



VA CUSTOMER EXPERIENCE SYMPOSIUM 2022

SEPTEMBER 7-8

WEDNESDAY, SEPTEMBER 7:

Welcome and CX Awards Ceremony (12:50 p.m. to 4:30 p.m. ET)

- » Customer Experience in the Field - VA Photo Montage
- » What is Customer Experience (CX)?
- » National Anthem
- » Opening Remarks
- » State of Customer Experience
- » Tour of Duty
- » CX Awards Ceremony
- » Secretary of Veterans Affairs Awards & Closing Remarks

THURSDAY, SEPTEMBER 8:

Moderated Discussions and Breakout Sessions (9:20 a.m. to 5:00 p.m. ET)

- » Customer Experience in the Field - VA Photo Montage
- » USAA Customer Experience Panel
- » The Power of Innovation
- » Morning Breakout Sessions: 6 Sessions each with 3 options
- » CX Leaders Roundtable
- » Afternoon Breakout Sessions: 6 Sessions each with 3 options
- » C20 Special Presentation



Customer Experience
CX SYMPOSIUM

VETERANS EXPERIENCE OFFICE



GETTING STARTED
Learning the Basics



IMPLEMENTING AND INNOVATING
Tools and Best Practices



STRATEGIC INTEGRATION
Maturing and Sustaining

Presented in partnership with VBA, VHA, NCA, the Board of Veterans' Appeals, and the VHA Innovation Ecosystem

* All times listed in Eastern Time (ET).

CX is the customers' perceptions shaped by the sum of all interactions across their entire VA journey.



#MAKETHE DIFFERENCE



U.S. Department
of Veterans Affairs

Wednesday, September 7 – Welcome and CX Awards Ceremony

The CX Symposium kicks off with an awards ceremony broadcast live from VA Central Office.

TIME	TOPIC	PRESENTERS
12:50 p.m.	Customer Experience in the Field - VA Photo Montage	N/A
1:01 p.m.	Welcome » What is Customer Experience Video? » National Anthem » Posting of Colors	Ms. Jennifer Purdy , Executive Director for Tools and Implementation Directorate, Veterans Experience Office Ms. Michelle Terry , Outreach Program Manager, Center for Women Veterans, Office of the Secretary Joint Armed Forces Color Guard
1:10 p.m.	Welcoming Remarks & State of Customer Experience	Mr. John Boerstler , Chief Veterans Experience Officer Ms. Barbara Morton , Deputy Chief Veterans Experience Officer
1:30 p.m.	Tour of Duty	Ms. Jennifer Purdy , Executive Director, Tools and Implementation Directorate, Veterans Experience Office Ms. Mandyleigh Smoot , CX Implementation Chief, Tools and Implementation Directorate, Veterans Experience Office Mr. Michael Broady , PX Analyst, Tools and Implementation Directorate, Veterans Experience Office
1:40 p.m.	Monuments Videos	N/A
1:57 p.m.	Break	N/A
2:10 p.m.	Customer Experience Awards Ceremony	Dr. Shereef Elnahal , Under Secretary for Health Mr. Josh Jacobs , Senior Advisor for Policy Performing the Delegable Duties of the Under Secretary for Benefits Mr. Matthew Quinn , Under Secretary for Memorial Affairs Mr. Ken Arnold , Acting Chairman of the Board of Veterans' Appeals
4:00 p.m.	Secretary of Veterans Affairs Honor Awards for I CARE & Closing Remarks	The Honorable Denis McDonough , 11th Secretary of Veterans Affairs

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Thursday, September 8 – Moderated Discussions – Main Stage

Day 2 events are all virtual and include both main stage discussions and breakout sessions.

