

@HCDCon

MONDAY, NOVEMBER 18

Designing for Loyalty: How Healthcare Design Can Drive Positive, Memorable Patient Experiences

Design impacts efficiency, safety, even clinical outcomes. However, all too often, the way design makes patients feel is undervalued or ignored altogether. Jake Poore, founder, President, and Chief Experience Officer of Integrated Loyalty Systems, is a “human architect,” driven to elevate patient experiences, and in his closing Keynote presentation for HCD 2013, he will discuss practical examples of how patient-driven healthcare design links directly to patient satisfaction and, consequently, the success of the healthcare organization.

Poore spends most of his time in the trenches of healthcare institutions—shadowing a physician in the emergency department, learning of the needs of the sterile processing department, or delivering food with the food service team. Poore works with major healthcare organizations such as Penn Medicine, Ochsner Health System, and National Rehabilitation Hospital to help them develop “cultural blueprints” that allow them to create and manage positive patient and staff experiences. To do this, he relies on insight gleaned from his almost 20 years with Walt Disney Company, helping to train and align 65,000 employees with one end in mind: creating memorable experiences for individuals, not masses.

Jake has spent the past 15 years fine tuning his strategies by adding best practices from leaders in service, like Southwest Airlines and Ritz-Carlton Hotels, and applying them to more than 100 top healthcare organizations. Through leadership retreats and hands-on workshops, Poore and his team of experts help organizations achieve their goals in the areas of designing and executing “cultural blueprints,” defining the companies’ service strategy and mapping out and operationalizing the ideal customer and employee experience.

In 2001, Poore launched his company, Integrated Loyalty Systems, Inc., and for the past 12 years, Poore and Team ILS have helped many healthcare organizations make successful cultural transformations, including Kaiser Permanente, Cigna Medical Group, and Vanguard Health System. In addition, ILS has contributed to creating patient-centric architectural blueprints for organizations like the University of Colorado Hospital, Jersey Shore University Medical Center, and BJC Healthcare’s Progress West Hospital. Poore is also faculty for ACHE and teaches a 2-day course on the Chief Experience Officer and patient experiences.

The insights, strategies, and expertise Poore will share will be tools that attendees can take home from the Conference and use to help their organization achieve their goals.

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Look Forward

TODAY’S HIGHLIGHTS

7:00 AM–8:00 AM

Continental Breakfast: Osceola Ballroom A

8:00 AM

Michael Murphy, MASS Design Group; Rosalyn Cama, CAMA, Inc.—The Center for Health Design Awards and Changemaker Keynote Presentation, sponsored by MechoSystems
Osceola Ballroom C

9:30 AM, 1:45 PM, 3:05 PM, 4:25 PM

Educational Sessions (See Program Guide for session descriptions and locations.)

10:30 AM–1:30 PM

Morning Break and Luncheon
Florida Exhibition Hall

11:30 AM and 12:50 PM

“LEED V4: Material Impacts on Healthcare”
Speaker: Amy A. Costello, P.E., LEED AP
Sponsored by Armstrong
Solutions Theater, Exhibit Hall, 1900s aisle

6:00 PM

Casino Royale Networking Event: Coquina Lawn
Sponsored by KI

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