

KAREN COOK, R.N.

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



Karen Cook, R.N.

NATIONAL SPEAKER, AUTHOR

A strong advocate of patient-centered care and cultures of safety, Karen is a national speaker known for her passionate, enthusiastic style and her ability to “get to the heart of the matter.” She demonstrated her passion for quality patient care and served as the primary author of the HCAHPS toolkit. She has helped hospitals implement the HCAHPS survey since 2005, including participating in early focus groups with the Agency for Healthcare Research and Quality. This work became a springboard for the popular and practical guide, *The HCAHPS Handbook*, published in 2010 by Fire Starter Publishing.

PROFESSIONAL EXPERIENCE

With more than 30 years of experience in the healthcare industry, Karen has coached some of the largest healthcare systems in this country. Her nursing and administrative background provide the expertise necessary to help organizations favorably impact safe and quality patient care, employee loyalty, efficiency, professionalism, and profitability. Most important to her is building cultures of ownership. She believes that if we can create the kind of environment that employees enjoy and allows them to thrive and grow, they will create cultures of exceptional quality for those who come to us in their most vulnerable times of need.

INDUSTRY SPEAKING ENGAGEMENTS

- Association of periOperative Registered Nurse (AORN)
- Illinois Critical Access Health Network
- Georgia Hospital Association
- New Jersey League of Nurses
- Society of Gastroenterology Nurses and Associates
- Voluntary Hospitals of America—HCAHPS Summit

EDUCATION AND CERTIFICATIONS

- Bachelor of Science, Nursing, Mount Mercy University

Presentations

EXPERIENTIAL WORKSHOPS

Audience: All Leaders

Focus: Alignment and Accountability, Communication, Employee Attraction and Engagement, Executive Leadership, Leadership, Organizational Culture, Resilience and Well-Being, Patient and Consumer Experience, Physician Alignment and Engagement, Quality and Safety, Strategy and Innovation

Length: Full day or Multiple Days

Whether you're an aspiring leader, an established director, or a seasoned executive, as healthcare continues to evolve, so must healthcare leaders. Our ability to coach, mentor and develop our staff is a key driver of improvement in outcomes and high-quality patient care. Huron's Experiential Workshops are an onsite or virtual leadership training program in which Huron's national conference faculty deliver nursing, clinical, or non-clinical leadership content tailored to your organization's learning needs. It is designed to help these vital leaders drive improvements in employee engagement and patient care. The content is fully customizable based on your organization needs. Engage your team with hands on, interactive learning as our experts outline best practices, demonstrate what right looks like and help you practice what you've learned. Through skill labs, immersive learning scenarios, tabletop role-play and discussion, leaders will leave better prepared to validate desired staff behaviors and coach your teams to success.

Learning Objectives Customizable Based on Organization Priority

Workshop Offerings Include (and are not limited to):

- Nurse Leader Workshop
- Compassionate Care Workshop
- Attraction and Retention Workshop
- Performance Management Workshop

FULLY CUSTOMIZABLE PRESENTATIONS ON EVIDENCE-BASED LEADERSHIPSM

Audience: All Healthcare Roles

Focus: Alignment and Accountability, Change Management and Leadership, Communication, Employee Attraction and Engagement, Executive Leadership, Leadership, Organizational Culture, Resilience and Well-Being, Patient and Consumer Experience, Physician Alignment and Engagement, Quality and Safety, Strategy and Innovation

Length: Keynote, Half-day, Full day

Karen Cook is well versed in all Evidence-Based LeadershipSM tactics and strategies. As an RN for 36 years, she is passionate about working with nurses and those who support nursing, such as the often undervalued departments like Environmental Sciences and Food and Nutrition Services. While she is perhaps best known for her work in those areas, partners confirm that Karen can speak to any need within your organization.

Learning Objectives:

- Learn strategies and tactics customized for your specific needs.

DEVELOPING LEADERS THROUGH FEEDBACK AND COACHING OR VALIDATING KNOWLEDGE THROUGH SKILL LABS

Audience: All Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Skills labs create a safe learning environment without the distraction of routine work pressures and interruptions. With leaders fully engaged in the process, we can get more training and/or validation completed efficiently and effectively while giving direct, meaningful feedback. With this session, Karen will discuss the difference between training and validation skills labs and how/when to use them. She will also demonstrate tools/techniques for conducting skills labs and how to give effective coaching feedback.

Learning Objectives:

- Learn what skills labs are and when/how to use them.
- Discuss effective ways to give feedback and validate behavior.
- Formulate your own skills labs.

NURSE COMMUNICATION: HOW TO CREATE POWERFUL AND EFFECTIVE PATIENT-CENTERED CARE

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full-day

This presentation will assist you with tools and tactics to improve communication and address some communication challenges that all nurses face. Nurse communication affects most of the HCAHPS composites. Karen provides tips to improve these results through listening, explaining, and using nine engagement factors. She will focus on keywords and discuss the effective use of communication boards, rounding, and validation.