TIME	TOPIC	PRESENTERS
9:20 a.m.	Customer Experience in the Field - VA Photo Montage	N/A
9:30 a.m.	USAA Customer Experience Panel	<p>Ms. Toni Bush Neal, Relationship Manager II, Veterans Experience Office</p> <p>Mr. Chuck Rohrig, Executive Director, Member Advocacy, USAA Property & Casualty Company</p> <p>Mr. Michael Marciano, Director, Voice of Member Insights, USAA Federal Savings Bank</p> <p>Mr. Mamadou Sow, Assistant Vice President, Experience and Transformation, USAA Life Company</p>
9:50 a.m.	The Power of Innovation	Dr. Ryan Vega , Chief Officer, Healthcare Innovation and Learning, Veterans Health Administration
10:03 a.m.	Break	N/A

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Choose one of the following three breakout sessions:

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Breakout Session 4: Thursday, September 8, 11:30 a.m. to 11:50 a.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	Employee Whole Health: Promoting a Culture of Well-Being	Dr. Kavitha Reddy , Associate Director of Employee Whole Health, VHA Office of Patient-Centered Care and Cultural Transformation	Leaders play a critical role in supporting their team’s well-being. Promoting a culture that values diverse thoughts and opinions and provides a safe and inclusive space is essential for a thriving organization. This session will review the dimensions of whole health and well-being, address common drivers leading to burnout, and identify specific tactics leaders can do and resources they can use for themselves and their teams to promote a culture of well-being.
Breakout Room 2	Measuring the Customer Experience	Mr. Evan Albert , Director of Measurement and Data Analytics, Enterprise Measurement and Design Directorate, Veterans Experience Office	We have no shortage of data in VA – but how do we turn that data into action and improvement? In this session, we will review how the VSignals program captures the Voice of the Veteran based on the moments that matter throughout their journey.
Breakout Room 3	The VA Way and Why the Experience is the Key	Mr. Nic Meyer , Patient Experience Coach, Tools and Implementation Directorate, Veterans Experience Office	When I think of the VA Way and the four components that it is made of, I am amazed at how similar they are to each other and yet uniquely important. These components are our I CARE Core Values, our Own the Moment Guiding Principles, Our WE CARE Behaviors, and our SALUTE Service Recovery model. When the rubber meets the road, it is the VA WAY that we exemplify to get from OUR WHY to OUR WHAT and OUR WHERE and finally to OUR HOW. It’s the mechanism by which we are able to put it all together and provide a Customer Experience that changes lives.

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Breakout Session 5: Thursday, September 8, 12:00 p.m. to 12:20 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	Overview of VA's Journey to Become a High Reliability Organization (HRO)	Dr. Gerard Cox , Assistant Under Secretary for Health, Office of Quality & Patient Safety, Veterans Health Administration	VHA has been undergoing a re-energized enterprise-wide transformation to become a High Reliability Organization (HRO) that has yielded practices and lessons learned for application to all organizations across VA. Since concepts of HRO and a Just Culture are now included in the VA Strategic Plan, this presentation aims to share foundational concepts of high reliability to all audiences across VA. The presentation will also focus on some simple practices for individuals to begin applying HRO Principles and practices within their daily work, along with resources for further information. Through the shared Journey to High Reliability, VA is committed to continuously learn and improve to ensure that every Veteran receives trusted services, every time.
Breakout Room 2	Survey of Healthcare Experiences of Patients-SHEP 101	Mr. Jim Schaefer , Director of Surveys, Office of Performance Measures, Veterans Health Administration	The SHEP 101 course will give participants a foundational orientation to the SHEP program, including its overarching purpose, descriptions of the four core SHEP surveys, and details regarding survey administration and reporting options. The SHEP program goes far beyond the simple reporting of scores, however, and participants will also be introduced to a variety of analyses that have been done to identify priority areas for improvement at the VISN and even facility levels, and to toolkits and other resources to support efforts to change processes and promote more positive patient healthcare experience.
Breakout Room 3	How to Influence Change without Authority	Ms. Tiffany Jennings , Patient Experience Field Consultant, Tools and Implementation Directorate, Veterans Experience Office	Have you ever been a project lead of an interdisciplinary team? What about discussing a way forward with peers who all have competing priorities? Or have you ever needed to "coach up" to an Executive Sponsor to remove barriers? The "How to Influence Change Without Authority: Build Desire and Manage Resistance" CX Symposium breakout session helps explain, through scenario-based learning, the contributing factors for the reasons people and organizations resist change. The session draws from the Prosci ADKAR Change Management model and current literature on how to successfully move projects, teams, employees, and leaders forward and drive meaningful and successful change.

