



HOLLY LORENZ

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



Holly Lorenz

DNP, RN, NEA-BC, National Speaker

With over 40 years of healthcare leadership and health system operational experience, Holly Lorenz is a recognized healthcare executive with vast knowledge and expertise. Holly is acclaimed for her innovative strategies, as well as her genuine, authentic voice – one that engages audiences at all levels of leadership through relevant personal accounts and actionable roadmaps to success. Her passion for leadership, engagement, resilience and well-being is obvious in her inspiring presentations.

PROFESSIONAL EXPERIENCE

Prior to joining Huron as a contracted speaker, Holly Lorenz was the Chief Nursing Executive for UPMC (University of Pittsburgh Medical Center) – a \$24 Billion integrated delivery and finance system – with responsibility for establishing and leading the strategic vision for over 20,000 nurses.

In this capacity, Dr. Lorenz was responsible for the executive oversight of a nursing practice operating in more than 40 academic, community, specialty and international hospitals. Her leadership impacted 800 outpatient sites, rehabilitation and long-term care facilities with over 90,000 associates, as well as six diploma schools of nursing, two of which she opened during her last two years of tenure. Additionally, Dr. Lorenz successfully implemented an internal nursing agency within the UPMC Health System. During her time as a Chief Nursing Executive, she simultaneously served as the Associate Dean for Clinical Relations at the University of Pittsburgh's School of Nursing (Office of the Dean).

Holly was named by Becker's Hospital Reviews as one of the top 60 "CNOs of Hospitals and Health Systems to Know" in 2017, 2020 and 2022 and is a Wharton Fellow for Nurse Executives. Additional honors include being named to the 2015 University of Pittsburgh Nursing Honorary Alumni and receiving the Cameos of Caring Life Time Achievement Award for Western Pennsylvania.

Recently retired from her role as Chief Nursing Executive, Holly is based in Pittsburgh, Pennsylvania where she serves on many influential boards including Family House, Greater Pittsburgh Arts Council and Capella University.

INDUSTRY SPEAKING ENGAGEMENTS

- Huron *What's Right in Healthcare* Conference - "Staffing Shortages and Retention in Challenging Environments" (2022)
- The UPMC Experience: Reimagining the Experience - "Don't Let the "Sizzle Fizzle" (2022)
- Clinical Research Forum on Influencing Clinical Excellence, Healthy Cultures and Staff Engagement Through Evidence-Based Practice and Research - "Demystifying the Difficulty of Meaningful Research" (2022)
- Studer *A Leaders Role in Transforming Care* Conference - Panelist Presenter, "A Leaders Role in Transforming Care" (2020)
- Studer *A Leaders Role in Transforming Care* Conference - Panelist Presenter, "Measures of Success Fireside Chat" (2020)
- Capella University Doctoral Presentation - "Impact of Mindfulness Meditation on Nurses Perceived Stress, Absenteeism and Patient Satisfaction" (2020)
- UPMC All Schools Faculty Meeting - "Create the Future by Transforming Today" (2019)
- American Organization of Nurse Executives (AONE) - "Future of Nursing Webinar" (2019)
- UPMC Grand Rounds - "Seizing Opportunities to Transform our Future" (2018)
- Healthcare Businesswomen's Association - "Workforce Development: A Strategic Approach in Healthcare" (2018)
- American Organization of Nurse Executives (AONE) Conference- "Engaging the Nursing Workforce in Health Policy Advocacy" (2017)
- HERO Healthcare Summit – Panelist, "Health and Well-being: Supporting Engagement and Resilience" (2017)

EDUCATION AND CERTIFICATIONS

- Nurse Executive, Advanced Certification Examination (NEA-BC), American Nurses Credentialing Center
- Doctor of Nursing Practice, Capella University
- Nursing Honorary Alumni, University of Pittsburgh
- Wharton Fellow, Management for Nurse Executives, University of Pennsylvania
- Toyota Production System (Lean Management) Certification
- Master of Science in Nursing Administration, University of Cincinnati
- Bachelor of Science, Nursing, University of Cincinnati

PROFESSIONAL ASSOCIATIONS

- American Organization for Nursing Leadership (AONL)
- Pennsylvania Organization for Nursing Leadership (PONL)

PUBLICATIONS

- “Impact of Mindfulness Meditation on Nurses Perceived Stress, Absenteeism and Patient Satisfaction,” Capella University Doctoral Capstone (2020)
- “The Executive Nurse Leader in Service Line Management: An Experience of a Hospital Health System,” Nurse Leader Journal (October 2019)
- “Hospital Nurses’ Work Activity in a Technology-Rich Environment: A Triangulated Quality Improvement Assessment,” Journal of Nursing Care Quality (July/Sept 2017)
- “Impact of Nurse-Led Remote Screening and Prompting for Evidence-Based Practices in the ICU,” Critical Care Medicine (April 2014)
- “Utilizing Bedside Shift Report to Improve the Effectiveness of Shift Handoff,” Journal of Nursing Administration (March 2013)
- “Good Care, Good Science: Leveraging Frontline Staff for Quality,” Nursing Administration Quarterly (July-Sept 2012)
- “Preparing Exceptional Leaders,” Nursing Management (Sept 2012)
- “A Relational Leadership Perspective on Unit-Level Safety Climate,” Journal of Nursing Administration (Nov 2011)
- “A Patient-Centered Model to Improve Metrics Without Cost Increase: Viewing All Care Through the Eyes of Patients and Families,” Journal of Nursing Administration,” (Dec 2010)
- “Service-line Leadership,” Nurse Leader (Feb 2008)
- “Transforming Care at the Bedside: An Ambulatory Model for Improving the Patient Experience,” Journal of Nursing Administration (April 2008)

