Healthcare Hospitality
Developing Patient Experience Excellence

Friday, July 15, 2016
9 a.m.-1 p.m.
Compass East
425 Michigan Ave.
Buffalo, N.Y. 14203
Fee: $95
Includes morning coffee and light refreshments

Featuring: Kathryn Witherell and Barb Johnson, The McGuire Group
Cheryl Hayes, Vice President of Care Services, Kenmore Mercy

- Hospitality and Healthcare: The marriage of two major industries
- How Hospitality affects your bottom line: HCAHPS Survey and Medicare Reimbursement
- Identifying patient (customer) expectations
- Serving your market and creating an effective Patient Satisfaction Program

Healthcare and hospitality must be a fluid partnership. We are still serving to the needs of our guests, although from a patient room versus a hotel room, the premise is still the same: provide a positive, lasting experience for people.

Healthcare is the largest and fastest growing industry in the United States and how we understand and treat the people we serve is a critical part of this industry. Healthcare hospitality is the marriage of compassion and skill, and while the industry continues to advance in technology and efficiency, the overall customer service must continue to be developed.

An engaging and educational seminar for healthcare leaders will provide you with an understanding of the critical components in healthcare hospitality. Hospital reimbursements and funding are driven by patient satisfaction surveys, which has prompted a new initiative throughout the country, calling for directors of patient experience, patient advocates, hospitality associates, customer service managers, among other titles.

Pre-registration REQUIRED, space is limited. No onsite registration

To register and for more information: 716.286.8181 or www.niagara.edu/ce