



JAKE POORE

President & Chief Experience Officer, Integrated Loyalty Systems

Unlike typical trainers or keynote speakers, Jake Poore spends most of his time in the trenches of healthcare, working side by side clinical and non-clinical care team members on every step of the patient experience. You may find him shadowing a nurse on a medical-surgical floor, observing pre-op surgery, secret shopping the waiting room of a doctor's office or conducting patient focus groups.

As Founder and President of ILS, Jake knows what it takes to create and maintain a world-class service organization. He should... he spent nearly two decades at the Walt Disney World Company in Florida helping to recruit, hire, train and align their 65,000 employees toward one end in mind: creating memorable experiences for individuals, not transactions for the masses. In 1996, Jake helped launch the Disney Institute, the external training arm of Disney that sold its business secrets to the world. 80 percent of the people who attended the Institute were from healthcare...and Jake's passion for helping to improve healthcare began.

Just after September 11, 2001, Jake launched Integrated Loyalty Systems, a company on a mission to help elevate the human side of healthcare. Since then, Jake and his team of experts have been sharing the organizational blueprints needed to build world class patient experiences by helping them design and execute patient-driven cultural blueprints, define the companies' patient experience strategy and map out and operationalize the ideal patient and employee experience.

Team ILS has successfully helped many healthcare organizations make cultural transformations including: Kaiser Permanente, Cigna Medical Group, Augusta Health, Dignity Health and their 75 medical practices, Baystate Health, Penn Medicine, Ochsner Health System, National Rehabilitation Hospital, and BJC Healthcare's ProgressWest Hospital.

Since 2009, Jake has been faculty for the American College for Healthcare Executives (ACHE) teaching a 2-day course sharing the blueprints for designing world-class cultures that drive exceptional patient experiences. Mayo Clinic presented him with the prestigious Ozmun Award in Administrative Excellence.

In his free-time, he enjoys sailing, golf, and photography. He lives in Orlando with his wife and their three beautiful children.

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Integrated Loyalty Systems

Elevating the Human Side of Healthcare



JAKE POORE - EXPERIENCE

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ACHE Faculty

Jake has been a facilitator of one of the most popular ACHE 2-day Cluster programs since 2009.

ACHE Congress speaker

American Hospital Assn

Board Trustees Conference
Rural Hospital Conference
Annual Conference in DC

Press Ganey Annual Conference
NRC Picker Annual Conference

State Hospital Associations' Keynote Speaker

Illinois - 2013
Massachusetts - 2013
Minnesota - three in 2014
New York - 2014
North Dakota - 2014
Pennsylvania - 2014
Oklahoma - 2014
Kentucky - 2014, 2017
Tennessee - 2014
Georgia - 2015
Utah - 2015
Iowa - two in 2015
West Virginia - 2015, 2017
Louisiana - 2015
Colorado - 2015
South Carolina - 2015, 2017
Arizona - 2015
Nebraska - 2015
Indiana - 2015
Missouri - 2015
Texas - 2016
Kansas - 2017
North Carolina - 2017
Alaska - 2018
Alabama - 2019 (booked)
Arkansas - 2019 (booked)

Jake's Keynotes & Speeches (these are only a select few...)

