



CLAY LINKOUS, MBA, CSSBB, FACHE SPEAKER PRESS KIT

INSPIRATION AND INNOVATION FROM EXPERIENCED HEALTHCARE SPEAKERS

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organization wide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support teamwork side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



HURON



Clay Linkous

NATIONAL SPEAKER

With over 25 years of leadership experience, Clay knows what it takes to achieve world-class results AND world-class relationships. He has a passion for both leadership coaching and operational excellence, which has helped him achieve success in many diverse settings. During his 8+ years with Huron, he was known for expertly leading the delivery of Huron's coaching partnerships in multiple healthcare settings. These included academic health systems, large regional health systems, national health systems, community hospitals, rural hospitals, and medical groups. He is called on regularly to speak or coach on topics such as VIP service, patient experience, employee engagement, leadership development, cultural transformation, and change management. Clay is known for connecting powerfully with audiences in both live and virtual settings. The consistent feedback from audiences is that Clay's style is one of "head (intellectual), heart (inspirational), and hands (instructional).

PROFESSIONAL EXPERIENCE

ChenMed – 2021 - Current – Managing Director Operations – Patient Experience

- Responsible for designing, implementing, and hardwiring the VIP service and patient retention strategies for this Value-Based, Primary Care Provider headquartered in Miami, FL that is rapidly growing their model across the country
- Works with over 100 ChenMed centers in 13 different states to ensure evidence-based best practices are consistently executed by more than 5000 workers
- Responsible for the following Results/Outcomes:
 - Consistently improving patient loyalty and retention results of >80% per year
 - Sustaining and improving enterprise wide NPS score of 80 (considered best in class)
 - "5-star level CAHPS" results with numerous healthplan/payer partnerships
 - Sustaining and improving enterprise-wide employee engagement and employee turnover

Huron – 2012 - 2021 – Director – International Coach and Speaker

- Account leader for multiple nationally recognized academic medical centers, large regional health systems, national health system partnerships, and strategic partnerships including UW Medicine, UPMC Health Services Division, Baptist Memorial Healthcare Corporation, Mayo Clinic SWMN Region, Sentara Healthcare, Christus Trinity Mother Frances, HCA Continental Division, TeamHealth, and ACHE
- Dozens of his partner organizations received awards at Huron's Annual What's Right in HealthCare Conference, and many of his partners were chosen to present their results at Huron's What's Right in Healthcare Conference
- Account leader of high performing healthcare organizations including hospitals ranked as US News and World Reports Best Hospitals, Becker's 100 Great Community Hospital and Truven 100 Top Hospitals lists, Becker's Top 100 Rural Hospitals list, Modern Healthcare's Best Places to Work list, and organizations with some of the highest value-based purchasing scores in the nation, several hospitals that have a five-star rating in patient experience from CMS, the first six-time magnet-recognized hospital and the top-ranked hospitals on US News & World Report Best Hospital list in Washington and Pennsylvania.

University of Tennessee Medical Center – 2008-2012

- 2010-2012 - Radiology Department Director
- 2008-2010 - Performance Improvement Program Coordinator & Administrative Intern Roles

INDUSTRY SPEAKING ENGAGEMENTS

While leading Huron's coaching partnerships from 2012 to 2021, Clay spoke weekly to leadership audiences ranging from 25 to 2500 individuals at his client organizations. In addition to this regular job responsibility, Clay also spoke at notable industry events, including:

- Gratitude Group – Gratitude Symposium – “Loving the Unlovables” – May 2022
- EntreCon – Values Based Real Estate Investing – Fall 2021
- ACHE – ETHEA – Panelist for Emotional Intelligence Topic – February 2020
- ACHE – Healthcare Executive Magazine – Article on Patient Engagement Jan & Feb 2020 V35 N1
- Being a Disrupter in Healthcare - UAB College of Business – Current MBA Class – October 2021
- Canadian Healthcare Conference (Huron) – Living Your Values to Sustain Culture – April 2021
- Catholic Healthcare Asso of Ontario Annual Meeting – “Living Your Values to Sustain Culture” – Oct 2019
- Co-Presenter - “Why Mergers & Acquisitions Fail: Using Cultural Assessments in M&A Due Diligence.” – 2017
- Healthcare Insights for 2021 – Ascom Sales Training - February 2021
- Leading Through Change – Virtual Conference – March 2021
- Living Your Values to Sustain Culture – St. Joseph's Health System (Canada) – January 2021
- Huron Conference 2017- “Getting Better Faster...Accelerated Results Through 90 Day Plans” – Orlando, FL
- Huron High-Reliability Organization Executive Summit – Orlando, Florida – March 2020
- Huron High-Reliability Organizations (HRO) Conference Orlando, Florida – 2019
- Huron HRO Executive Summit – Las Vegas, NV
- Huron Leadership Excellence Conference – Orlando, Florida – March 2020
- Keynote Presenter at Hometown Health's Fall Conference – 2015
- Reinventing Customer Service in Healthcare – Sandhills Healthcare Executive Forum – October 2021
- Speaker and Subject Matter Expert on Lean and Evidence-Based LeadershipSM – NRHA Webinar – 2014
- What's Right in Health Care®: “Taking Lean to the Next Level with Evidence-Based LeadershipSM” – 2013

