

Transformative Staffing Strategies= Better Patient Experience



Jennifer FitzPatrick, MSW, LCSW-C, CSP
Speaker • Author

With over 20 years' experience in healthcare management, sales, marketing and clinical, Jennifer holds a Master of Social Work (MSW) and is one of less than 800 Certified Speaking Professionals (CSP) worldwide.

Former psychotherapist Jennifer L. Fitzpatrick is the author of *Reimagining Customer Service in Healthcare* and *Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One*. Her advice has been featured in *MD Linx*, *Healthcare Finance*, *Daily Nurse*, *Healthline*, *AARP.org* and countless other international legacy media outlets.

Her programs help senior living and healthcare organizations:

- Reduce burnout
- Boost occupancy
- Increase qualified referrals
- Improve intergenerational communication with prospective residents and families



Sample Keynote Topics

Letting Go: What We Need To Release To Make Seismic Shifts in Staffing and Service

Healthcare leaders continue to deal with the challenges of The Great Resignation and the aftermath of the pandemic and Covid-19 policies. As an industry we've been struggling with staffing challenges for decades; the stress of the last few years has simply brought the problem to the forefront.

This opening keynote will inspire your audience to:

- Uncover common recruitment/retention mistakes in healthcare that negatively impact the patient experience
- Consider what other industries are doing to attract and keep high-quality candidates, and how these strategies can be applied to healthcare
- Decide what we need to stop doing in order to eliminate our staffing and service challenges

Happier Healthcare Patients: Negotiating Stressed Out People Who Wish They Didn't Need You

Needing a hospital or other healthcare service is usually not fun. Paying for it is stressful too! Let's face it—most healthcare clients and patients who walk through your door wish they didn't need you.

While you provide an amazing, necessary service, prospective and existing patients and clients are not usually looking forward to working with you! When your patients and clients need you, they are stressed, tired, worried and have a big problem on their hands. Often they have been caught off guard by this problem and feel alone, unsure if anyone understands what they are experiencing and if anyone can help them.

This interactive, inspirational session, led by a former psychotherapist will help you:

- Develop a better rapport with patients so you save time and energy
- Get more referrals and less negative reviews on social media and other patient satisfaction surveys
- De-escalate perpetually challenging patients

Think Like A Shrink: Reimagining Staffing by Leaning Into What Existing and Prospective Team Members Really Want

Psychotherapists are taught that they shouldn't offer an intervention until they've truly identified a client's problem. The same is true of healthcare/hospital talent management, but many of us spend too much time trying to solve our staffing problem before we really understand why we have a staffing problem. During this opening session, former psychotherapist Jennifer L. FitzPatrick empowers your leaders to:

- Understand their blind spots when it comes to relating to today's workers
- Acknowledge the power struggles that can occur with staff and candidates when we do things the way we have always done
- Walk away with an actionable plan on how to immediately improve recruitment, retention, and patient experience based on a better understanding of the psychological needs of today's workforce



TESTIMONIALS

"Jennifer FitzPatrick's second book is not so much an owner's manual for customer service as much as a thoughtfully structured narrative on how healthcare leaders can 'do it better.'"

-Miguel Paniagua, MD, Adjunct Professor of Medicine, The University of Pennsylvania & Vice President of Medical Education, The American College of Physicians

"Jennifer recently spoke to our sales team about how to successfully boost occupancy through community and professional events. We appreciated how she asked good questions and listened to our goals before crafting a customized presentation that was perfect for our meeting and relevant to our team. I highly recommend Jennifer's services to senior living and healthcare organizations who want to grow."

-Andrea Marchesotti, National Sales Director, Artis Senior Living

"Jennifer was our opening keynote speaker, and she did a tremendous job inspiring our members with actionable ideas on how to provide excellent service while dealing with staffing challenges. She worked hard to customize content for our audience by interviewing members ahead of time, creating a "teaser" video and providing an article to build excitement about her topic prior to our event. A true professional, she was not deterred by some minor A/V snags encountered at our conference. I recommend her if you'd like an easy-to-work-with, high-energy speaker with content-rich topics."

-Mike Pochowski, President & CEO, WALA

"She was extremely easy to work with and a delightful person. Some comments received for her presentations: 'Should invite back for future topics'... 'knowledgeable and held audience attention'... 'really, really enjoyed this topic' and 'very good speaker and engaging'."

-Judy Hackler, Executive Director, VALA



BOOK REVIEWS

"Reimagining Customer Service in Healthcare is a how-to book on providing great customer service. Through real life examples, Jennifer illustrates simple tips that can change a customer from 'hateful' to 'grateful.' Her focus on building and living a strong culture, the importance of hiring and maintaining a workforce that believes in the culture, and understanding who and where your customers are in their unique journey, provides a roadmap to improved customer service. This is an easy read that will leave you eager to develop a 'Contagious Camaraderie Culture.'

—Nicole Bartecki, Vice President of Sales and Marketing, Anthem Memory Car

**REIMAGINING
CUSTOMER
SERVICE**
in Healthcare

Boost Loyalty,
Profits,
and
Outcomes

JENNIFER L.
FITZPATRICK, MSW, CSP

PARTIAL CLIENT LIST

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Ready to discuss how Jennifer can help your senior living audience?

Contact Jen at 443-768-3925
to schedule a presentation today!
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