



CRAIG DEAO, MHA

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 team work 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



Craig Deao

MANAGING DIRECTOR, NATIONAL SPEAKER, AUTHOR

WATCH THIS SPEAKER IN ACTION.

Craig Deao is a prominent industry thought leader, accomplished executive, and experienced board member.. Craig leads Huron's speaking team, and is a highly regarded speaker on leadership, engagement, quality, and patient safety. He works with healthcare executives to create highly reliable organizations where employees want to work, physicians want to practice, and patients want to receive care. He also co-led Studer Group's journey to becoming a recipient of the Malcolm Baldrige National Quality Award in 2010. In 2016, Craig harnessed his field experience in healthcare to author the book *The E Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare*. In addition to his full-time work with Huron, he serves as faculty for the American College of Healthcare Executives (ACHE).

Born and raised in New Orleans, Craig received two bachelor's degrees from Louisiana State University. He received a Master of Healthcare Administration from the University of Minnesota. Craig now lives in Pensacola, Florida, where he serves on the quality committee of his local health system. He is married to Julie and is the proud father of Sam and Jack.

PROFESSIONAL EXPERIENCE

Craig's career has been a blend of operational leadership and hands-on experience in the field. As a result, he has been able to use within the company the same evidence-based leadership principles Huron teaches its partners. He has seen firsthand the power of hardwiring a handful of practices that align goals, behaviors, and processes with employee engagement and customer loyalty for Huron. His fieldwork focuses on partnering with senior leadership to achieve a breakthrough transformation that is sustainable. He is an author of numerous articles in healthcare publications, as well as an author of an engagement book, and speaks to tens of thousands of leaders annually. Prior to joining Huron, Craig served in several capacities for VHA (now Vizient), including patient safety improvement and executive networking, connecting 2,000 nonprofit health system members across the nation.

INDUSTRY SPEAKING ENGAGEMENTS

- American College of Healthcare Executives (ACHE) Congress on Healthcare Leadership (2012, 2013, 2015, 2017, 2019, 2021, 2022)
- American College of Healthcare Executives (ACHE) Faculty On-Location Events (15 events, 2013-2022)
- American College of Healthcare Executives (ACHE) Regional Cluster Workshops (17 events, 2011-2017)
- American Health Care Association (AHCA) | National Center for Assisted Living (NCAL) (2017, 2018, 2021, 2022)
- American Hospital Association Annual Membership Meeting (2016)
- American Society of Anesthesiologists (2019)
- American Society for Quality (ASQ) World Conference on Quality and Improvement (2011)
- Association of periOperative Registered Nurses Center for Nursing Leadership (2013)
- British Columbia Patient Safety & Quality Council — Quality Forum 2020, Vancouver, BC (2020)
- Canadian College of Health Leaders — Banff, BC (2014, 2017)
- Cerner Health Conference (CHC) (2017, 2018)
- Healthcare Financial Management Association (HFMA) Chapter Meetings — Colorado, Alabama (2018, 2019)
- Institute for Healthcare Improvement (IHI) Annual National Forum on Quality Improvement in Health Care

(2011-2013)

- National Association of Health Services Executives 32nd Annual Educational Conference (2017)
- OR Manager Conference (2018)
- The Joint Commission Ambulatory Care Conference (2016, 2018)
- The Quest for Excellence® Conference: The Official Conference of the Baldrige Award (2011, 2012, 2014)
- Western Regional Trustee Symposium (2014, 2016)
- What's Right in Health Care® — Sydney, Australia (2018, 2022)
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EDUCATION AND CERTIFICATIONS

- Master of Healthcare Administration, University of Minnesota
- Bachelor of Arts, Mass Communication, Louisiana State University
- Bachelor of Science, Animal, Dairy, and Poultry Science, Louisiana State University
- Trainer, Crew Resource Management
- Certified, Lean for Healthcare

PROFESSIONAL ASSOCIATIONS

- Member, American College of Healthcare Executives (ACHE)