EDUCATION AND CERTIFICATIONS

- Master of Business Administration in Health Services Administration, Strayer University
- Bachelor of Science in Physical Education, East Tennessee State University
- Teleos Coach Development Program (ICF Certification), Teleos Leadership Institute
- Certified Coach Practitioner/ICF Accredited, Certified Coaches Alliance
- Board Certified in Healthcare Management, Fellow of American College of Healthcare Executives (FACHE)
- Certified Management by Strengths trainer and facilitator
- Certified Six Sigma Black Belt, American Society of Quality
- WDW College Program Alumni, Walt Disney World College Program

PROFESSIONAL ASSOCIATIONS

- Fellow and Member of American College of Healthcare Executives
- Member of American Society of Quality
- Member of Association for Training and Development
- Member of Certified Coaches Alliance

Presentations

LIVING YOUR VALUES AND SUSTAINING YOUR HERITAGE

Audience: Board Members, Executive Leaders, All Leaders, Faith Based Organizations

Focus: Organizational Culture, Leadership, Employee Attraction and Engagement

Length: Keynote

Helping faith-based organizations and their leaders understand how they can preserve their faith-based heritage and unique values by making very practical decisions each day in the way they lead. In this session, participants to be challenged to not compromise their faith-based heritage to achieve organizational success, but rather embrace their heritage as the foundation for their success. Clay uses his experience in faith-based ministry settings, executive coaching, and organizational consultant to bring a fresh perspective on this topic.

Learning Objectives:

- Understand how to live out your values to sustain your culture.
- Gain practical tools and skills that support your faith-based culture.
- Understand how to appropriately apply evidence-based practices that will both deliver results and preserve your culture.

LOVING THE UNLOVABLES – EFFECTIVE LEADERSHIP SKILLS FOR HIGH, SOLID, AND LOW PERFORMING TEAM MEMBERS

Audience: All Leaders

Focus: Alignment and Accountability, Leadership, Employee Attraction and Engagement

Length: Keynote up to a Half-day workshop

Helping leaders understand how to produce better results through their team. In this session, participants will understand why performance management skills are necessary, how to accurately differentiate performance of their team, and most importantly how to have effective conversations with their team members. Clay uses his experience as an executive leader, executive coach, organizational consultant, and business owner to provide a unique approach to these timeless principles.

Learning Objectives:

- Understand when individuals want to do something instead of when they have to do something.
- Understand how to re-recruit, recognize, and retain your highest-performing individuals.
- Understand how to reassure, develop, and retain your solid-performing individuals.
- Understand how to manage up or out of the organization your lowest-performing individuals.

EVIDENCE-BASED LEADERSHIP LOVE...FOR YOUR EMPLOYEES, PHYSICIANS, AND PATIENTS

Audience: All Leaders

Focus: Employee Attraction and Engagement, Leadership, Organizational Culture

Length: Keynote

Helping leaders understand evidence-based best practices to that demonstrate Love to those we serve. In this session, participants will learn that Loving the people you work with is the foundation on which great

organizations are built. The idea of love is an awkward topic in many organizations but for us to truly make the biggest impact in the world around us, we must begin from a place of love. Leaders will learn that not only is Love evidence based, but it is also very practical in its application. Clay uses his experience as a husband, father of six children, minister, executive leader and coach, and organizational consultant to challenge leaders to bring another level of love to their leadership.

Learning Objectives:

- Understand the importance of Love in Healthcare settings
- Understand how to demonstrate Love to employees in a way that leads to enhanced engagement
- Understand how to demonstrate Love to physicians in a way that leads to enhanced engagement
- Understand how to demonstrate Love to patients in a way that leads to enhanced engagement

What Organizations Are Saying

"Clay did a great job and inspired our leaders."

~ Centura Health-St. Thomas More

"Many thanks again for such a motivating and enthusiastic presentation. I have been told by the team, "The LDI on Wednesday was the best one yet."

~ Hebrew Rehabilitation Center

"I have been in the healthcare industry for 25+ years, and Clay is at the very top of my speaker list. He is dynamic, entertaining, and best of all, educational. I have seen him present to the same audience for two full days, and never once did he lose their attention, in my mind, there is no harder task for a speaker. As our "Hardwiring" coach, I see him speak quite often and always walk away having learned something that I can put into immediate practice."

~ Archbold Memorial Hospital

"Clay scored 4.72 out of 5 for the overall rating. We received many compliments from attendees on the timeliness of material presented and scope of expertise on hand, and many who wanted to hear more! Thank you for being one of our exceptional presenters!"

~ HomeTown Health

"Dynamic, Excellent; Fantastic speaker; He was great! Tied his presentation to our goals - very clear and concise; Awesome, would love for him to speak again; Best and most relevant speaker during this LDI! Clay is a great speaker. I really learned a lot from him."

"Great information - Great Presenter Great speaker, the content was presented where I can apply. I Loved how he linked EB leadership and LEAN process."

"I reviewed a lot of good information related to LEAN process - connected our current processes very well, very engaging - made concepts clear and easy to understand. "

"Highest ranked LDI 98.6% overall approval rating."



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