Building and Sustaining Coalitions to Create Caring Communities

Eden Alternative Conference, May 3, 2016
Presented by:
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Joan Devine, MC5 (Missouri coalition)
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Program

Walter Coffey, LeadingAge Georgia and Culture Change Network of Georgia Kim McRae, Culture Change Network of Georgia

Pioneer, Network

Slide 2

Pioneer Network's Partners: Culture Change Coalitions

Goal: To advance culture change in their respective states. Many have adopted the Pioneer Network Values and Principles.

Principles.

1996: North Carolina Coalition for Long-term Care
Enhancement began after a NHA and a surveyor met at an
Eden Alternative Associate training and wanted to bring the
Eden Alternative to North Carolina. Today, the North
Carolina Department of Health and Human Services
provides administrative support to the coalition and offers
LTC enhancement grants to nursing homes.

1997: Tennessee Eden Alternative Coalition

1999: Pennsylvania Culture Change Coalition: Served as model for many coalitions.



Slide 3

Pioneer Network's Partners: Culture Change Coalitions

2000: Florida Pioneer Network

2002: Colorado and Delaware coalitions 2003: Illinois Pioneer Coalition

2004: Arkansas, Kansas, Louisiana and South Dakota

2005: St. Louis Accord catalyst for the creation of coalitions in the following states: Alabama, California, Iowa, Massachusetts, Missouri, Ohio, Oregon, Virginia, Washington and Wisconsin.

2006: Connecticut 2007: Kentucky

2008: Georgia, Nebraska and Rhode Island



Pioneer Network's Partners: Culture Change Coalitions

2009: Michigan and New Hampshire coalitions

2010: Maine, Oklahoma and Texas

2011: Idaho, Mississippi and Vermont coalitions

2012: New Jersey Alliance for Culture Change

2013: Maryland Culture Change Coalition

2014: North Dakota Culture Change Coalition 2016: There are culture change coalitions in 35 states.

Pioneer Network often partners with coalitions on projects to make culture change project, National Learning Collaborative). Gossumer project, National Learning Collaborative). Gos of PN webinars by coalitions. The Eden Alternative has partnered with coalitions well. Pioneer, Network

Slide 5

Focus and Benefits of Coalitions

Many of the coalitions started with changing the culture of nursing home care since it is the most institutional setting; some coalitions are focusing on the whole continuum of long-term care settings (Georgia) and some others are expanding their purview.

Benefits of forming and participating in a coalition:

- Brings together organizations and individuals that may have different agendas to support a common agenda of promoting culture change in the state;
- Cauthe triange in the state, Facilitates ability of organizations on their culture change journey to network with each other share experiences and ideas in implementing culture change.
- Strength in numbers: when legislators and other policy makers see individuals and organizations that don't always agree advocating for change together, it can be a powerful force.

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Slide 6

Coalition Activities

•Educational programs and/or education and networking meetings for providers. Annual conference and/or regional seminars and/or local trianing to more easily reach direct care workers.

Presentations at provider association conferences. Some coalitions offer group webhar viewings and discussion at regional meetings.

*Public policy advocacy. E.g., I lowa coalition established a regulatory workgroup that reviewed state regulations to identify barriers to person directed care and recommended changes which were adopted.

were adopted.

• Speaker's Bureau using the Pioneer Network's, Community
Outreach Toolkit available at:
https://www.pioneernetwork.net/Consumers/InformTransformIn

Outreach Hooking Available and Exchange and



Coalition Activities

Some coalitions have requested and received (MP or other grant funding for projects to advance culture change in the state. A number of coalitions are either co-conveners or are active members of the Advancing Excellence Local Area Network for Excellence (Lotal) Exalpha (and or their state's Partnership to Improve Dementia Care.

Eden at Home Workshops (Georgia and Florida)
Promoting Music & Memory and the Alive Inside documentary.

Lessons Learned about building and sustaining coalitions:

Need strong leaders passionate about culture change and person-directed care.

In-kind corhibutions of time, talent and resources on the part of the organizations and individuals involved in the coalition.

Revenue generating activities such as a conference with sponsors and exhibitors.