PUBLICATIONS/SPEAKING ENGAGEMENTS

- “The E-Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare,” Firestarter Publishing, 2017
- “Moving to Patient Engagement,” Healthcare Executive Magazine (Publication of the American College of Healthcare Executives), Jan/Feb 2020
- “Patient Engagement,” book chapter with a peer-reviewed medical textbook, Primary Care: Clinics in Office Practice, 2019
- “The 3 Whys of Compelling Communication,” Healthcare Executive Magazine (Publication of the American College of Healthcare Executives), March/April 2015
- “Performance-Driven Giving,” Trustee magazine (Publication of the American Hospital Association), July 2012
- “The Data Is In: Service Excellence Cultivates Giving,” Healthcare Philanthropy (Publication of the Association of Healthcare Philanthropy), Spring 2011| Healthcare Philanthropy Journal Award, 2011
- “The Knowing-Doing Gap in Healthcare,” Huron, March 2012
- “Two Ways to Build Better Engagement,” Huron, May 2014

SIGNATURE ENGAGEMENTS

- Frequent keynote speaker at national healthcare events with average audience ratings above 9.5 on a 10-point scale
- Trusted advisor to senior leadership teams at dozens of healthcare delivery organizations
- Faculty for the American College of Healthcare Executives since 2011
- Co-led Huron’s efforts to become recognized as a 2010 recipient of the Malcolm Baldrige National Quality Award, the nation’s highest presidential honor for sustainable excellence through visionary leadership, organizational alignment, systemic improvement, and innovation
- Recipient of the Flame award, Huron’s highest recognition for employees

Presentations

THE TRANSFORMATION JOURNEY: THE IMMOVABLE OBJECT MEETS THE UNSTOPPABLE FORCE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication, Change management

Length: Keynote, Half-day

Healthcare organizations are highly complex, rigid systems trying to optimize quality, safety, and growth. Yet, the environment in which we operate is highly dynamic and changing. This is the challenge of today's healthcare leader: to galvanize their people to align, commit and implement a bold future vision in the face of a volatile world and rigid organizational systems. To do this effectively, leaders must navigate a multitude of barriers throughout the transformation journey. This session shares the latest evidence on what it takes to lead a transformation journey, the six key elements every organization must have to be a high-performing leader in their industry, and how to hardwire success for the long term.

Learning Objectives:

- Understand the transformation journey, including how to overcome the known barriers encountered along the way.
- Discuss the six key elements of a high-performing organization and assess how your organization is performing on each dimension.
- Identify the two immutable organizational characteristics.

FINDING THE SILVER LININGS: EXPERIMENTATION, INNOVATION, OPPORTUNITY

Audience: All Leaders, All Healthcare Roles

Focus: Innovation, Intelligent risk-taking, Leadership, Inspiration, Strategy, Psychological safety

Length: Keynote, Half-day

Amidst the disruption and suffering caused by the pandemic, healthcare organizations also find themselves in a rare moment of grand experimentation. Fueled by sweeping changes to regulation, reimbursement, and patient preferences, there has been an unprecedented wave of innovation, from the rise of telehealth to the flexibility of working from home. But which of these positive changes will sustain, and which will fade away? Local leaders have more control than they often think. This session shares a perspective on where to look for innovation, how to nurture the positive changes, so they endure, and practical advice for ensuring you continue to build trusting relationships with your employees and communities.

Learning Objectives:

- Own Your Future® rather than be disrupted by it.
- Discuss historical examples where organizations have identified silver linings during challenging times.
- Build and nurture trusting relationships with employees, patients, and the broader community.

VUCA: THE ACRONYM LEADERS NEED RIGHT NOW

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Crisis management, Change management, and Leadership adaptability

Length: Keynote, Half-day

The Army War College prepares its leaders for situations that are volatile, uncertain, complex, and ambiguous (VUCA). While the origin may be from the battlefield, the lessons are equally applicable to healthcare leaders facing one unprecedented situation after another. Rather than feeling overwhelmed because “times are crazy!”, naming the environment’s component parts makes it simpler to know where to focus. There has never been a more VUCA time than right now!

Learning Objectives:

- Adapt your leadership style to match the specific environmental factors you’re facing in the current situation.
- Become a VUCA 2.0 leader, modeling vision, understanding, courage, and adaptability.

COMPASSIONOMICS: THE REVOLUTIONARY SCIENTIFIC EVIDENCE THAT CARING MAKES A DIFFERENCE

Audience: All Leaders, All Healthcare Roles

Focus: Physicians, Engagement, Patient experience, Communication, Quality and safety, Inspiration, and Purpose

Length: Keynote, Half-day

Caregivers have always felt in their hearts that compassionate care is the best care, and now there’s irrefutable evidence to back it up. In a review of more than 1,000 scientific abstracts and 280 research manuscripts, there is strong evidence that compassionate patient care can improve health outcomes and reduce workplace stress and burnout. This session reviews the evidence while recommending specific practices that can be employed to demonstrate compassion with our patients, our colleagues, and, perhaps most overlooked, ourselves.

