



EXPeers™ is a skill and strategy-building offering focusing on processes and tools to design exceptional experiences within the healthcare or other service industries. This hands-on approach is designed to assist healthcare leaders become Experience Design practitioners through a better understanding of the balance and importance of: **Passion, Strategy, Voice and Practice.**



Passion Strategy Voice Practice

There are three primary Experience Design competency strengthening engagements currently offered:

Current State Assessment These engagements are level-setting assessments of the current state of experience culture & strategy within an organization. Based on review of performance, current training and communications, customer feedback and observations a Lead & Exceed report is developed with recommendations for future sustainable improvement. The investment levels for these evaluations are dependent upon the size and scope of the engagement.

Exceptional Patient Experience Coach Training

For organizations interested in building internal expertise and cultural alignment around thoughtful and deliberate experience design, the Extraordinary Experience Coach Training, MASTERPIECE MOMENTS™ allows for individual or small group intensive training and toolkit review to prepare internal content experts to help strengthen the systems and culture around experience design without long-term dependence on external consultants. The investment for personalized training depends upon the number of coaches to be trained and whether training is onsite or offsite.

Experience Design Workshops These facilitated co-creation workshops are designed to guide groups to better understand the strategic importance of deliberate experience design and to provide an overview of the **What and How** of exceptional experience planning. The workshops can be general topic overviews or customized to client-specific projects. Investment range varies by project scope.



Diane S. Hopkins

created EXPeers in 2012 to help healthcare leaders strengthen internal patient experience competencies. She was the first health care leader in the U.S. certified as an Experience Economy Expert and one of the first Chief Experience Officers in the US. She also served as Chief Marketer for community and for-profit health systems. Diane has consulted with or trained patient experience coaches at health systems including: Beacon Health System, Lancaster General Health, Parkview Health, Atlantic Health System, Mt. Carmel Health, NorthBay Health, Johns Hopkins, Ohio Health, Tower Health, Christiana Health System, Sentara, Yale New Haven and the Cleveland Clinic. Her approach to experience design strategy is enhanced by her extensive work in design thinking projects with IDEO and the Tom Peters Company.

Diane's training programs are immersive and practical. Her sessions are highly interactive and focus on the importance of combining the worm's eye and bird's eye views to sustain a patient centered culture. Due to her work with DuPont Sustainable Solutions, she also focuses on the importance of safety as the foundation of an exceptional patient experience. Diane is a regular keynote speaker and workshop leader on topics such as Co-Created Extraordinary Patient Experiences, Connecting Brand to Internal Experiences, Creating a More Innovative Problem-Solving Workforce. She is a Founding Faculty member of the IVIA Innovation Mentor Program at the University of Notre Dame, adjunct faculty at Pennsylvania College of Health Sciences and the Medline Institute. She is author of *Unleashing the chief Moment Officers* and co-author of *Wake Up and Smell the Innovation* and *Advice from a Patient*. Diane is known as an effective marketer, innovation culture and patient experience thought leader and has been a frequent presenter at the Cleveland Clinic Empathy and Innovation Summit.

www.expeers.net



To learn more, contact:

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Training Objectives:

1. Patient Experience Leadership Participants will be prepared to provide insights and context for their organizations around the importance of experience design as a necessary strategy and competency and serve as an internal consultant on ways to improve patient satisfaction performance.

2. Strategy Catalyst Participants will be familiar with key priorities needed of a comprehensive patient experience strategy as a framework for a long term cultural enhancement that values experience design efforts.

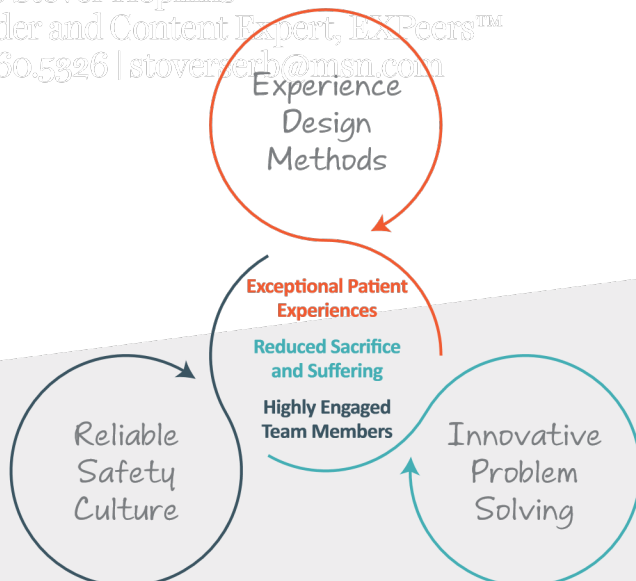
3. Capability Builder The participants will be trained to retrain others in their organization about the tools and processes to help design extraordinary experiences through workshops and other co creation activities.

4. Project leader The program will include outlines and tools for participants to use to design and implement experience enhancement projects including construction/remodeling projects.

5. Team Coach Participants will have new skills to serve as an advisor and coach to internal teams working on patient experience efforts.

6. Culture Driven Communications Strategist Assessment and recommendations for the development of Patient Experience internal language, principles and standards, material for use in future internal leadership and new employee training, material for use in internal backstage reminder program, launch plan framework and roll-out options for transition to exceptional patient experience efforts and expectations

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Overall Exceptional Patient/Caregiver/Team Member Experiences Throughout the Veteran's Healthcare Experience via:

- Deep focus on Safety Culture and behaviors for staff and patients
- Attention to Staff Safety on and off the job
- Organization-wide Experience Design Strategy that includes Policy and Procedure Barrier Review
- Building a workforce of more Innovative Problem-Solvers via Innovation methods and competencies
- Experience Enhancement efforts centered around Co-Creation with front line
- New Engagement and Capabilities with all team members as Chief Moment Officers
- Consistent and Inspiring Leader's Voice around Exceptional Experience aspirations
- Ongoing Alignment with Aspirations, Training and Communications
- Jump Start Concept Presentations to Leaders
- Internal Coach Selection and Training
- Full Staff, Senior Leaders and Board Foundational Training
- Targeted Projects with Co-Creation Methods

“It is an honor and a great responsibility to create the best possible environment and experience for those struggling to heal and stay well.”

- Diane Stover-Hopkins