Fund development: explore grant opportunities to support coalition activities.



Slide 8

Building and Sustaining Coalitions

Top 10 Tips (Ann Marie Cook, CEO, Lifespan, Rochester, NY)

10: Tell the Story: What's the story behind the establishment of your coaltion? Why was it important to create such a coalition? Get people 'hooked' on the story.

9: History Matters: How did the culture change movement get started? Go back to OBRA 37 and the realization that its goals have not been fully realized. Gives people a connection to the whole journey.

8: Ask people to help: Consider people you know who have the passion for culture change and person-directed care. Let them know why you're involved in the coalition and srivite them to join you. Important to do so in person or by phone, not email: a personal 'ask.'

7: Volunteer appreciation: Everyone, every year needs to be appreciated for the work they have done — the contribution they have made to the coalition.



Slide 9

Building and Sustaining Coalitions

- Top 10 Tips (Ann Marie Cook, CEO, Lifespan, Rochester, NY)

 6. Ask volunteers to help in very actionable, practical ways: Be specific about what they can do to help.

 5. Stay connected: Use communication channels that go both ways that are interactive. Social media is a great way to do this.

 4. Develop a "crired of support": For people who say that they would love to be involved but don't have the time now—let them know that you consider here to be an important part of your retwent and sould like to stay in touch. Here to be an important part of your retwent and sould like to stay in touch.

 3. Show volunteers how they make a difference in the overall effort. Hoat a gathering for volunteers to have your appreciation and let them know how their time and effort contributes to the goals of the coalition.

 2. Use the power of technology to connect with all of those involved in the coalition.

 1. Leadership: be the inspiration for others to want to stay involved with the coalition.



Culture Change Coalitions Need You!	
· Coalitions Contacts Handout	
 No coalition in your state?: We can help you start one. 	
My contact information: Cathy.lieblich@pioneernetwork.net	
	Pioneer Network



Slide 2

Aissouri Coalition Celebrating Care Continuus

VISION

The continuum of adult care in Missouri is satisfying, individually meaningful, and person centered, striving toward person directed.

MISSION

To promote and support ongoing collaboration within the adult care continuum to create environments where the dignity and value of each

The mission will be accomplished through two key activities:

Communication: Share and advance the philosophy and vision of person-centered care, its importance in the daily lives of individuals, and the efforts being made by individuals and organizations to achiev it; to provide a strong network of support for the adult care

Education: Provide, promote, and support educational opportunities and resources, methods, strategies to achieve the vision.

Slide 3

Our History

- January 2005
 - A gathering of like minded organizations and individuals
- 2007
 - First statewide conference
- 2010
- Independence through incorporation
- 2013
 - 501(C)(3)

Slide 4	C.001	
	Organizational Structure	
	Board of Directors	
	– President	
	– Vice-President	
	– Treasurer	
	- Secretary	
	Board Members at Large	
	Advisory Board Members	
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Slide 5	V OSTITUOTI (
Silde 5	Standing Committees	
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	Education	
	Communication	
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Slide 6	Coarrest	
	Membership	
	The great debate	
	– How do you become a member?	
	– Do we charge dues?	
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Slide 7	It's About Collaboration • MoLANE - Tips for Person Centered Care (Selfies) • LeadingAge Mo • Missouri Health Care • Department of Health and Senior Services • Alzheimer's Association • Individual organizations (HSI, LSS, etc) • QuipMo / University of Missouri • Missouri Prison System	
Slide 8	Music & Memory • Alive Inside • Music & Memory Certification Incentive Program – 40 providers • Collaborations & Sharing Successes	
Slide 9	Collaboration at a National Level • National Learning Collaborative	

- Phase II Phase III
- Submission of comments on Regs to CMS
- Sam Plaster, participation in Rothschild Foundation Grant project, Care Planning for Resident Choice
- Artifacts of Culture Change

Slide 10	More than vendors Friends of MC5	
Slide 11	Education • Annual Conferences • Webinars • Artifacts of Culture Change - Carmen Bowman • The Risk of Safety - Ray Miller • Learning Collaborative Evolving over the yearsmeeting today's needs	
Slide 12	The Secret to Our Success	



