



What an incredible experience we had with 385 participants at this year's HealthCare Service Excellence Conference in Orlando, Florida on November 4-6, 2024.

This report is designed to capture the sense of camaraderie we developed through our shared experiences in learning, networking, and personal growth. It offers an executive summary of our 2024 Game Changer, focusing on the themes of Rejuvenate, Reenergize, and Reengage.

Thank you to everyone who joined us in person in Orlando, FL, or took part in the On Demand learning experience. As we continue to celebrate the success of the event, we wish you all a joyful holiday season and a safe, positive, and uplifting 2025. On behalf of Conference Chair Pat Goodberry, Conference Vice-Chair Chelan MacMillan, and the entire organizing committee, we appreciate your contributions as game changers in your own communities.

[LEARN MORE](#)



Celebrating our inspiring WINNERS



The Breakthrough Awards

The Service Excellence Initiative's purpose is to improve customer service. It's success involves a total commitment from all personnel from the frontline to the administrators. The recognition presented acknowledges the efforts of all facilities in their challenge for World Class patient and family satisfaction as measured by an independent source.

Congratulations to our winners. A total of 187 Awards were presented to 17 organizations.

To see full details, click [HERE](#).



Team Bragging Video Awards

Organizations were asked to create a video to showcase their facility, team spirit and Service Excellence experience. We had some amazing videos submitted for our 12th Annual TBV Awards.

Criteria: 3 mins or less, music of your choice

Person: Implementation Coordinator

Theme: Service Excellence

Word: Game Changer

Bonus Item: Implementation Specialist

- 1 Bothwell Regional Health Center, Sedalia, MO
- 2 Daviess Community Hospital, Washington, IN
- 3 Minidoka Memorial Hospital, Rupert, ID

Thank you to all facilities who showed their team spirit through these wonderful videos. To see photos, click [HERE](#).



Star Rating Awards

The absolute peak of achievement for distinguishing a hospital for patient experience is to be designated by CMS as 5 Star. We are so proud to honor the 4 and 5 Star hospitals for their exceptional dedication and accomplishment. To see full details, click [HERE](#).

National Rural Honor Roll

Custom Learning Systems has been proud to play a leadership role in founding the new National Rural Rating System and Honor Roll to celebrate and recognize community based hospitals that are not eligible for CMS Star Rating designation due to their size. We enthusiastically honor the recipients for 2025. To see photos, click [HERE](#).

Celebrating Service EXCELLENCE



The Founder's Award | Arlene Harms

An individual or organization who best exemplifies, through their actions and leadership, the principles of Service Excellence.

Arlene Harms has championed high quality health care in rural communities for over 25 years. She is known for being service oriented, community-driven, and has successfully led her team in their efforts to deliver sustainable healthcare. Arlene is a proven leader and dedicated healthcare professional focused on identifying and delivering innovative solutions that communities need.

Her leadership over the past 17 years at Rio Grande Hospital has brought their facility from a place of being on the verge of closing to a financially sound facility! Her legacy will be one that has helped many

people without an ounce of expecting anything in return. Arlene is a servant leader. She has a heart of compassion for her communities as well as her staff members and has often helped them emotionally, professionally, and sometimes even monetarily without ever wanting any type of recognition.

The Legacy Award | Dr. Suresh Lohano

Dr. Lohano devoted his life to caring for others – his patients, colleagues, friends, and family. He had a remarkable ability to be everything to everyone, seamlessly building relationships and creating strong teams. He never shied away from a challenge, often reminding his team, "We are here for the patient; just do the right thing for the patient." His laughter and mischievous smile could turn stressful moments into manageable ones, encouraging everyone to "just enjoy it." Dr. Suresh Lohano from Daviess Community Hospital, passed away in a car accident on July 10, 2024.



2024
LEGACY
AWARD

The Summit Awards | The Night of Excellence

The Summit Awards ceremony and Night of Excellence is a North American wide recognition program established by the HealthCare Service Excellence Conference. Pinnacle Achievers in each of the 25 award categories are eligible to receive the prestigious Summit Award, which recognizes significant achievement and dedication in improving initiatives in the following areas:

- 🟢 The quality of service for patients/customers
- 🟡 The quality of work life for professionals
- 🟣 The performance of organizations

At the Night of Excellence on Wednesday, November 6, 2024, we recognized 115 Pinnacle Achievers and 31 Summit Award Recipients. Congratulations to everyone that participated. Click [HERE](#) to see all the details.



Our inspirational keynote

SPEAKERS

Bring some inspiration to your facility by reaching out to one of these extraordinary keynote speakers!

Simply click the text to directly access the speaker's email, website, or book.

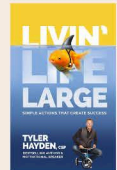


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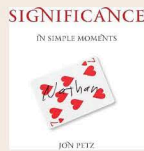


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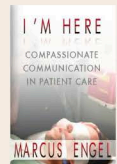


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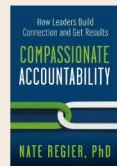


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JOIN US FOR THE 25TH ANNIVERSARY OF THE HEALTHCARE SERVICE EXCELLENCE CONFERENCE!



RAVE REVIEWS FROM 2024

"This was absolutely amazing. Best conference I've attended."

– Rachele Butler, Director
Rural Health Clinic, Fall
River Health Services

"So many practical tips and tools to use everyday! So inspiring!"

– Carrie Fertig, Director of
Outpatient Services,
Providence Medical Center

"I love the variety of topics that relate to my profession, and to our service excellence initiative. There is always good nuggets to take home."

– Theresa Klossing,
Medical Record
Specialist, Memorial
Hospital

"Such an incredible conference where we have the chance to learn, grow, and reenergize!! The speakers you bring in are amazing!! Thank you for another impactful conference!!!"

– Estrella Resendes, Retention
and Engagement Manager,
Adelante Healthcare



Nestled along the Gulf Coast, this vibrant destination offers everything from sandy beaches and sparkling pools to world-class dining, unique attractions, and boutique shopping. Explore the historic Strand District, take in breathtaking ocean views, or unwind in the island's laid-back atmosphere. Whether you're seeking relaxation, adventure, or inspiration, Galveston delivers it all. With its unique blend of charm and opportunity, Galveston promises to make our 25th Annual Healthcare Service Excellence Conference an unforgettable milestone.