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Breakout Session 6: Thursday, September 8, 12:30 p.m. to 12:50 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	Systems Thinking	Mr. Mike Renfrow , Deputy Executive Director, VA Tennessee Valley Health Care System	In order to plan, execute and sustain change, leaders will benefit by solving problems for systems as a whole (versus the individual issues). This session will introduce participants to the basics of thinking in systems including some common definitions, principles and tools used by systems thinkers. Using relevant examples, leaders will become familiar with the impacts systems thinking has on outcomes to culture change.
Breakout Room 2	VHA Inpatient Solutions Virtual Reality (VR)	Ms. Paula Stokes , Research and Design Chief, Tools and Implementation Directorate, Veterans Experience Office Ms. Jennifer Chapin , Patient Experience Coach, Tools and Implementation Directorate, Veterans Experience Office Ms. Anne Bailey , Clinical Tech Innovation Co-lead, VHA Extended Reality (XR) Network VHA Innovation Ecosystem Ms. Genevieve Lubin , RN Simulation Coordinator, Orlando VA Medical Center Mr. Robert Horner , Veteran	The VHA's Innovation Ecosystem collaborative efforts with Veteran Experience Office/Customer Experience to construct an innovative tool to enhance discharge process is remarkable! My experience with using the In-Patient Discharge Experience Virtual Reality was extremely user friendly for anyone to use! In addition, this technology is needed to remind clinicians on real issues our veteran population is face post discharge. Virtual Reality can be used as a tool for clinicians to gain more insights and empathy for our veteran needs. The scenario discussions, patient education, and imagery was clear and engaging. I found great value to assess a patient readiness for discharge teaching and potential patient safety risk to explore prior to discharge. I find utility in using In-Patient Discharge Experience Virtual Reality across VHA system.
Breakout Room 3	Employee Experience Overview	Ms. Airis Gill , Executive Director, Employee Experience and Organizational Management Directorate, Veterans Experience Office Mr. Eitan Naftali , Employee Experience Director, Employee Experience and Organizational Management Directorate, Veterans Experience Office	Thought leaders in the Customer Experience discipline resoundingly agree that driving great customer experiences should always begin with the Employee Experience (EX). The two are intrinsically connected. Senior Leaders within the Department of Veterans Affairs agree with this sentiment and in 2021 established the Department's inaugural directorate focused on improving the employee experiences. This session will focus on understanding the relational attributes of employee experience, provide an overview of EX projects at VA and share how driving improvements in employee experience translates into trusting relationships for our Veterans, their families, caregivers, and survivors.

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Join VA Leaders discuss customer experience lessons learned and leading practices.

ROOM	TOPIC	ROUNDTABLE PARTICIPANTS
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Breakout Session 7: Thursday, September 8, 1:30 p.m. to 1:50 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	Making the Most of Your All Employee Survey (AES) Data	Dr. Billy McCloskey , Senior Organization Development Consultant, VHA National Center for Organization Development	Leaders across our VA system are likely all familiar with the All-Employee Survey. However, many share that they would like to see more meaningful actions come out of their organization's AES data. During this session, we'll talk about why using employee voice really matter and hear examples of how facilities have effectively used Employee Voice to drive employee engagement and organizational performance. We'll also talk about some meaningful ways you can turn the voices of your employees into meaningful actions that promote employee engagement and lead to better outcomes for all our customers. Finally, throughout the session, we'll have the opportunity to ask questions and share perspectives with our VA colleagues about the AES and ways to maximize the impact of our employee's voices.
Breakout Room 2	CX Self-Assessment & Action Plan	Ms. Dawn Johnson , Senior Program Analyst, Strategic Program Management Office, Veterans Benefits Administration	This course will give an overview on federal customer experience requirements; the importance of conducting a customer experience self-assessment and how to conduct customer experience self-assessment; how to leverage change management principles to act from the results of your customer experience self-assessment; and finally, how to develop a customer experience action plan.
Breakout Room 3	Maintaining Employee Engagement During an Evolution in Healthcare Advocating for Advocates	Ms. Ann E. Doran , Executive Director, Office of Patient Advocacy, Veterans Health Administration	While Patient Advocacy is at the center of VHA's Office of Patient Advocacy's (OPA) mission, providing a psychologically safe space for the Patient Advocate community to directly engage using virtual modalities amidst rapid changes in healthcare operations can #MakeTheDifference. OPA has sustained a forum for the more than 650 Patient Advocates across VHA to be heard, supported, and debriefed on critical events going on three years. Join this breakout session to draw on insights about the experiences, lessons learned and consider how they might be applied in your work unit, healthcare system, or across the administration.