Learning Objectives:

- Discuss the scientific evidence linking compassion to quality, care experience, financial performance, and provider engagement.
- Demonstrate compassion without spending more than one additional minute per encounter.
- Foster a culture of compassion across your organization.

THE E-FACTOR: HOW ENGAGED PATIENTS, CLINICIANS, LEADERS, AND EMPLOYEES WILL TRANSFORM HEALTHCARE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication, Change management

Length: Keynote, Half-day, Full Day

Leaders in healthcare have a competitive advantage — we have the most talented, passionate people in any industry. Yet, despite decades of focus on performance improvement, our results lag our ambitions. In this session, hear Huron’s latest thinking on engaging people as a core competency necessary to achieve your mission.

Learning Objectives:

- Describe the latest trends in patient, physician, and employee engagement.
- Shift your leadership philosophy from satisfaction to engagement.

- Implement evidence-based strategies to empower your team's human capital.

INTRODUCTION TO EVIDENCE-BASED LEADERSHIPSM

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Patient experience

Length: Keynote, Half-day

Take a deep dive into Evidence-Based LeadershipSM (EBL) methodology and learn how it can help your organization achieve and sustain results. This session provides an overview of the methodology Huron uses to help create better places to work, practice medicine and receive care. The content includes the latest evidence around aligning goals, behaviors, and processes to create cultures of accountability and reliability.

Learning Objectives:

- Describe the Evidence-Based LeadershipSM (EBL) Model.
- Articulate why and how the EBL model works.
- Implement one evidence-based practice to create a better place to work, practice medicine and receive care.

NOBODY FIGHTS THEIR OWN IDEAS: INNOVATION AS A SOURCE OF ENGAGEMENT

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication, Innovation

Length: Keynote, Half-day

Organizations need fresh ideas and new approaches — the kinds of ideas that can only come from front-line employees who are most knowledgeable about how processes work, where they are flawed, and how they compare with what your customers need. Engaged employees fuel innovation. Luckily, innovation also fuels engagement. In this session, learn more about the virtuous cycle of engagement and innovation.

Learning Objectives:

- Discuss the connection between engagement and innovation.
- Develop a heightened culture of innovation among front-line employees.
- Leverage innovation as a catalyst for engagement.

CLOSING THE KNOWING-DOING GAP IN HEALTHCARE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Change management, Quality and safety

Length: Keynote, Half-day

This session will describe and share evidence-based practices for closing the “knowing-doing gap” in healthcare. Six frogs are sitting on a lily pad, and one decides to jump. How many frogs are left on the lily pad? You may assume the answer is five. Actually, it's six. Why? Because deciding to jump and jumping are two completely different things. Back in 2000, Jeffrey Pfeffer and Robert Sutton published a book called The Knowing-Doing Gap. It pinpoints a challenge faced by organizations in all industries, including healthcare. We work hard to figure out what we need to do yet fail to implement what we learned in the process.

In 2001, the Institute of Medicine published a report called Crossing the Quality Chasm. This report pointed out that it takes an average of 17 years for new (scientifically generated) knowledge to be translated into practice. That's a long time between knowing and doing; we can no longer afford to wait for 17 years. Most healthcare organizations really want to leap off that lily pad, especially with value-based purchasing making it even more critical that we drastically improve clinical quality (and keep improving it). So why don't we follow through? Why are so many organizations acting like frogs with good intentions? The gap between knowing what we need to do and actually doing it is almost always a foundational issue.

Learning Objectives:

- Describe the “knowing-doing gap” in healthcare.
- Implement three evidence-based strategic objectives in your healthcare organization.

OPTIONALITY DOESN'T WORK HERE ANYMORE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Quality and safety, Patient experience

Length: Keynote, Half-day

In this session, we will describe how leading organizations have successfully improved both Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) and process of care measures under value-based purchasing by focusing not just on process improvement but also on the human behavioral sciences to create buy-in, enthusiasm, and commitment to implementing best practice.