Learning Objectives:

- Learn and be able to execute tactics to improve nurse communication that will help increase HCAHPS results.
- Examine nine factors of engagement and how they can improve all interactions.
- Address how to work through some common communication challenges

HCAHPS CARE TRANSITION MEASURES: IMPACT AND IMPLICATIONS

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Beginning in January 2013, new care transition questions were added to the HCAHPS survey. The results hospitals achieve on these questions affect the calculations for value-based purchasing reimbursement. Additionally, these questions provide more visibility into the discharge process and could highlight problems that lead to avoidable readmissions. In this session, Karen will offer tools and tactics to help address these new areas and improve results.

Learning Objectives:

- Examine the new care transition survey items—what are they, and how are they scored.
- Learn and apply tactics to improve communication and assist with the discharge process.
- Learn and apply tips on engaging patients, improving safety, and ultimately improving HCAHPS results.

HOURLY ROUNDING®: A PATIENT CARE MODEL

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Hourly Rounding® is a powerful tool when used effectively. It can help clinical staff implement a highly reliable process of delivering patient-centered care and give clinicians more control of their workflow. Karen will provide tools and tactics to assist nurses in correctly implementing and maintaining the Hourly Rounding process without adding additional tasks but simply restructuring what they are already doing. Karen will explain the eight behaviors of Hourly Rounding® and talk about how education and validation are instrumental in executing and preserving this improved way of delivering care.

Learning Objectives:

- Evaluate the why of Hourly Rounding®.
- Discuss the eight behaviors of Hourly Rounding®.
- Address the nuances of Hourly Rounding® in specialty units.
- Avoid some common potholes and get staff buy-in from the start.

HOURLY ROUNDING: WHAT WOULD FLORENCE SAY?

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Throughout the night, she would move through the dark hallways carrying a lamp while making her rounds, checking on each patient, and providing care if needed. The soldiers were comforted by her compassion, earning her the nickname “The Lady with the Lamp.” Her care would forever change the way hospitals treated patients. Using quotes from Florence Nightingale, Karen will delve into the eight action steps of Hourly Rounding®. She will also reveal questions leaders can ask to overcome barriers to hardwired Hourly Rounding®, best practices that are proven to impact reportable quality metrics and HCAHPS results, and an overview of practical tips on building a sustainable culture of quality-driven excellence that embraces accountability and aligned communication with a strong focus on the why behind this tactic. This session is not a tutorial on implementing Hourly Rounding®. Instead, it focuses on overcoming barriers to achieving benchmark results, and challenges organizations face after rolling out the process.

Learning Objectives:

- Articulate the difference between Hourly Rounding® and purposeful Hourly Rounding®.
- Describe the behaviors needed to accomplish effective Hourly Rounding®.
- List action steps to overcome the common barriers to successful Hourly Rounding®.

HCAHPS: CREATING A CULTURE OF ALWAYS AND IMPACTING THE PATIENT PERCEPTION OF QUALITY CARE

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Are hospitals genuinely delivering on their mission to always provide exceptional quality care? Do they always have a safe, patient- and family-centered care culture? Would every patient say their experience is one they

would be willing to recommend to their family and friends? Or is there a culture of usually? Ultimately, this session is about hardwiring the behaviors and processes that lead to a culture of higher clinical quality; safe and efficient care delivery; and operational excellence from the patient, employee, and physician perspectives. General content will include information on HCAHPS, value-based purchasing and the financial impact on hospitals, tips to quickly implement tactics that are proven to impact reportable quality metrics and HCAHPS results, and an overview of practical tips on building a sustainable culture of quality-driven excellence that embraces accountability and aligned communication.

Learning Objectives:

- Describe the HCAHPS survey, including the impact it has had on healthcare.
- Articulate the concepts of value-based purchasing, the readmission program, and the impact of performance on future reimbursement.
- Identify three barriers to achieving and sustaining benchmark results, changing culture, and influencing key customers.
- Learn the art of conducting a skills lab to reduce variance and hardwire behaviors.
- Name at least two initiatives harvested from the National Learning Lab proven to impact each of the HCAHPS composites.

EMPATHY, AUTHENTICITY AND ENSURING WE KEEP VALUE IN THE TASK

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Patients want to feel listened to, treated with courtesy and respect, and talked to in ways they can understand. Doesn't everyone? Yet if we are not communicating well, how can we be delivering patient-centered care? Effective communication is linked to cultures of higher reliability, fewer adverse events and malpractice cases, and increased patient compliance and perception of quality care. One of the most crucial yet under-utilized components of effective communication is empathy, defined by The Merriam-Webster Dictionary as "the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another." This session will help participants understand what empathy looks like in action so they can practice it in their patient care.

Learning Objectives:

- Understand the difference between empathy, sympathy, and other emotions.
- Articulate the concepts of value-based purchasing, the readmission program, and the impact of performance on future reimbursement.
- Describe the benefits of communicating with empathy, including impacting HCAHPS results.
- Define two skills needed to convey empathy.

