



## *Attitude Not Answers*

### *Insights from the Patient's Perspective*

Jake French teaches medical professionals a deeper understanding of what it feels like to be a care receiver, so that you can recognize our concerns and meet our needs even better. As a nationally known keynote speaker and C6 quadriplegic, Jake's firsthand examples are both heartfelt and humorous. He will show you why it's your attitude and not the answers that can make all the difference to patients.

The common misconception is you must do more or know everything. The truth is, it's more about the way you approach problems and the unknown. When you go to work at the hospital or care facility, all the processes and medical jargon make sense to you. To patients though, the ordeal can be incredibly foreign and scary. We desperately want to feel like we have a partner who will do anything to help us navigate through our medical journey. Here is your hidden chance to shine. With the right attitude, you can show us how to advocate for ourselves and find as many reasons to be optimistic as possible.

This refreshing speech will renew a provider's passion to perform outstanding service, while giving easy-to-implement tools to increase your effectiveness for those you support.

### **Learning Objectives:**

- Participants will identify the difference between attitude and answers
- Practice a mindset that helps you bounce back from negativity and increase productivity
- Explore a daily action to boost your care receiver's sense of being seen and heard

**Biography:** Creating exceptional service does not have to mean extra time or money. After a freak accident left Jake French a quadriplegic, he spent 14 years collecting insights that would have radically improved his experience as a recipient of healthcare treatment. Join Jake for this in-depth look at what impacts a person's perception of your care delivery. As a published author, Jake has firsthand involvement in what needs to happen to keep organizations and employees moving forward when facing challenges. Today he rocks the stage, compelling audiences to laugh as they learn, and think creatively about daily steps that management to frontline staff can take to better understand and positively influence a patient's perspective.



“Jake’s strategies for improving patient experience were innovative, realistic to apply, and extremely valuable to our group of medical professionals! His talk was high-energy, engaging, and each attendee walked away with a handful of solid action steps they could take to improve a patient’s perception of their care so that their hospital can make a positive impact on surveys like the HCHAPS.”

- Charleen Ring, Event Director, Next Generation Patient Experience Summit

“The audience evaluations were 100 percent positive, extolling not only his valuable message, but his humorous and heartfelt delivery. Jake makes it a point to understand the audience so that the presentation is relevant and applies directly to you audience. He has my most sincere recommendation!”

- Marilyn Trinkle, Event Planner at Silverton Health

“With the conference theme "The Sky's the Limit" we selected Jake because his story could connect with our employees so they could put these words into action. He made an unforgettable impact on our staff, and I still hear people repeating "Life Happens. Live It!"

- Karen Rutledge, CEO, Shangri-La Disability and Human Services

“Absolutely fantastic! This is the second time we've had Jake, and we hope to use him for many years to come because his message to our employees was spot on.”

- Guy Cowart, President Consonus Rehab