Learning Objectives:

- Describe how leading organizations have successfully improved both HCAHPS and processes of care measures under value-based purchasing.
- Implement three evidence-based practices proven to increase results on both HCAHPS and process of care measures.

THE PERFECT PATIENT EXPERIENCE: BRINGING HIGH RELIABILITY TO THE BEDSIDE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Quality and safety, Patient experience

Length: Keynote, Half-day

Over the past 20 years, healthcare has confronted the fact that patient care is neither as safe nor as high as it could be. However, our actions to close these gaps have been incremental, siloed, and insufficient. Many leaders are wisely looking to adopt the characteristics of high-reliability organizations to accelerate their performance, yet too often, these efforts also focus too narrowly on the tactical issues rather than the systematic root causes. Effective transformation requires culture change, especially to identify and reinforce the standard leader work that helps not only implement but truly sustain better quality as experienced by our patients.

Learning Objectives:

- Discuss how to improve both quality and patient experience using the same scientific principles.
- Identify the reasons why culture change fails to sustain in most circumstances.
- Improve the likelihood of engaging team members in evidence-based practices.

PATIENT SAFETY, QUALITY AND SATISFACTION: HIGH-LEVEL TACTICS THAT IMPROVE ALL THREE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Quality and safety, Patient experience

Length: Keynote, Half-day

It's time to close the gap between patients and healthcare insiders regarding the ways we talk about and improve care. Healthcare providers focus on technical measures of quality and safety; patients assume (for better or worse) that quality is a given and differentiate based on humanistic experiences such as being listened to and communicated with effectively. The divide carries into the way we structure and implement improvement strategies, with siloes separating quality from patient experience in many organizations. Fortunately, 20 years of field experience demonstrated that there are several practices that can both improve how patients perceive the quality of their experiences while also improving the technical measures of quality and safety.

Learning Objectives:

- Discuss the correlations between quality, safety, and patient experience.
- Implement three practices that improve quality, safety, and patient experience at the same time.

WHAT WE PERMIT, WE PROMOTE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication, Change management

Length: Keynote, Half-day

When people don't do the things that evidence suggests they ought to do, the reason is either a barrier or an excuse. Senior leaders must not accept excuses but rather help identify and remove barriers. What are the "accidental values" within your team that are being permitted and, in effect, promoted? And what are the barriers and excuses that are being used to justify the status quo?

Learning Objectives:

- Identify common challenges to ensuring senior leaders' expectations are met.
- Develop action plans to make sure organizational objectives are achieved.

INVESTING IN OUR TEAMS: HOW TO RE-RECRUIT, DEVELOP AND COACH YOUR PEOPLE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication, Change management

Length: Keynote, Half-day

Today's leaders have the benefit of 80 years of management science, showing us the evidence-based methods that engage and develop our teams. Yet, too often, we rely on informal mentoring and life experiences to shape our organizational cultures. There is a better way, and in this session, we'll explore the proven practices that both support full engagement and maximize the human potential within our organizations. One of the essential actions we can take is to clearly communicate how each person is performing. Most of us have a default style we prefer to use with our employees. Some of us are great cheerleaders, never missing an

opportunity to express appreciation. Others are excellent coaches, spending time mentoring people as they face new situations and gain mastery. Still, others have learned the art of constructive criticism and never miss the opportunity to deliver feedback in the moment when results or actions could be better. The reality is that you'll have people who exhibit patterns of behavior that fall into each of these categories, so we need to master all three.

Learning Objectives:

- Discuss the essential factors to evaluate individuals on your team.
- Implement practices to recognize high performers, mentor solid performers and address low performers.

EMPLOYEE ENGAGEMENT: IT STARTS AT THE TOP

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication

Length: Keynote, Half-day

You can't engage anyone. But you can create an environment around others that helps them to engage themselves. Leaders start the cascade of engagement, flowing from themselves, on to clinicians and employees, and, ultimately, to patients. Learn the specific role those senior leaders and supervisors play in fostering engagement.

Learning Objectives:

- Understand the flow of engagement.
- Articulate the specific role those senior leaders and supervisors play in fostering engagement.

