



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Brian Lee, CSP

Travels from: Canada

Fee Range: \$7,501 - \$10,000

Brian Lee, CSP, is one of North America's leading experts in the field of World-Class patient experience, staff engagement and culture change. He is recognized author on HCAHPS improvement and Value-Based Purchasing. Brian is known for his passion and enthusiasm in delivering inspirational keynote presentations that create impact and bring transformation to healthcare organizations.

Two trademarks of Brian's keynotes are his humor and audience engagement. His high energy presentations are always timely, relevant and packed full of useful tools. Practical applications are backed by moving stories taken from his real life experiences. Brian engages each audience and captures their imaginations with

content that is customized so that each listener believes he is talking directly to them. He collaborates with each client to custom tailor each presentation.

Brian has been a passionate lifelong student of customer service and its effect on both organizational effectiveness and staff retention. He educates his audiences about the "how-to's" of developing patient, staff, and physician loyalty. He models how to inspire hope and commitment and to bring a renewed passion for care-giving. For two consecutive years Brian has been evaluated by the International Customer Service Association Conference as the number-one-rated Customer Service Expert Speaker in the World.

Brian Lee is also sought after as an executive leadership coach, either one-on-one for the entire Senior Leadership Team. A recognized leader and researcher, Brian has written extensively: his most well-known books, *Keep Your Nurses for Life* and *Satisfaction Guaranteed* have become 'required reading' for healthcare leaders everywhere. *Satisfaction Guaranteed* is now in its 24th printing.

Brian Lee is Chief Executive Officer of Custom Learning Systems Group Ltd., a leading provider of culture-change and training solutions to healthcare organizations across North America. He is also the founder of the Healthcare Service Excellence conference. In the past 30 years in business, Brian and his team have worked closely with healthcare organizations on several continents to achieve breakthrough results in improving the Patient Experience and Staff Engagement.

Brian has also developed the highly acclaimed Hospital of Choice – Service Excellence Initiative™ that has brought cultural change and organizational transformation to health care organizations throughout North America.

Most Requested Programs...

- The Magic of Engagement™
- Secrets of Creating a First Class Patient Experience™
- The HCAHPS Hospital of Choice™
- Every Breath You Take™