

IN ASSOCIATION WITH:



A Leadership Accelerator Program

# HCAHPS 2.0: Moving from Understanding to Action

A joint learning experience from MHEI and Healthcare Experience Foundation

## LOCATION

In-person:  
MHEI Conference Center  
6820 Deerpath Road  
Elkridge, MD 21075

## DATE & TIME

September 16, 2026  
9:00am–3:00pm

Breakfast & Lunch provided.

## INVESTMENT

**\$199 per MHEI member  
(by August 16)**

\$249 for MHEI members after  
August 16 / \$399 for Non-  
Members / Group rates available

## ABOUT THIS PROGRAM

The Survey Has Changed. Has Your Strategy? HCAHPS 2.0 is more than a survey update—it is a fundamental shift in how patients evaluate their care, how organizations measure performance, and how leaders drive improvement.

Many organizations are asking the same questions:

- What do these new questions really mean?
- How will HCAHPS 2.0 impact our scores and reimbursement?
- Are our current experience strategies still aligned?
- What should leaders, physicians, nurses, and frontline teams be doing differently?

The HCAHPS 2.0 Accelerator was designed to answer those questions—and help organizations move beyond awareness to action.

Through a highly interactive experience, participants will learn what is changing, create a practical roadmap for improvement, and realize measurable results using the proven **Learn • Create • Realize™** methodology.

Many organizations focus on understanding HCAHPS results. This Accelerator focuses on helping leaders create the conditions that improve those results.

For questions: Kelly Yost, [kyost@mhei.org](mailto:kyost@mhei.org).

## WHO SHOULD ATTEND:

- Executive Leaders
- Patient Experience Leaders
- Nursing Leadership
- Medical Staff and Physician Leaders
- Quality & Safety Teams
- Operational & Financial Leaders
- Service Excellence Teams
- Unit-Based Leaders
- Physician & APP Champions

## PARTICIPANTS WILL LEARN HOW TO:

- Connect patient experience data to leadership behaviors and organizational culture
- Strengthen communication practices that build trust with patients, families, and staff
- Foster accountability and engagement across teams
- Lead meaningful change initiatives that improve both patient and workforce outcomes
- Sustain improvements through practical implementation strategies

[mhei.org/programs](https://mhei.org/programs)

HEALTHCARE  
EXPERIENCE  
FOUNDATION



## WHAT YOU'LL LEARN

### Topical Overview & Learning Objectives

Enrollment includes the HCAHPS 2.0 Excellence Guide Workbook (a \$30 value), and limited time access to the HXF HCAHPS 2.0 Online Video Course (a \$100 value).

#### **Learn: Understand What Has Changed and Why it Matters**

Before organizations can improve performance, they must understand the new landscape. Participants will:

- Understand the evolution from HCAHPS to HCAHPS 2.0
- Review new survey domains and questions
- Explore national research and emerging findings
- Understand changing drivers of patient loyalty and trust
- Examine the relationship between experience, quality, safety, and outcomes
- Interpret current organizational performance through an HCAHPS 2.0 lens

#### **Create: Turn Insights into Action**

Understanding the survey is not enough. Participants will work collaboratively to identify where their organization should focus first and how to engage leaders, physicians, nurses, and teams in the journey. Participants will:

- Identify organizational strengths and opportunities
- Analyze key drivers and emerging patient themes
- Develop unit, department, and leadership action plans
- Design communication and engagement strategies aligned to HCAHPS 2.0
- Build accountability structures for sustained improvement

#### **Realize: Accelerate Results and Sustain Improvement**

The most successful organizations don't simply react to survey results—they create systems that consistently deliver exceptional experiences. Participants will:

- Establish implementation priorities
- Define measurable success indicators
- Align leaders around shared goals and responsibilities
- Create a roadmap for sustained improvement and organizational readiness
- Develop strategies to monitor progress and accelerate results

## MHEI + HXF:

# A Strategic Partnership for Maryland Hospitals, Health Systems, and Healthcare Leaders

### WHAT MAKES THIS EVENT DIFFERENT

This program goes beyond traditional patient experience and leadership training by combining nationally recognized expertise in healthcare leadership development, organizational effectiveness, and patient experience improvement.

### A STRATEGIC PARTNERSHIP FOR SUSTAINABLE RESULTS

MHEI brings decades of experience partnering with healthcare organizations to develop leaders at every level through practical, evidence-based approaches. We work alongside organizations to translate learning and development strategies into measurable action, serving as a trusted partner in strengthening leadership capability, employee engagement, team effectiveness, and organizational performance.