DON'T HIRE PETER GIBBONS: HOW TO FIND THE ENGAGEMENT GENE DURING THE SELECTION PROCESS

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Leadership, Communication

Length: Keynote, Half-day

In the movie *Office Space*, Peter Gibbons hates his job at Initech so much that he asks a hypnotherapist, "Is there any way that you could just sock me out, so there's no way that I'll know I'm at work? Can I just come home and think I've been fishing all day or something?" While his office environment and boss no doubt contribute mightily to his disengagement, to some extent, engagement is biologically predicted. Some people will choose to engage even in difficult circumstances, and some won't. So, it's critical to discern the difference during the selection process.

Learning Objectives:

- Discuss why some people will engage and others won't in the same situation.
- Implement three evidence-based hiring practices that help select for engagement.
- Write behavioral-based questions that elicit examples of engagement in previous work experiences.

AFTER THE STORM: TRANSFORMING YOUR TEAM AND ORGANIZATION FOR THE NEW NORMAL

Audience: All Leaders, All Healthcare Roles

Focus: Customer experience, Workforce solutions

Length: Keynote, Half-day

Just as the Renaissance followed the Black Death, leaders in 2021 have the opportunity to shape a post-COVID Renaissance in healthcare. In this Grand Era of Experimentation over the past months, few aspects of our organizations were left unaffected; which of those will go back to the old ways, and which will be forever changed for the better? Largely, that's a choice. In this session, we'll reflect on lessons learned about our workforce, those we serve, and our business models; and offer guidance as leaders galvanize their people to align, commit and implement a bold future vision as this volatile world meets the realities of our highly regulated environment.

Learning Objectives:

- Identify specific silver lining opportunities following the pandemic to transform your workforce, care experience, and business model.
- Think creatively about how to transform your organization despite the heavily regulated environment.
- Understand the transformation journey, including how to overcome the known barriers encountered along the way.

Authored Resources

THE E-FACTOR: HOW ENGAGED PATIENTS, CLINICIANS, LEADERS, AND EMPLOYEES WILL TRANSFORM HEALTHCARE LEADERS IN HEALTHCARE HAVE A COMPETITIVE ADVANTAGE — WE HAVE THE MOST TALENTED, PASSIONATE PEOPLE IN ANY INDUSTRY. YET, DESPITE DECADES OF FOCUS ON PERFORMANCE IMPROVEMENT, OUR RESULTS LAG BEHIND OUR AMBITIONS. IN THIS BOOK, READ HURON'S LATEST THINKING ON ENGAGING PEOPLE AS A CORE COMPETENCY NECESSARY TO ACHIEVE YOUR MISSION.



What Organizations Are Saying

"Craig was not only informative, he was engaging and inspiring. He went out of his way to meet with us the evening before to gain additional insight into our objectives and current state and then capitalized on what he heard from us and how we could leverage and elevate our current state based on his expertise and background with Studer evidence-based practices and hands on coaching."

~ Regional Health System

"It was an excellent day. Craig was superb! His presentation was both informative and engaging on THE topic we need to address to improve our care delivery. Your organization models the values and tactics you espouse. Craig engaged our leaders throughout the entire presentation. I have heard nothing but positive comments from all leaders regarding his presentation, content, and delivery."

~ Regional Health System

"I have utilized the Huron for many years. The speakers continue to prove themselves as subject matter experts in the healthcare and do a tremendous job engaging the audience. Wealth of knowledge; superb presentation skills; easily adapted his presentation to our specific needs."

~ Surgical Center

"Craig has a unique way of engaging the audience. My staff has gotten a lot out of his presentations. Mr. Deao shared data and stories that emphasized the importance of engaging leaders, physicians, employees, and patients in the journey to high reliability. He incorporated personal experiences that took theory and demonstrated the activation of the "AIDET®" model. Finally, he demonstrated how leadership's commitment, a culture of safety and effective performance improvement are critical factors to the journey to high reliability."

~ Healthcare Accreditation Organization

"Staff very engaged and took away many ideas from presentation. Craig took the time to get to know our organization before coming out to speak and really connected with our leadership team during his time with us. Fantastic. Excellent speaker delivering relevant and practical content to engage audience. Our leaders were inspired!"

~ Medical Center

"Craig was very engaging with the audience, on point with the content and the feedback from the audience was that he was "inspiring" in his message and delivery. Highly engaging, relatable, practical guidance."

~ Independent Healthcare Network

"Craig was engaging, prepared, and prompt!"

~ Regional Hospital Association



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