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Breakout Session 8: Thursday, September 8, 2:00 p.m. to 2:20 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	What is Your Why? Using Patient Feedback to Improve CAHPS Scores	Ms. Lori Jensen , Chief Experience Officer, VA Nebraska-Western Iowa Health Care System Ms. Barbara Ihnen-Carlson , Nurse Quality Generalist, VA Nebraska-Western Iowa Health Care System	Patient experience and quality management partnership developed a strategy and tactics to improve core patient experience domains Communication and Care Coordination. Using attributable effects, evidence-based tactics, and a strategy to reach across our Healthcare System, we improved Overall Rating of Primary Care and Specialty Care Provider by focusing on tactics to improve CAHPS Communication Q 25 In the last 6 months, how often did this provider spend enough time with you? Care Coordination Q23 In the last 6 months how often did this provider seem to know the important information about your medical history?
Breakout Room 2	VEO Omnichannel Strategy	Mr. John Lundy , Division Chief, Channel Strategies & Engagement, Multi-Channel Technology Directorate, Veterans Experience Office	This will be an informational brief on VEO's multiyear strategy and goal to meet our customers where they are within their VA journey by supporting their preference for communicating with VA at any moment in that journey. Prioritization of channel strategies is based on customer expectations from Human Centered Design research insights. Currently, VA channel experiences are siloed and transactional at the service line level. However, these interactions are lifelong conversations with our customers. The desired future state will be to design an integrated Enterprise Omnichannel experience to change the paradigm to be a continuous and holistic dialogue regardless of channel preference while delivering impactful outcomes for our customers.
Breakout Room 3	Back to Basics – Foundational Tools	Ms. Mandyleigh Smoot , CX Implementation Chief, Tools and Implementation Directorate, Veterans Experience Office	Please join us in discussing the importance of building a cultural foundation for Patient Experience. This presentation explores the “why now” importance of cultural change as well as the “how” to get started with use of VA PX foundational tool kits. In addition, hear a story from one of your colleagues about their journey to setting the PX standards in their organization and the importance of foundational tool implementation.

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Breakout Session 9: Thursday, September 8, 2:30 p.m. to 2:50 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	The Loneliness Epidemic	Mr. Prince Taylor , Deputy Director, VA Center for Development & Civic Engagement	What if you could improve the customer experience at your facility while giving your clinicians up to 20% of their time back? Come learn how to reduce an array of clinical issues by addressing the social determinant of health that the U.S. Surgeon General has called the “epidemic of our time”, loneliness. Find out why research indicates that loneliness is as bad for you as smoking half a pack of cigarettes a day and how we can use the power of volunteers to improve health and well-being and help achieve better outcomes.
Breakout Room 2	My Data Says What? VHA	Ms. Jennifer Chapin , Patient Experience Coach, Tools and Implementation Directorate, Veterans Experience Office Mr. Evan Albert , Director of Measurement and Data Analytics, Enterprise Measurement and Design Directorate, Veterans Experience Office	We have no shortage of data in VA – but how do we turn that data into action and improvement? In this session, we will review how the VSignals program captures the Voice of the Veteran based on the moments that matter throughout their healthcare journey. Using a sample of Veteran feedback, we will review the perceptions and preferences of patients regarding their access to VA Healthcare. The following questions will be posed – Do Veterans trust VA to provide equal or better care than the community? Would patients rather be seen in person or via telehealth? Is it easy for patients to obtain convenient appointments at the VA? Finally, facilities will be provided with specific direction on next steps to analyze their own VSignals data.
Breakout Room 3	CX in a Virtual Environment	Ms. Martina Malek , Deputy Director, Tools and Implementation Directorate, Veterans Experience Office Ms. Cheryl Mason , Executive Director for Veteran and Military Spouse Employment Programs and Partnerships Office of the Chief Human Capital Office (CHCO) Mr. James LaPaglia , Digital Services Officer, National Cemetery Administration Mr. Martin Caraway , Strategic Advisor to the Chairman, Board of Veterans’ Appeals	COVID propelled VA operations into the virtual space, along with the rest of the world. VA stepped up to the plate in response to continue serving our Nation’s great Veterans despite our need to minimize in-person interactions. Please join us as NCA and The Board of Veterans’ Appeals shares innovative solutions to continue offering hearings and memorial services to our Veterans in a virtual environment.