#### MHEI contributes expertise in:

- Leadership and organizational development
- Healthcare workforce and talent development
- Executive, manager, and emerging leader education
- Team engagement and accountability
- Organizational culture and change leadership
- HCAHPS methodology, benchmarking, and measurement
- Translating data and feedback into leadership action plans

#### HXF contributes expertise in:

- Patient experience excellence
- Implementation and operationalization strategies
- Leadership communication
- Service culture transformation
- Coaching and behavior change
- Frontline staff engagement and accountability

### THE RESULT

By combining MHEI's leadership and organizational development expertise with HXF's patient experience and implementation expertise, participants gain both the strategic understanding and practical tools needed to drive lasting organizational change.

This unique partnership ensures leaders leave with more than knowledge—they leave with actionable strategies, increased confidence, and a roadmap for improving patient experience, workforce engagement, and organizational performance.

In Maryland, hospitals with low HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) scores face direct financial penalties (of up to 2% of their total inpatient revenue through the state's localized Quality-Based Reimbursement (QBR) Program. [1])

### ABOUT HXF

Founded in 2017, the Healthcare Experience Foundation (HXF) is a nationally recognized consulting and training organization trusted by 700+ healthcare organizations and more than 10,000 professionals across the United States, with focus on helping hospitals and health systems improve their quality of care and healthcare delivery by transforming the experience of those who receive and deliver care. HXF brings together senior healthcare leaders, clinicians, and change agents to equip clients with the expertise, tools, and strategies needed to build stronger teams, elevate patient experience, and drive impactful organizational transformation spanning across four core practice areas: Leaders & Staff, Medical Staff & Clinicians, Quality & Safety, and Patient Experience & Loyalty. HXF is committed to helping healthcare organizations accelerate patient experience improvement, employee and physician engagement, cultural transformation, and leadership development through coaching, consulting, speaking, and educational programs. Learn more at <https://healthcareexperience.com/>

## A LEADERSHIP ACCELERATOR PROGRAM

# MHEI + HXF Faculty & Facilitators

This program is taught by experienced speakers, coaches, and healthcare leaders from a wide spectrum of disciplines specifically selected to deepen and enrich the learning experience for students.



**Katrina Coleman, BSN, MSN**  
Leadership & Engagement Strategist  
Maryland Healthcare Education Institute

Katrina Coleman has been in the health care industry for over 25 years during which she has consulted and coached with hundreds of healthcare leaders assisting them in developing and implementing skills to help them achieve their goal of running a productive and quality-driven department/unit. Katrina serves as the lead facilitator for HCAHPS-related education, guiding healthcare leaders and teams in implementing evidence-based strategies that drive meaningful improvements in the patient experience. As a master's prepared nurse and an Association for Talent Development (ATD)-Certified Coach with many years of hospital experience behind her, Katrina understands the needs of leaders and staff as well as the environment in which they operate. Katrina's goal is to assist others in using their own talents and strengths to create quality outcomes.



**Lyndley Andrews, MBA, PHR, SHRM-CP**  
President  
Maryland Healthcare Education Institute

Lyndley Andrews is a healthcare organizational development and human resources leader with more than 15 years of experience in hospitals and healthcare systems. Since joining the Maryland Healthcare Education Institute (MHEI) in 2015, Lyndley has previously served as a Leadership Development Program Facilitator and Leadership and Engagement Strategist. As the President of MHEI, Lyndley partners with healthcare leaders on learning and development initiatives that align with organizational priorities and drive measurable results. Passionate about building collaborative relationships, Lyndley provides leaders and teams with practical tools and strategies to strengthen engagement, performance, and organizational success.



**Katie Owens, MHA, CPXP**  
President & CEO  
Healthcare Experience Foundation

Katie Owens is on a mission to prepare the next generation of healthcare professionals to be tomorrow's healthcare leaders. To that end, Katie has helped countless organizations and teams achieve outcomes across the continuum of care, going beyond mere improvements, to truly transform healthcare organizations for the better. To her, that means implementing innovative solutions and approaches that improve the healthcare experience for all: patients, caregivers, and employees. As President of the Healthcare Experience Foundation, Katie is taking bold steps to assure that every organization has access to resources for engaging patients and developing their workforce to achieve results—whether it's delivering the best patient-centered care, or empowering individuals to amplify their strengths through person-centered excellence.

Katie is a published author, coach, international speaker and advocate for creating environments where people can receive and deliver the best care possible.