- ▶ ACHE (American College of Healthcare Executives) 2-day Clusters workshops to C-suite executives and receives their highest facilitator scores:
Baltimore-Oct 2009, Las Vegas-Feb 2010, New York-Aug 2010, Baltimore-Oct 2010, Seattle-Aug 2011, Orlando-Dec 2011, Beaver Creek-Feb 2012, Atlanta-Sept 2012, Las Vegas-Feb 2013, Savannah-Sept 2013, Chicago-March 2014, New Orleans-May 2014, Austin-Oct 2014, Marco Island-Jan 2015, Seattle - July 2015, Dubai-January 2016, Kiawah Island-April 2016, Puerto Rico-June 2016, Washington DC-Sep 2016, Las Vegas- May 2017, Savannah- Sept 2017, Santa Fe- June 2018, New Orleans- Oct 2018, Seattle- Aug 2019
- ▶ ACHE Congress - Sessions in 2010, 2013, 2014, 2015, 2016, 2017, 2018, 2019
- ▶ ACHE Fellows - May 2019
- ▶ ACHE 2-day Workshops: Alaska 2018, Germany 2018, Kentucky 2018
- ▶ ASHE/PDC Summit, San Diego - March 2016
- ▶ Mayo Clinic - Sept 2004, May 2016 (broadcast to all sites worldwide)
- ▶ Press Ganey National Client Annual Conference 2009 - standing room only
- ▶ Kaiser Permanente: Santa Clara- 2011-13; Walnut Creek- 2012; Sacramento- 2012; Northwest- 2013; Regional- 2012; Revenue Cycle- 2013; San Jose- 2016
- ▶ AHRA Annual Meeting - July 2017, July 2018
- ▶ MGMA Spring Conference - April 2018
- ▶ Beryl Institute Annual PX Conference - 2018, 2019
- ▶ OhioHealth - April 2012
- ▶ HANYS Conference - 2018
- ▶ HealthSouth Annual CEO Meeting, Phoenix, AZ - Sept 2012
- ▶ BrightStar - April 2013, Oct 2013, Oct 2014
- ▶ Penn Medicine - Jan 2014, July 2014
- ▶ Carolinas HealthCare System Summit - Charlotte, NC - Aug 2013
- ▶ HCD-Healthcare Design.13 Annual Conference, Orlando - 2013, 2017
- ▶ Staten Island University Hospital - Nov 2010
- ▶ War Memorial Hospital, MI - July 2010
- ▶ Rheumatology Nurses Society - Aug 2018
- ▶ Sharp Healthcare, CA - 2002, 2018
- ▶ Johns Hopkins University - Aug 2003
- ▶ HFAA (HC Food Admin Assoc), New York - May 2011
- ▶ HCap Conference, Washington DC - Nov 2008
- ▶ Tricare Military Healthcare Conference, New Orleans - July 2011
- ▶ Healthcare Food Service Assn Annual Conference, Texas - June 2010
- ▶ SHSMD (Society for HC Marketing & Strategy Devlpmt) - July 2013, Sept 2017
- ▶ Department of Defense, VA - 2015
- ▶ Irwin Army Community Hospital - 2017
- ▶ KSHE Healthcare Coalition Conference - Oct 2015
- ▶ Schneck Medical Center - Nov 2016
- ▶ Behavioral Health Conference, NY - March 2016, 2018
- ▶ Lutheran Medical Center - Dec 2015, March & May 2016
- ▶ MedTronic Annual Conference - 2016
- ▶ Children's Mercy Hospital - June 2016
- ▶ Optima Healthcare - 2016 & 2017
- ▶ ModMed Momentum Conference - Nov 2018
- ▶ Advocate Healthcare - January 2014, October 2016
- ▶ Baylor Heart & Vascular Hospital, Baylor Plano Heart Hospital - both in 2016
- ▶ Baptist Hospital - October 2016
- ▶ AzHHA Conference - October 2016



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CULTURAL TRANSFORMATIONS

Here are a few places where Jake and his team have consulted / trained on improving patient and family member experiences by elevating the culture:

- ▶ Dignity Health:
 - ▶ Mercy Medical Group, Sacramento, CA
 - ▶ Woodland Clinic, Sacramento, CA
 - ▶ Dignity Health Medical Group, 57 sites across the state of California
 - ▶ Data Drive Operations
- ▶ Baystate Health, Western Massachusetts: Breast & Wellness Center, Franklin Medical Center and Northern Region, Children's Hospital, Radiology, Northampton Ambulatory Center, South Hadley Adult Medicine, Women's Health
- ▶ Ochsner, New Orleans, LA
- ▶ Penn Medicine, University of Pennsylvania Health System, Philadelphia, PA
- ▶ Vanguard / Abrazo Health Care, Phoenix, AZ
- ▶ Lehigh Valley Health System, Allentown, PA
- ▶ Cigna Health System, Phoenix, AZ
- ▶ Henry Community Health, IN
- ▶ Sacred Heart Hospital, Allentown, PA
- ▶ Sheltering Arms Hospital, Richmond, VA
- ▶ Riverside Health System, Newport News, VA
- ▶ MedStar VNA, Washington, DC
- ▶ BJC Healthcare Progress West, St. Louis, MO
- ▶ Berger Health System, Circleville, OH
- ▶ University of Colorado Hospitals, Denver, CO
- ▶ Holy Spirit Hospital, Camp Hill, PA
- ▶ Christus Health, Corpus Christi, TX
- ▶ National Rehabilitation Hospital, Washington, DC
- ▶ Rehabilitation Institute of Michigan, Detroit, MI
- ▶ Kaiser Permanente Santa Clara Medical Center, Santa Clara, CA
- ▶ Martin Health, Stuart, FL
- ▶ Augusta Health, Fishersville, VA
- ▶ Carson Tahoe Health, Carson City, NV
- ▶ Capital Digestive Care, Washington, DC
- ▶ UCSF Benioff Childrens Hospital, Oakland, CA
- ▶ WMC Health, Westchester Medical Center, Valhalla/Westchester, NY
- ▶ Methodist University Hospital, Memphis, TN



