore Avenue. Proceed through 8 traffic lights. At the 9th light, turn right into the DoubleTree Hotel complex. Turn left (away from the hotel). You will see a steep driveway on your right. Turn right and go up that driveway to the MAHEC Biltmore Campus.

REGISTRATION

REGISTER
ONLINE

Early registration deadline:
Thursday, April 11, 2024

Program fees include administrative costs, educational materials, a light breakfast, and lunch. If your registration is received after the deadline listed above, the total fee will be the registration fee + \$15.00.

MAHEC has a pay-up-front policy for all CE programs. The only exceptions will be for pre-approved programs where an individual payment plan is appropriate. Registrations that are received without accompanying payment will not be processed and participants who have not paid the course fee will not be admitted into the program.

Unless otherwise noted in course materials, the following cancellation policy applies to all programs:

- Cancellations must be in writing (via fax, email, or mail)
- Cancellations received more than 2 weeks prior to the event will receive 100% refund
- Cancellations received between two weeks and two full business days prior to the first day of the event are refunded at 70% of the registration fee subject to a minimum \$25 cancellation fee
- No refunds or credits will be given for cancellations received less than two full business days prior to the event
- No vouchers will be issued in lieu of a refund
- Transfers/substitute(s) are welcome (please notify us in advance of the program)

BOOK YOUR
STAY ONLINE

or over the phone:
828-274-1800

DIRECTIONS
TO VENUE

HAVE A QUESTION?



Special Services

828-707-8061

Program Planner

Taylor Sluder

828-257-4757 | taylor.sluder@mahec.net

Registration Phone

828-257-4475

Email

registration@mahec.net

Registration Fax

828-257-4768

Mail

MAHEC Registration
121 Hendersonville Road
Asheville, NC 28803

Online Registration

mahec.net/events

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REGISTRATION FORM

By registering for this event, you consent that your registration information may be shared with the collaborating partner Feedtrail, Inc.

Updated contact information Event #72656

Name _____

Credentials _____

Occupation _____

Email Address _____

Program announcements will be sent to your email unless you opt out from receiving MAHEC emails. We never share our mailing lists.

Please remove me from the MAHEC mailing list

Home Address _____

City _____ State _____ ZIP _____

Home County _____

Home # _____ Work # _____

Employer _____

Department _____

Employer's Address _____

City _____ State _____ ZIP _____

Work County _____

Send completed registration to: MAHEC Registration
121 Hendersonville Road, Asheville, NC 28803

Fax completed registration to: 828-257-4768

PRE-SUMMIT | THURSDAY, APRIL 18, 2024

Feedtrail Client Pre-Summit

Yes, I will attend No, I will not attend

Cocktail Hour Welcome Event*

Yes, I will attend No, I will not attend

*Please note that credit is not offered

SUMMIT | FRIDAY, APRIL 19, 2024

Morning Breakout Selection (choose one)

Building a Culture of Recognition:
Retain and Attract Talent

Path to Success: Creating a
Data-Driven Experience Program

Afternoon Breakout Selection (choose one)

Story Sharing: Strengthening
Connection to Community

Involving all Stakeholders in Experience:
A 360 Approach to Improvement

Dietary Preference (if applicable)

Vegetarian Gluten-free Vegan

PAYMENT SELECTION

General Registration Fee

\$50.00 \$65.00 if after 4/11/2024

Speakers and Planning Committee Members

FREE with code: _____

Full payment must accompany all submitted registrations unless a payment plan has been approved in advance. Registrations received without accompanying payment will not be processed.

CHECK IS ENCLOSED

PAYING WITH CARD

Visa MasterCard Discover Card AmEx

Account # _____

Expiration Month/Year _____ / _____

Verification Code _____ (3 or 4-digit number)

Name on Card _____

Signature _____