BUILDING A CULTURE OF ALWAYS THROUGH ADDRESSING DISRUPTIVE BEHAVIOR

Audience: Nurses, Nurse Leaders

Focus: Quality and Safety, Patient Experience, Engagement, Communication

Length: Keynote, Half-day, Full day

Collaboration among caregivers, mutual trust and respect are fundamental to safety and high-quality care. Yet disruptive behaviors that compromise quality of care and teamwork are extremely common in the healthcare

environment. Such behaviors impact staff morale, financial performance and outcomes, but few leaders receive training in preventing, recognizing and addressing them. Conversely, these unprofessional behaviors are often tolerated and even normalized. This activity aims to provide nursing leaders with evidence-based information, tools, and skill practice to hardwire a culture of safety and operational excellence.

Learning Objectives:

- Share your stories of disruptive behaviors.
- Identify three benefits of addressing disruptive behaviors.
- Select and describe two effective ways to engage staff and physicians in reducing disruptive behaviors.

WOULD YOU CHOOSE YOU? CHOICES YOU CAN MAKE TO BE THE KIND OF PERSON YOU WANT TO WORK WITH

Audience: All Leaders

Focus: Employee Attraction and Engagement, Communication, Organizational Culture

Length: Keynote, Half-day, Full day

This session will describe the eight key characteristics of a great staff member, including Caring, Communication, Competent, Courage, Calm, Resilient, Continual Learner, and Compassionate. It will cover five choices employees can make to build and strengthen resilience and compassionate behaviors.

Learning Objectives:

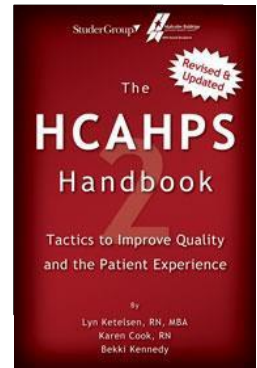
- Define eight characteristics of a great staff member, one with which we would like to work.
- Describe five choices employees can make to build and strengthen resilience and compassionate behaviors.

Authored Resources

THE HCAHPS HANDBOOK, 2ND EDITION: TACTICS TO IMPROVE QUALITY AND THE PATIENT EXPERIENCE

In the race to improve the patient experience, organizations coached by Huron have a distinct edge. They outperform the nation on HCAHPS measures by an average of 21 percentile points, outpace it in improvements at a speed of nearly 50 percent faster and also beat the national average in every core measure. What's more, they set themselves up for quick, sustainable improvements in outcomes connected to future value-based purchasing changes.

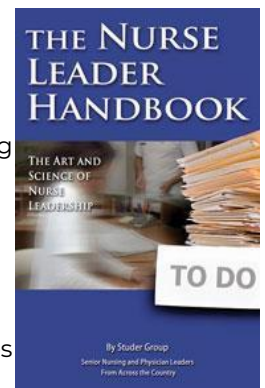
The revised and updated HCAHPS Handbook—written by Lyn Ketelsen, RN, MBA; Karen Cook, RN; and Bekki Kennedy—lays out the strategy and tactics that enable them to consistently perform at such a high level. It retains the how-to focus that made the first edition a bestseller, while also providing fresh evidence and vital new content.



THE NURSE LEADER HANDBOOK: THE ART AND SCIENCE OF NURSE LEADERSHIP

Imagine what it's like to be a nurse leader. (Actually, many of you reading this don't have to imagine!) You're caring for patients—a tough job in and of itself—and you're expected to keep doing that and manage a staff of others like you. In many organizations, nurse leaders get only a classroom course and a one- or two-week training period to help them make the transition.

The Nurse Leader Handbook: The Art and Science of Nurse Leadership helps “fill in the knowledge gaps” for the courageous and dedicated men and women who take on one of the most complex jobs in healthcare. This book provides nurse leaders with a solid foundation for success. It also serves as a reference they can revisit again and again when they have questions or need a quick refresher course in a particular area of the job.



What Organizations Are Saying

“Karen did a great job of sharing the information at a level relevant to all members of the audience, from staff nurse to CNO. Thanks!!”

~ Regional Health System

“Karen was a great speaker. She was very eloquent and knowledgeable in her presentation. I would like to have her come back again.”

~ Regional Health System

“Karen is an exceptional instructor and coach. Many of our department heads—who generally feel that, because they are in Ambulatory Services, HCAHPS doesn’t apply to them—were completely impressed and reenergized after the presentation. We felt as if Karen was a long-term colleague rather than a consultant who simply checked the box. Her enthusiasm and follow-up and coaching were very informative. Karen is an asset to Huron.”

~ Regional Health System

“Karen always does a great job for us. I look forward to having her back again”

~ Hospital Association

“We absolutely loved Karen. She made the class fun and incorporated the tools we need to be successful.”

~ Health System Supply Chain Team



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