SIGNATURE ENGAGEMENTS

- Don’t Let the Sizzle Fizzle
- The Power of Being Present for Your Patients
- Staffing Shortages and Retention in Challenging Environments
- Workforce Development: A Strategic Approach in Healthcare
- Create the Future by Transforming Today

Presentations

DON'T LET THE SIZZLE FIZZLE

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Communication, Engagement, Inspiration and Purpose

Length: Keynote, Half-day, Full day

In this session, former Chief Nursing Executive Holly Lorenz shares some of her top lessons in leadership. This presentation is sure to enrich to your leadership toolkit, as well as reignite the passion and connection to the work and impact you can have every day. Be inspired by the passion, creativity, humor and success tips that are shared.

Learning Objectives:

- Discuss attributes of effective leadership and how they show up in “people we most enjoy working with.”
- Develop agile leadership skills and behaviors to inspire change and drive high performance during turbulent times.

THE POWER OF BEING PRESENT FOR YOUR PATIENTS

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Communication, Patient Experience, Resilience and Well-Being

Length: Keynote, Half-day, Full day

Are you a resilient leader? Do you believe that you have the ability to focus on your well-being and that taking care of yourself is essential to your team and your patients? This session is designed to facilitate awareness of the impact of resilience and well-being on burnout, staff absenteeism and the patient experience. Learn tactics on building resilience through challenges and change.

Learning Objectives:

- Understand the value of self-care and the impact it has on you, your team and your patients.
- Implement exercises and techniques you can incorporate into your daily life and work environment.

STAFFING SHORTAGES AND RETENTION IN CHALLENGING ENVIRONMENTS

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Communication, Employee Attraction and Engagement, Strategy and Innovation

Length: Keynote, Half-day, Full-day

As the “great resignation” and current challenges continue to change the way we work, it is increasingly important to hire, engage and retain employees. As hiring practices continue to evolve, different care models are necessary to continue to deliver the highest possible care. During this session, attendees will learn how to cultivate an employee-centric culture by connecting to purpose, providing support, building autonomy, communicating appreciation, and developing a psychologically safe environment while implementing different care delivery processes. Learn how organizations across the country are taking small steps to decrease workloads for staff and continue to deliver on our purpose of high quality, patient-centric care.

Learning Objectives:

- Attendees will be able to articulate 1-2 immediate ways to innovate their current patient care model.
- Attendees will be able to immediately implement 1-2 leading practices for creating a more engaged workforce.

WORKFORCE DEVELOPMENT: A STRATEGIC APPROACH IN HEALTHCARE

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Communication, Employee Attraction and Engagement

Length: Keynote, Half-day, Full day

Turbulent times call for responsive healthcare leaders. Flexibility as leaders is as important as flexibility for our workforce. Are you leading with norms that are no longer valued by the current workforce? This session is focused on workforce (re)attraction and (re)engagement. Responding and adapting to change as new values and new employee expectations arise requires a paradigm shift for leaders. Will you be ready?

Learning Objectives:

- Understand what is important to your workforce.
- Uncover methods that respond to what your workforce values.

CREATE THE FUTURE BY TRANSFORMING TODAY

Audience: All Leaders, All Healthcare Roles

Focus: Leadership, Communication, Employee Attraction and Engagement, Innovation

Length: Keynote, Half-day, Full day

Engaging, **R**etaining and **A**tracting the healthcare workforce is a top priority of every leader. Leaders are the principal driver of **ERA**. Transformational and creative strategies to drive engagement, retention and recruitment will be the focus of this session. Holly's breadth and depth of healthcare experiences offer relevant, inspiring and actionable strategies for all leaders.

Learning Objectives:

- Identify strategies to impact a new **ERA**: Focus on **E**ngaging, **R**etaining and **A**tracting your workforce.
- Describe leadership traits that are key drivers for **ERA**.

What Organizations Are Saying

“Holly’s presentation on sharing her leadership journey and tips was great. I really enjoyed her top 10 key skills to have. I always love the takeaways from Holly’s presentations. She is a wealth of knowledge and inspiration.”

~ **Medical Center**

“Holly is so engaging. Her shared personal experiences are so relevant with actionable strategies. She empowers me as a nurse and fills me with pride in my profession”

~ **Medical Professional Association**

“Holly’s approaches to self-care really hit home. I will immediately be implementing these tactics to be more present for my patients”

~ **Clinical Research Forum Staff**



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