Slide 14

Regional Group Structure

- Education Committee
 - Education Committee Chair
 - Regional Representative Coordinator
 Regional Representatives
 * Two per region

Slide 15

Supporting a Regional Structure

- Core Education
- Quarterly Conference Calls
- Annual Training
- Regional Rep Orientation Manual
- Standardized Reporting
- CEU process
- Board Commitment
- Sharing Successes
- Strategic Planning

Best Practices

- How to Conduct An MC5 Regional Meeting
- Creating an Atmosphere of Involvement
- Annual awards
- Standardized Speakers Packet
- Standard Introductory powerpoint / pre-meeting
- Standardized Presenter Information & Guidelines

Slide 17

Touching More Lives

	2014	2015
Regions	12	13
Regional Meetings	61	63
Attendees	1950	2344
First Time Attendees	144	674
NHA Hours	376	696
Social Worker CEUs	156	251
Activity Professional CEUs	12	169

Slide 18

Touching More Lives Through Regional Meetings

Fiscal Year	Number of Meetings Held	Total Number of Attendees			
2012	51	812			
2013	58	1315			
2014	61	1950			
2015	63	2344			
2016 (1st half - annualized)	58*	2776			
* Actual statistics included December, which most regions take off and January with meeting cancellation due to weather.					

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Remembering Who We Are and Why We're Here

- Meeting Opener
- Following the principles of Person Centeredness

Slide 20

Communication

- E-mail list serve
- Web site
- Department of Health & Senior Services Provider Alerts

Slide 21

Strategic Planning

- 2008
- Define our legal identity
- Maintenance of web site
- Education at a regional level
- Annual conference
- Increase / broaden membership
- Spread the culture change message
- Have dedicated staff / office
- Assess the level of culture change in Missouri
- $-% \frac{1}{2}\left(-\frac{1}{2}\right) =-\frac{1}{2}\left(-\frac{1}{2$
- Annual Report

Slide 22	Costinoti Co	
	2015	
	2015 Broaden focus related to who we need to reach	
	Who are we reaching now?	
	Who Understand differences within the populations we	
	serve	
	 Define priorities Visibility of leadership / Board Members 	
	- How do we make training "Stick"	
	200	
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Slide 23	Continoti	
311dc 23	2015 Strategic Goals	
	Regional Representative skill development Develop and leverage partnerships	
	Develop and leverage partnershipsNew project with new funding to mentor	
	emerging providers	
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Slide 24	Latin C. O'alita Co.	
	Looking to the Future	
	Succession Planning	
	Sustainability	
	Changing as the world around us changes	
	– Who do we serve – Where do they live	
	– How do we reach them	
	25	
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Slide 25	Standardizing Policies & Procedures Forms Board meetings Regional Group Meetings Speaker Guidelines	
Slide 26	Commitment to Growing Leaders • Annual Regional Representative Retreat / Training • 2014 Board Retreat • Accounting Firm –Understanding the Responsibilities of being a 501(c)(3) • Building Relationships with Funders, Resources and Donors	
Slide 27	Ups and Downs	

- It takes more than heart...
- The challenge of growing teams
- Support from home organizations
- Desire but not the time or ability
- Getting the right people on the bus
- False starts not everything has been a success!

Celebrate Successes

Slide 1 Arkansas Innovative Performance Program (AIPP) Arkansas LTC Coalitions-Yesterday, Today, Tomorrow! **AR**Medicaid AHCA Kimberly Tackett, LNHA Outreach Policy & Education Supervisor Slide 2 "Call to Action"

- 2001 Medicaid reimbursement methodology for nursing homes changed to a cost based nursing home specific rate
 - Allowed reimbursement for staff training / development
 Identified the need to establish consistent training
 Need for a LTC coalition was spurred

Slide 3

Blazing the Trail

- Assembling of Pioneers
 - Initiated and led by the Office of Long Term Care
 Identify representation of group
 Proactive process to provide care needed
 Develop Process Indicators / Best Practices
 Problematic Behaviors
 Falls
 Restraints

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LTC Visionary Group Established

- Office of Long Term Care (SSA)
- American Medical Directors Association Lead
- AR Health Care Association
- AR Foundation for Medical Care (QIO)
- University of AR Medical Sciences
- Clinical representation from Profession
- Patient Advocate Representative
- Governor's Office Representative

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Slide 5

Value of Representation

People will support solutions that they feel they have a say in developing.

