Participants will learn how to:

✓ Identify patient “trust points”
  - Understand the relationship between clinical interactions and practice success

✓ Hire for success
  - Use behavior-based interviewing to learn which candidates are a best fit for the job
  - Use a tried-and-true process to screen candidates for sound hiring decisions

✓ Apply effective coaching techniques with staff
  - Raise and communicate clear service expectations
  - Provide effective performance feedback

✓ Deal with difficult situations
  - Use communication skills that prevent and ease difficult situations with patients and co-workers
  - Equip your team with effective language to use in everyday difficult situations, including waiting, appointment scheduling, payment

... and more!

To Register

To register for the workshop date you would like to attend, go to www.RiskReviewOnline.com and click the link for The Patient Experience Workshop or call Amy Lennon at 1-800-334-0588, ext. 5239.

Register Early!

Directions

www.PrincetonInsurance.com/pinsco/AboutUs/GettingToPrinceton

We are pleased to offer this program free of charge to physician offices insured by Princeton.

746 Alexander Road
Princeton, New Jersey 08540

For General Risk Information: 1-866-Rx-4-Risk

Princeton Insurance

Creating a Positive Patient Experience

A free, full-day workshop for physicians and office practice managers
Learn how to improve your practice by creating the best patient experience possible. Understanding the important “trust points” in typical patient interactions, hiring the right people for the right job, maximizing your staff’s potential through various coaching methods, and learning how to deal effectively with difficult situations will make all the difference!

Princeton Insurance Healthcare Risk Services staff members will be on-hand to lead the presentation and discussion on creating a positive patient experience.

Joining us and leading the segments Hiring for Success, Coaching, and Handling Difficult Situations, will be guest speaker Wendy Leebov.

### About Wendy

Since 2002, Wendy has provided services as an independent consultant through Wendy Leebov Inc. Previously, during 20 years of service with Albert Einstein Healthcare Network in Philadelphia, Wendy served as VP, Human Resources and Associate VP, Organization and Staff Development. She also founded the Einstein Consulting Group, nationally respected for helping more than 300 healthcare organizations with strategies to achieve patient satisfaction, leadership effectiveness, and staff retention.

### About the Program

### Program Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Name</th>
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<tbody>
<tr>
<td>8:30 - 9:00</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>9:00 - 10:15</td>
<td>The Patient Experience (presented by Princeton Staff)</td>
</tr>
<tr>
<td>10:15 - 10:30</td>
<td>Break</td>
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<td>10:30 - 11:30</td>
<td>Hiring for Success (presented by Wendy Leebov)</td>
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<tr>
<td>11:30 - 12:30</td>
<td>Coaching (presented by Wendy Leebov)</td>
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<tr>
<td>12:30 - 1:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:00 - 3:00</td>
<td>Handling Difficult Situations (presented by Wendy Leebov)</td>
</tr>
</tbody>
</table>

### Who Should Attend

- Princeton-insured physicians who play an active administrative role within their practice
- Office Practice Managers/Administrators of Princeton-insured physician practices

Please route or distribute this brochure to other appropriate personnel within your organization. Thank you.

### Dates

Choose a workshop date:

- **√ Wednesday - June 23**
- **√ Tuesday - September 14**

**Time**

8:30 - 3:00

**Continental breakfast & lunch will be provided.**

**Location:**

Princeton Insurance
Multi-purpose room
742 Alexander Road, Princeton, NJ 08540