

# HELPING PHARMACY LEADERS AND CLINICIANS IMPROVE ENGAGEMENT WITH EMPLOYEES, REFERRAL SOURCES, AND PATIENTS



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CSP • Speaker • Author

Former psychotherapist Jennifer L. FitzPatrick is the author of *Reimagining Customer Service in Healthcare* and *Cruising through Caregiving: Reducing the Stress of Caring for Your Loved One*. Her advice has been featured in *MD Linx*, *Healthcare Finance*, *Daily Nurse*, *Healthline*, *AARP.org* and countless other international legacy media outlets.

With over 20 years' experience in healthcare management, sales, marketing and clinical, Jennifer holds a Master of Social Work (MSW) and is one of less than 800 Certified Speaking Professionals (CSP) worldwide.

Her programs help senior living and healthcare organizations:

- Reduce burnout
- Boost occupancy
- Increase qualified referrals
- Improve intergenerational communication with prospective residents and families



## Sample Keynote Topics

### Robust Results: Results through Reinventing (Some) Wheels

Pharmacy leaders continue to deal with the challenges of The Great Resignation and the aftermath of the pandemic and Covid-19 policies. As an industry we've been struggling with staffing challenges for decades; the stress of the last few years has simply brought the problem to the forefront. This opening keynote will inspire your audience to:

- Uncover common recruitment/retention mistakes in healthcare that negatively impact the patient experience
- Consider what other industries are doing to attract and keep high-quality candidates, and how these strategies can be applied to your organization
- Decide what we need to stop doing in order to eliminate our staffing and service challenges

### Happier Healthcare Customers: Negotiating Stressed Out People Who Wish They Didn't Need You

Needing a hospital or other healthcare service is usually not fun. Paying for it is stressful too! Let's face it—most healthcare customers who walk through your door wish they didn't need you. While you provide an amazing, necessary service, prospective and existing patients and clients are not usually looking forward to working with you! When your patients and clients need you, they are stressed, tired, worried and have a big problem on their hands. Often they have been caught off guard by this problem and feel alone, unsure if anyone understands what they are experiencing and if anyone can help them. This interactive, inspirational session, led by a former psychotherapist will help you:

- Develop a better rapport with healthcare customers so you save time and energy
- Get more referrals and less negative reviews on social media and other patient satisfaction surveys
- De-escalate perpetually challenging healthcare customers

### Think Like A Shrink: Reimagining Staffing by Leaning Into What Existing and Prospective Team Members Really Want

Psychotherapists are taught that they shouldn't offer an intervention until they've truly identified a client's problem. The same is true of home care talent management, but many of us spend too much time trying to solve our staffing problem before we really understand WHY we have a staffing problem. During this opening session, former psychotherapist Jennifer L. FitzPatrick empowers your leaders to:

- Understand their blind spots when it comes to relating to today's workers
- Acknowledge the power struggles that can occur with staff and candidates when we do things the way we have always done
- Walk away with an actionable plan on how to immediately improve recruitment, retention, and patient experience based on a better understanding of the psychological needs of today's workforce



# TESTIMONIALS

"Jennifer FitzPatrick is a true partner who helps us exceed our marketing goals. Her engaging presentations are customized based on each community's unique challenges and the needs of each audience. We appreciate Jennifer's positive mindset, flexibility and solution-oriented approach to working with Erickson Living."

-Christy Dennis, Strategic Marketing Director, Erickson Living

"Jennifer recently spoke to our sales team about how to successfully boost occupancy through community and professional events. We appreciated how she asked good questions and listened to our goals before crafting a customized presentation that was perfect for our meeting and relevant to our team. I highly recommend Jennifer's services to senior living and healthcare organizations who want to grow."

-Andrea Marchesotti, National Sales Director, Artis Senior Living

"Jennifer was our opening keynote speaker, and she did a tremendous job inspiring our members with actionable ideas on how to provide excellent service while dealing with staffing challenges. She worked hard to customize content for our audience by interviewing members ahead of time, creating a "teaser" video and providing an article to build excitement about her topic prior to our event. A true professional, she was not deterred by some minor A/V snags encountered at our conference. I recommend her if you'd like an easy-to-work-with, high-energy speaker with content-rich topics."

-Mike Pochowski, President & CEO, WALA

"She was extremely easy to work with and a delightful person. Some comments received for her presentations: 'Should invite back for future topics'... 'knowledgeable and held audience attention'... 'really, really enjoyed this topic' and 'very good speaker and engaging'."

-Judy Hackler, Executive Director, VALA



## BOOK REVIEWS

"Jennifer's book for healthcare leaders is a great reminder for how we as healthcare professionals need to respond to our clients. As a pharmacist, it's easy to get caught up in trying to multi-task and get the job done in an efficient manner. But her book reminded me that whatever healthcare situation the client or patient is in, they are probably not there by choice, so I need to slow down and communicate to them like I would want to be communicated with."

—Lee Allison Boris, RPh, Licensed Consultant Pharmacist, Express Care Pharmacy

**REIMAGINING  
CUSTOMER  
SERVICE**  
*in Healthcare*

Boost Loyalty,  
Profits,  
and  
Outcomes

JENNIFER L.  
FITZPATRICK, MSW, CSP

## PARTIAL CLIENT LIST

Alert Pharmacy Services

Alzheimer's Association

American Case

Management Association

Anne Arundel Medical Center

Brightview Senior Living

Brookdale Senior Living

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generationshealth.com

Ready to discuss how Jennifer can help your senior living audience?

Contact Jen at 443-768-3925  
to schedule a presentation today!  
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