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Slide 6

BUY IN

WIIFM

■The most listened to channel in the WORLD

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Maximizing the Opportunity

- Training attendees took on a new look
- Began the partnership of unified education Governing body & Providers hearing same message
- Use of the Process Indicators was voluntary
- Designed to assist with —

 Problem Identification

 Resolution
- Documentation
 Improved resident care outcomes
- Regulatory compliance

Slide 8

Team work means you never have to take full responsibility for what you do.

Slide 9

AR Coalition for Nursing Home Excellence 2004 - 2013

- Collaborative effort
- Co-Led by 2 geriatric nurse experts from UAMS
 1 Nurse leader from nursing home profession
- Coalition representation also included:
- Community
 Chamber of Commerce
 Consumer Organizations
- Joint promotion of educational programs
- Collaboration among stakeholders
- With the goal of overall improved quality of

Coalition Accomplishments

- 2008 Advancing Excellence campaign
 AR first state to reach 100% enrollment of NHs
 Goal selection quality of care
- Targeted educational activities
- Eden Alternative Associate training in 5 locations across the State
- SSA provided training for all surveyors
- State and Federal grant proposal application
- Hosting of National Conferences

Slide 11

Foundation for Success

- Established relationships existed
- Respect of opinions and ideas
- Personal agendas were left at the office
- Everyone had a voice
- Buy in was established

Slide 12

Reynolds Institute on Aging

- Established through gift Reynolds Foundation
- Strong Connection with UAMS
- Making later years healthier & more productive
- Support Centers on Aging locations in every region of the state

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	ALONE - We can do so little.	
	vve can do so little.	
	TOGETHER -	
	We can do so much!	
	-Helen Keller	
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Slide 14	AR Innovative Performance	
	Program (AIPP)	
	 Established in 2005 – Medicaid Quality Improvement program for nursing homes 	
	■ Team of 12 RNs, LPNs, CNAs, LNHAs	
	 Identify Top Cited Survey Deficiencies Provide training regionally across the state 	
	 Onsite support to nursing homes 	
	 Culture Change Program of work 	
	Collaboration with state stakeholders	
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Slide 15		
	AIPP Website / Culture Change Blog	
	aipp.afmc.org	
	arkansasculturechange.com	
	■ Tools ■ Resources	
	ContactsNetworking	
	Networking	
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AR Quality Partners

- Established in 2014
- Grant funded by CMP
- Focus on A/P medication reduction
- Multi prong approach to education
- Extensive direct caregiver training
- Proven success

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Slide 17

Challenges / Barriers

- Maintain components of the work if possible
- Identify other options
- Celebrate accomplishments as a Coalition, face challenges as a Coalition

Imagine our world if Edison would have given up after a few failures!

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Slide 18

Celebrate Success

- No matter the size- don't over look the low fruit trying to reach the biggest
- No ONE gets the credit
- Successes are always "WE" / "OUR"
- The success of this Coalition enhance ALL
- Continuously building for the future

"It is amazing what can be accomplished when it doesn't matter who gets the credit"

-Harry S. Truman

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THE 4 MOST POWERFUL WORDS

"I NEED YOUR HELP!"

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Slide 20

Questions / Discussion

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Outreach Policy & Education Supervisor
AR Innovative Performance Program / AFMC
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Little Rock, AR 72201
ktackett@afmc.org

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Culture Change Coalitions

As of April 2016

The primary purpose of the culture change coalitions is to advance culture change in their respective states or regions (some state coalitions also have regional coalitions or groups affiliated with them). Coalition activities often include educational programs and networking meetings for providers; education and involvement of consumers; communications including a newsletter and a website; and education of policymakers and regulators about culture change.

