



Brian Lee, CSP is one of North America's leading experts in the field of Patient Satisfaction, HCAHPS, Value-Based Purchasing, and Nurse and Employee Retention.

Brian is a best-selling author and sought-after presenter in the healthcare industry (having presented all over North America, and 14 countries worldwide).

His publications include

- *Keep Your Nurses for Life*
- *Satisfaction Guaranteed*
- *How to Satisfy Every Customer, Every Time*

He has published more than 60 audio and video training programs, including *Essential Secrets to Become the Healthcare Employer of Choice*. As the CEO of Custom Learning Systems Group LTD, Brian and his team have led hundreds of hospitals and healthcare organizations through the journey to service excellence: many of his clients have earned regional and national recognition for extraordinary patient and employee satisfaction.

Known as Healthcare's "Mr. Loyalty," Brian not only educates his audience on the how-to's of patient, staff, and physician loyalty (a particularly important subject in this era of HCAHPS and Value-Based Purchasing), he also inspires hope and commitment, resulting in a renewed passion for care-giving.

Brian Lee

Speech Topics

- ▢ Motivation
- ▢ Leadership
- ▢ Customer Service