



Creating a Positive Customer Experience

Providing a positive customer experience is an important part of caring for residents in each long term, post-acute, and assisted living center. Exceeding expectations of residents and family members can pose a difficult challenge. This forum will provide all attendees with real takeaways to promote a positive customer service culture, help deal with difficult family members, resolve complaints, and much more. Customer service experts from around the country will be presenting at this impactful event. **With CMS threatening to make customer satisfaction part of the Five Star Rating, it is now more important than ever to attend this training.**

Thursday, August 30, 2018

Phoenix Airport Marriott

1101 N. 44th Street, Phoenix, AZ 85008

9:00am - 3:15 pm

Who should attend:

- Administrators
- Executive Directors
- Department leaders
- Receptionists
- Staff who work with residents daily

Agenda:

9:00-10:30am	Discovering Customer Experience: It is Not a Mystery Martie Moore, RN, MAOM, CPHQ, Chief Nursing Officer, Medline Industries, Inc.
10:30-10:45am	Break
10:45-12:15pm	Why People Complain & What to do About it Mary Tellis-Nayak, RN, MSN, MPH, Vice President, Quality Initiatives, NRC Health
12:15-1:00pm	Lunch
1:00-2:00pm	Creating a Service-Driven Culture Meagan English, Executive Coach, Meagan English Coaching
2:00-3:00pm	Elevate the Employee Experience Brady Carlsen, MBA, Vice President, Business Development, Pinnacle Quality Insight
3:00-3:15pm	Questions and Answers

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Strive for 5 Forum - Creating a Positive Customer Experience (8/30/18)

Up to 5.25 CEUs through the NCIA Board

\$165 per AHCA Member - \$235 per Non AHCA Member (Payment must accompany registration)

Lunch provided to all attendees

Register 3 online from the same facility and receive a 15% discount!

Register online at www.azhca.org (under Educational Events, Strive for 5 Forums)

Facility:_____

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Checks should be made payable to the Arizona Health Care Association.

No refunds given.

Return your registration with payment to:

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For questions, please contact Brittany Page at BrittanyP@azhca.org or 602-265-5331.