For more information on starting a Coalition or for questions about Coalitions, please contact Cathy Lieblich at **cathy.lieblich@pioneernetwork.net** or 321-277-7309. If you are interested in being involved in a culture change coalition or in learning more about them, please see the contact information below.

Alabama Coalition for Culture Change

www.alabamaculturechange.org Contact: Karen Guice karen.guice@yahoo.com 205-305-5224

Arkansas Culture Change Accord

www.Arkansasculturechange.com
Contact: Betty Bennett or Kim Tackett
bbennett@afmc.org
or
ktackett@afmc.org
501-212-8630

California Culture Change Coalition

www.calculturechange.org
Contact: Darren Trisel or Jennifer
Mangosong-Shankle
dnatrisel@yahoo.com or
jmangosongshankle@calculturechange.org
916-749-3506 or 650-773-7582

Colorado Culture Change Coalition

www.coculturechange.org
Contact: Cheryl Kruschke
ckruschke@coculturechange.org
303-625-1269

Connecticut Culture Change Coalition

www.ctculturechange.org Contact: Michelle Pandolfi mpanolfi@qualidigm.org 860-632-3735

Delaware Culture Change Coalition

Contact: Lisa Satterly lisa.satterly@state.de.us (302) 223-1034

Florida Pioneer Network

www.floridapioneernetwork.org Contact: Kathy Hyer, Interim Chair khyer@cas.usf.edu (813) 974-3232

Culture Change Network of Georgia

www.culturechangega.org Contact: Walter Coffey wcoffey@LeadingAgeGA.org 404-872-9191

Idaho iCARE

Contact: Traci Treasure or Cindy Dawson tracit@qualishealth.org or ikayak3@yahoo.com 208-383-5947 or 208-766-2231

Illinois Pioneer Coalition

www.illinoispioneercoalition.org Contact: Leslie Pedke leslie.pedtke@kingmgt.com 618-228-7615

Iowa Person-Directed Care Coalition

www.iowapersondirectedcare.org Contact: Janice McCoy jmccoy@abcmcorp.com 515-360-2638

Kansas Culture Change Coalition

www.kansasculturechange.org Contact: Sandy Silva Sandy@sjsilva.com 816-979-1366

Kentucky Coalition for Person- Centered Care

www.kcpcc.org Contact: Mary Haynes mhaynes@nazhome.org 502-479-2527

Louisiana Enhancing Aging with Dignity Through Empowerment and Respect (LEADER)

www.LaLEADER.org

Contact: Lance Linscombe or Jolie Harris

<u>lance@cornerstonevillage.com</u> or <u>jharris@commcare.com</u> 337-344-7735 or 504-650-1664

Maine Culture Change Coalition/LANE

Contact: Sharon Emerson, RN Sharon.emerson@genesishcc.com 207-228-5898

Maryland Culture Change Coalition

Contact: Eileen Bennett
eileen.bennett@montgomerycounty
md.gov
240-777-1067

Massachusetts Culture Change Coalition

Contact: Denise DeSimone ddesimone@maseniorcare.org 617-558-0202, x226

GROW Mississippi

www.growms.org
Contact: Chris Cheek or Michelle
Danielle
chris@sentrycare.com or
elderadvocate1@gmail.com
228-466-0843 or 228-216-1387

Missouri Coalition Celebrating Care Continuum Change (MC5)

www.momc5.com Contact: Joan Devine jldevine@charter.net 636-578-4164

Nebraska Culture Change Coalition

www.necccoalition.org
Contact: Cindy Klein

cklein@hillcrestcountryestates.com

402-885-7010

New Hampshire Culture Change Coalition

www.nhculturechange.com Contact: Darlene Cray

newhampshireculturechange@gmail.com

603-520-4866

New Jersey Alliance for Culture Change

Contact: Denise Boudreau-Scott denise@denisebscott.com

203-417-5704

North Carolina Culture Change Coalition

http://ncculturechange.org Contact: Jill Nothstine jnothstine@lscarolinas.net 704-603-1664