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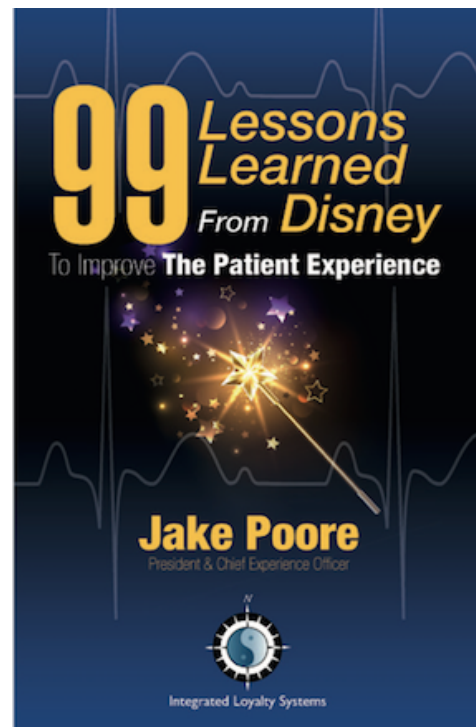


JAKE POORE - PUBLICATIONS

Check out our website for publications and free resources

- ▶ 99 Lessons Learned from Disney to Improve The Patient Experience
- ▶ NHIA Infusion Magazine, "The Power of Connections"
- ▶ UK Management in Healthcare Magazine, "Delivering on the Promise of Your Brand"
- ▶ ACHE Healthcare Executive Magazine, "Become a Next-Tier High-Reliability Organization"
- ▶ Beryl Institute, "Sometimes is the Enemy of Always"
- ▶ HC Design Magazine, "How Healthcare Design Can Drive Positive, Memorable Patient Experiences"
- ▶ ACHE Healthcare Executive Magazine, "When Culture and Strategy Collide"
- ▶ Kevin MD, "Patient Experience Builds Brand Equity"
- ▶ Fierce Healthcare, "Four Tips to Improve The Patient Experience"
- ▶ HC Design Magazine, "Former Disney Exec Talks About Creating An Ideal Patient Experience"
- ▶ USA Today, "The Hospital of the Future"
- ▶ "Conversation with Jake Poore on Creating Memorable Experiences" by Debbie Laskey, Brand Strategist
- ▶ "10 Things to Do to Improve The Patient Experience" (e-book)
- ▶ "10 Things Not to Do to Improve The Patient Experience" (e-book)
- ▶ "The Art of Positive Distraction: 9 1/2 Things to Do" (e-book)
- ▶ Or check out our website for our blogs, articles, newsletters and many free resources!

Jake has a book! www.store.WeCreateLoyalty.com



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JAKE POORE - TESTIMONIALS

Just a few of the thousands of testimonials we have received for Jake:

He's a winner! If we had the opportunity to utilize his talents again, we'd be glad to do so.— *JoAnn Shaw, Vice President & Chief Learning Officer, BJC Healthcare*

Jake is the only speaker we've had to earn a perfect 5.0 rating from all our members; and we've had over 60 presenters at 19 Leadership Development Institutes over the past 5 years.— *David Crouch, Former Chief Learning Officer, Blue Ridge Healthcare*

Jake's knowledge of OUR [organization] is impressive! Really brings information home and relevant!— *Great Leader Strategies attendee*

There are storytellers who come in, and you think, oh, that's a sad story, but they leave and you say, so what? Jake Poore has the ability to tell a story and get every person who hears it to realize the "so what"— how I apply that in my role no matter who I am. — *Carmen Kane, Mayo Clinic*

I heard Jake's presentation (several years ago) at Staten Island University hospital and I remain changed by it. - *Allan Weidenbaum PhD, RN Sr. Admin. Director - Medicine, Lenox Hospital*

THANK YOU! Your contribution added greatly to our outstandingly successful launch of STAR Leadership! 87% "Strongly Agree" that you knew your subject and kept them engaged! Add the "agree" category and that puts you in the category of a 99% approval rating! - *Judith L. O'Rourke, MFA, Director, STAR Leadership Development, Kaiser Permanente*

Jake's presentation at the 2015 Governance Forum in West Virginia was absolutely amazing! - *Aaron Spurlock CIO and Chief Business Development Officer, WVMI & Quality Insights*

I had the opportunity to hear Jake speak at the ACHE conference a couple of weeks ago and I was very impressed by his approach. Without any exaggeration, I would say that he was the best speaker I heard in the three days that I was there. He was engaging and clearly an expert in the area of building customer loyalty as well as making the connection to improving the patients' experience." - *Sana Y. Rockwell, MPH, FACHE Director, Patient Experience UC Health, UCMC Univ of Cincinnati*

Excellent speaker who gave great tools to take back and implement. - *NIH*

Jake, I wanted to let you know that the way you handled our Exec Team meeting on Thursday was perfect. We are already seeing a significant shift in engagement level and we are SO grateful. We can hardly wait to see your magic unfurl throughout the year. Thank you for all you do. - *Kitty McKay, Director, Carson Tahoe Health*

This was an awesome use of my time ~ well done! - *ACHE Congress*



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