

pxpTM advisor

Driving patient experience strategy for proven results

Patient Experience Professionals (PXPs) want to make significant and lasting improvement. But with competing priorities, there never seems to be enough time for personal development or planning. That's why we have created the PXP AdvisorTM.



Earn 18 PXE credits!

The PXP AdvisorTM is a customized approach to supporting PXPs and their organizations. With our one-on-one coaching, we help you crystalize your vision and get laser-focused on an action plan that elevates your credibility as a PX leader, as well as your organization's patient experience outcomes.

PXP AdvisorTM members receive:

Six months of one-on-one coaching with a designated Baird Coach (twice each month)

- Two sessions on site, at your location
- 10 remote coaching sessions (you self-schedule for a time that best meets your needs)
- Customized to help you achieve your goals

Service structure audit by a Baird Coach

- Baird assessment tool
- A comprehensive report on the audit findings along with recommendations

Co-creation of a three-year action plan

- Identification of top priorities for short and long term
- Guidance in presenting your plan to gain support

Webinar series

- Online and available at your convenience
- Reserved for PXP AdvisorTM members only
- Conducting a Meaningful Audit
- Knowing and Engaging your Stakeholders
- The Roadmap – Setting Priorities and Being Realistic
- Drumbeat Messaging: Communication That Works
— Communicating Up And Down the Org. Chart
- Measuring Success/Signs that You are On or Off Track
- Storytelling to Engage the Heart



Transforming culture. Shaping patient experience.

Your Investment

Your investment of \$25,000 (payable in installments) will help you get your patient experience plans on track. The full value of the coaching, audit, webinars and action plan is valued at \$52,000. The webinars are online and available at your convenience.

About the Baird Group

Baird Group focuses on transforming healthcare culture in order to shape an optimal patient experience. Through consulting, leadership development, mystery shopping, and frontline training, the Baird Group helps you see your organization through fresh eyes and shape a strategy to achieve your goals. The Baird Group was founded by Kristin Baird, RN, MA and thought leader in the patient experience space since 1993.

Baird Group Coaches

Skilled, knowledgeable, and insightful are just a few of the attributes describing the Baird Coaches. Averaging more than 35 years of healthcare experience, the coaches understand the patient experience as well as operations, employee engagement, and change management. Our coaches have helped countless individuals master patient experience leadership.

Janet Schulz brings to her consulting work over thirty years of healthcare leadership, management, and training experience. She has held diverse roles in hospital and health system settings, including strategic planning, hospital operations, information services, materials management, structure and process integration, medical staff services, quality/patient safety, service excellence, marketing/communications, and more. A certified change agent, she has extensive background in the design and delivery of patient-centered tactics to improve service and enhance the patient experience. She provides practical skills and integrated plans that help individuals and organizations consistently and sustainably enhance their service and culture.

Angela Fielor is a skilled consultant focused on strategic planning, leadership development, operational excellence, customer service, training, and facilitation. Her consulting practices are founded on thirty years of experience in the healthcare arena, including operations, quality improvement, customer service, data analysis, human resources, public relations, and direct patient care. Angela has extensive experience consulting with clients on how to improve their relationships with patients, employees, and physicians.

Kristin Baird is an industry thought leader on culture and the patient experience. She is the author of five books and over 200 articles on leadership, culture, and the patient experience. Her passion is based on thirty years in healthcare, from nursing to hospital administration. She has created the Baird Model for service excellence along with multiple training modules for front line and leaders; all designed to transform culture and shape the patient experience.

To learn more about earning 18 PXE credits toward your certification, visit [here](#).



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