Contact: Michelle Lauckner

<u>Michelle.lauckner@qualityhealthnd.org</u>
701-852-4231

Ohio Person-Centered Care Coalition

ND Culture Change Coalition

www.centeredcare.org
Contact: Shelly Szarek-Skodney
Shelly.szarekskodney@ceresdevelopmen
t.com
440-396-8999

Oklahoma Culture Change Network

www.LeadingAgeOk.org Contact: Lois Baer lois@leadingageok.org 405-973-5457

Making Oregon Vital for Elders (MOVE)

www.orculturechange.org Contact: Lynda Crandall lgcrandall@comcast.net 503-569-1545

Pennsylvania Culture Change Coalition

www.paculturechangecoalition.org Contact: Laura Roy laura.roy@lutheranseniorlife.org 724-453-6030

R.I Generations

Contact: Lisa Ferreira <u>Iferreira@hcltdri.com</u> 401-272-0600

Tennessee Eden Alternative Coalition

http://www.tneden.org Contact: Debbie Meredith Debbiemer48@bellsouth.net 615-444-2327

Texas Culture Change Coalition

www.txccc.net
Dorothy Crawford
dcrawford@txhca.org
512-458-1257

Vermont Culture Change Coalition and LANE

Contact: Sherry Callahan scallahan@vhca.net
802-229-5700

Virginia Culture Change Coalition

Contact: Joani Latimer or Sonya Barsness jlatimer@thev4a.org or sonya@sbcgerontology.com 804-644-2923 or 757-773-7841

Washington Pioneer Network

www.wapioneer.wordpress.com Contact: Lindsey Ismailova Lindseyi@fulllifecare.org 206-224-3764

Wisconsin Coalition for Person-Directed Care

www.wisconsinpdc.org
Contact: Jeff McCabe
Jeff.McCabe@outagamie.org
920-225-1985



MC5 St. Louis Region Presenter Information & Guidelines

MC5 is the leader in changing the culture of aging across the state of Missouri. We promote and support ongoing collaboration within the adult care continuum to create environments where the dignity and value of each individual who lives or works there is respected and celebrated!

What is culture change?

"Culture change" is the common name given to the national movement for the transformation of older adult services, based on person-directed values and practices where the voices of elders and those working with them are considered and respected. Core person-directed values are CHOICE, DIGNITY, RESPECT, SELF-DETERMINATION, and PURPOSEFUL LIVING.

Who are MC5 Members?

Your audience is a mixture of novice and advanced professionals in their journeys in changing the culture in their organizations. They are nursing home administrators, social workers, activity and life enrichment professionals, long-term care ombudsman volunteers, state surveyors, and other professionals that work with elders, i.e. hospice, adult day, assisted living, and private duty companies.

What is Person-Centered Care Language?

Language is important in changing the culture of aging in our organizations. The words we use when referring to older adults show how they are valued and respected by us. Please try to incorporate person-centered language into your presentation as much as possible and avoid using out-of-date words with possible negative connotations, such as:

Old WordsPerson-Centered WordsPatientsClients, elders, older adults, individualsFacility (the "F" word of culture change),
institution, nursing homeCommunity, homeAdmit, dischargeMove in, move out

What are MC5 Presentation Guidelines?

- Please plan to present for from 8:30 a.m. 10:30 a.m. and arrive by 7:45 a.m. Doors open at 8.
- Location: The Heights Community Center, 8001 Dale Ave, Richmond Heights, MO 63117
- We typically have 60-80 people attend our meetings. If we expect a different turnout based on the RSVPs, we will be in touch with you before your presentation.
- Please focus your presentation on helping the audience change the culture of aging in their organization to be more person-centered with their clients.
- Bring your PowerPoint presentation on a flash drive, if applicable. We will have a screen, LCD projector, laptop, and speakers ready. The audience will be seating Classroom style at tables.
- Please make your presentation DYNAMIC and incorporate time for INTERACTION, HANDS-ON EXERCISES, QUESTIONS & ANSWERS, and/or other methods to support learning. We want to celebrate successes in culture change, have the presenter challenge our thinking, and motivate the audience to MAKE CHANGE! THANK YOU FOR SHARING YOUR TIME & EXPERTISE!!!