

Speaker / Bio:

Susan Keane Baker

Susan Keane Baker is the author of *Managing Patient Expectations: The Art of Finding & Keeping Loyal Patients*, published by Jossey-Bass. Based in New Canaan, Connecticut, she works with health care organizations that want to be known for their service quality and with people who want happier patients.

Susan's professional experience includes 17 years in vice president and senior vice president positions in New York and Connecticut. She also created and directed the Quality Initiatives Program for a national PPO with 19 million members. She serves as one of nine commissioners on the Connecticut Commission on Medicolegal Investigations. She has spoken at numerous national conferences including the Georgia Organization of Nurse Leaders, the Massachusetts Organization of Nurse Executives, the American Association of Occupational Health Nurses, the American Society of Perianesthesia Nurses, the AMA Leadership Conference, AAFP Leadership Conference, American College of Gastroenterology Annual Scientific Meeting, and the Medical Group Management Association Annual Conference.

Topics:

- Managing Patient Expectations
- Creating a Culture of Service Excellence: A Seminar for Leaders in Health Care Organizations
- Building and Maintaining Referral Relationships
- Coping with Difficult People
- Service Recovery Skills: How to Feel at Ease When You Receive a Complaint

- The World is Full of Cactus, but We Don't Have to Sit on It
- One Great Leadership Skill: How to Inspire Discretionary Effort
- Sustaining a Culture of Service Excellence
- Taking Service Excellence to the Next Level: 60 Ideas in 60 Minutes

