

# Enthusiastic Long Term Care clients and audiences say it best;

Brian Lee CSP – Expert in Long Term Care Resident/Patient and Employee Satisfaction



## Dynamic Keynote Presentations

*“Energetic, enthusiastic, knowledgeable of everyday challenges for employers, and gives you the tools to turn things around!”*

– Joyce Gorham, HR Director, The Ambassador, Sidney, IA

*“Well presented, topical and useful content, dynamic/challenging speaker.”*

– James Karkenny, Executive Director, Archcare at Terrence Cardinal, Cooke Health Care, New York, NY

*“Excellent. The presentation provided me with real-life tools that I can take back and use to improve my work environment!”*

– Kari Matheason, Director of Nursing, Bethany Life Communities, Story City, IA

*“Our culture may be our biggest barrier! Brian gave some excellent ideas on how to change to a productive culture. Must have a service recovery policy. Brian’s enthusiasm is very refreshing.”*

– Linda Struhar, Assistant Administrator/DON, Clement Manor Inc., Greenfield, WI

*“Great speaker who is entertaining in his presentation of transforming our organization by improving our staff morale and making us better leaders.”*

– Ray Colston, CFO, Still Hopes, West Columbia, SC

*“Incredibly valuable, engagingly presented.”*

– Aaron Keller, Director of Finance & Operations, Bethany Life Communities, Story City, IA

## Case Studies in On-site Service Excellence Education

*“The Brian Lee Service Excellence Initiative™ has exceeded our expectation in terms of employee involvement, commitment and participation. The Service Excellence Advisor process (SEA) was invaluable and was truly relevant to our frontline employees. We were able to customize the program to meet our needs.*

*We have reduced our employee turnover from 35% to 16%. Our occupancy is at an all time high and our financial performance has improved.”*

– Roberta Jacobsen, Senior VP, Operations, Front Porch Retirement Communities, CA



*“Custom Learning’s proven techniques with Brian Lee’s extensive background in healthcare consulting, has contributed to improvement for hundreds of healthcare organizations on their journey to Service Excellence. Scores grow dramatically and customer loyalty and testimonials are greatly increased. Brian’s process produces a new sense of dedication and purpose making it much easier to move forward on revenue growth by branding a name, image and reputation in the marketplace.”*

– Clint Maun, President & Senior Partner, Maun Lemke

# Long Term Care Leaders endorse the Service Excellence Initiative™



*"Brian Lee's innovative training and implementation work is part of the needed frontier for CCRC's to take their services, quality, and operating performance to the next level.*

*As an industry, we have all of these initiatives about quality and quality service, but we don't have the strategies to empower our associates to take us there. Custom Learning brings us those strategies.*

**Dan Gray, President, Continuum Development Services**



*"The transformation has been incredible. In a few short weeks, our people came together as a team and lifted themselves to a higher standard than anyone expected. We have been delighted with their work, and we thank*

*you for inspiring them toward this change. Thank you Brian for your ability to help us transform our culture. Your "Challenge to Excellence" has been met by the entire staff."*

**Sister Patricia Creedon, Chief Operating Officer, Elder Care Alliance**



*"We're all so very excited about Brian Lee's Service Excellence Initiative, and the more we get into it, the more we appreciate the positive changes it is making in our organization"*

**Debbie Petrino, CEO, CCR (Commonwealth Care of Roanoke)**



## Meet Brian Lee:

- CEO and Founder of Custom Learning Systems and HealthCare's "Mr Loyalty"
- Architect of the Long Term Care Service Excellence Initiative, a culture transformation process that engages frontline associates to improve resident/patient experience
- Author of Keep Your Nurses for Life and Satisfaction Guaranteed,
- Founder, Healthcare Service Excellence Conference

*For quite some time our company has been searching for a quality and sustainable Customer Service initiative; one customized for our front line nursing staff. Brian Lee's Service Excellence Initiative is focused intently and directly on teaching and empowering the care givers to satisfy the patient – seems simple, but the "processes" involved in improving services and reaching a higher excellence level is actually quite challenging. We are excited about the future and feel that we now have great partners to help us reach our customer satisfaction goals!*



**Mark Davis, COO, Tennessee Health Management**



*What is magical about Brian Lee's Service Excellence Initiative, is the sustainable and flexible process and how it both enveloped and infused all levels of our Front Porch organization.*

*Moving into our 7th year, the enthusiasm for and support of our evolved program is as palpable as in year one. We will always be grateful for the "jump-start" Custom Learning's Service Excellence program gave to Front Porch. The lessons learned from involving line staff in training efforts have been invaluable. We continue to identify new leaders and have promoted 20-25% of our line staff STARs each year of the program. Our own Front Porch University/Five STAR College has evolved from the first four years of the Service Excellence program and continues to enrich our Front Porch service excellence learning culture.*

**Lauren Moulton-Beaudry, Ed.D  
Director of Ethics and Education of the Front Porch Organizational Accountability Group, CA**