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Breakout Session 12: Thursday, September 8, 4:00 p.m. to 4:20 p.m.

Choose one of the following three breakout sessions:

ROOM	TOPIC	PRESENTERS	SUMMARY
Breakout Room 1	Customer Service in the National Cemetery Administration - My Data Says What? NCA	Mr. James Geleta , Director of Plans and Policy, National Cemetery Administration	Effectively measuring the quality of the customer experience depends greatly on an accurate definition of the customer, a shared vision of excellent service, and establishing links between customer expectations and the organization mission and focus. This session addresses organizational and customer perspectives, needs and definitions of excellence; tailoring feedback tools to the needs of the organization and the customer; making the feedback easy for the customer to give and the organization to evaluate; and ensuring the tools and requested data evolve with changes in customer focus and organizational needs. We conclude with discussion of some of the data collected by NCA, how data needs examination to be converted to actionable information, and how that information can be targeted to identify opportunities for continuous improvement.
Breakout Room 2	IT WORKED.... Return On Investment (ROI)	Mr. Steve Gabris , Implementation Branch Chief, Tools and Implementation Directorate, Veterans Experience Office Ms. Heather Pezzulo , Chief Patient Experience Officer, VA Providence Health Care System Ms. Brianna Camera , Chief Patient Experience Officer, VISN 1 Mr. Matthew Rowley , Chief Patient Experience Officer, VISN 4	During this session we will be looking at how some of our tools have had a positive impact in the field. We will hear from several Patient Experience Officers in the field on what the return on investment has been within their facilities and in their VISN. We will also hear from staff that have utilized these tools and what positive impact it has had within their unit and division.
Breakout Room 3	My Data Says What? Board of Veterans' Appeals	Ms. Marissa Caylor , Veterans Law Judge, Board of Veterans' Appeals Mr. Evan Albert , Director of Measurement and Data Analytics, Enterprise Measurement and Design Directorate, Veterans Experience Office	This session will provide an overview of how the Board of Veterans' Appeals uses VSignals customer experience (CX) data. It provides examples of how the Board used VSignals CX data to identify and respond to issues Veterans experienced during the pandemic and then track the positive impact of its responses on the Veteran experience. It compares CX data from Legacy appeal system surveys with CX data from Appeals Modernization Act system surveys and explains the impact that a Veteran's experience with a Veterans Law Judge during a hearing has on the Board's overall trust scores. For employees who utilize CX data in their positions, this session also provides tips and suggestions for viewing and filtering reports, searching free-text comments, and analyzing CX data in more depth.

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C20 LIVE SESSION: Thursday, September 8, 4:30 p.m. to 5:00 p.m.

ROOM	TOPIC	PRESENTER	SUMMARY
Main Stage	C20 / Take Your 20 for Veteran Health *LIVE SHOW*	Dr. Chad Kessler , National Program Director, Emergency Medicine, Veterans Health Administration	C20 is a live, interactive talk show hosted by Dr. Chad “Chai” Kessler, VA’s National Director for Emergency Medicine. C20 brings the latest from subject matter experts, VA leaders, and staff through education and training. With love, light, and a mug of chai, C20 aims to give VA frontline healthcare employees a chance to “take their 20” – to have a wellness and learning break, be in community, go on a tour of the VA, and recognize staff who go above and beyond. Join us for this special edition of C20 with guest speaker John Boerstler, Chief Veterans Experience Officer.

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Hashtags:

#TakeYour20

#FromTheField4TheField

#Come4TheContentStay4TheMusic

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