



JEFF MORRIS MD, MBA, FACS, FRCSC

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STUDER GROUP SPEAKERS  
SPEAK FROM **Experience**

## About Studer Group

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*"Culture outperforms strategy every time, and culture with strategy is unbeatable!" ~Quint Studer*

Studer Group® has helped over 850 healthcare organizations in the U.S. and beyond achieve and sustain exceptional clinical, operational and financial outcomes. As these organizations face ever-greater quality demands, such as HCAHPS, core measures, preventable readmissions, hospital-acquired conditions, and more, they engage us to help them create cultures of execution and accountability.

Using our Evidence-Based Leadership<sup>SM</sup> framework as the starting point, we hardwire processes that get organizations aligned, accountable and agile so they can execute proven tactics quickly, consistently, and in the right sequence...and sustain the results over time. We also help them foster better integration with physicians and other service providers in order to create a smooth continuum of patient-centered care.

## Studer Group Speaking Division - Working Together to Accelerate Results and Create Alignment

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Studer Group's speakers and authors are eager to bring our 80 years of combined experience to your organization. Providing on-site training for your leaders is a fast and economical way to bring your entire team up-to-speed on the industry's hottest topics.

Our speakers are excited to share up-to-the-minute knowledge from their work in more than 850 healthcare organizations across America and beyond. They will fully customize their presentations to meet your needs, regardless of the topic, size of the group or purpose for the training. From Physician retreats to Leadership Development Institutes (LDIs) to Senior Leader meetings, our speakers will share best practices and updates on the latest topics.

Our speakers are results-driven performance experts who spend a significant amount of time working closely with leaders. They have up-to-the-minute knowledge of what's going on in our changing industry and see firsthand the best practices that move outcomes. They are directly involved in crafting the solutions to some of our most pressing problems; including financial challenges, patient safety & quality, pay for performance and more.

## Biography

Dr. Jeff Morris is a Board Certified Orthopaedic & Hand Surgeon (Canada), who has lived and practiced in Ohio for the past 24 years. Originally from South Africa, he completed residencies both there and in Israel and then completed a third residency and fellowship at Queen's University, Kingston, Ontario. He initially practiced in Thunder Bay and Burlington, Ontario before moving to the USA in 1990. He later gained certification in Medical Acupuncture and still maintains a part-time practice in non-surgical Orthopedics and Medical Acupuncture.



After completing his MBA at Kent State University in 2000, Jeff accepted the position of Vice President of Medical Affairs (VPMA), managing the medical staff first at one and then at two local community hospitals, both of which subsequently joined the larger Summa Health System in Northeast Ohio. When these two community hospitals engaged the StuderGroup, Jeff served as the internal physician champion and helped to elevate the culture of service and enhanced communications to new heights, giving them a significant competitive advantage over others in the area. This resulted in significant improvement in physician and employee engagement, as well as in the patients' perception of the quality of care being delivered.

Jeff joined StuderGroup as a part-time physician coach in May 2010 and transitioned to a full-time physician coach position in July 2012. He also teaches Healthcare Marketing in the Kent State University Healthcare Executive MBA Program, serves as an Independent Medical Examiner and has coauthored a number of books.

During more than 30 years of clinical practice and 12 years of physician executive leadership, Jeff appreciates very real connection between improved provider communication, a more positive patient experience and superior clinical outcomes, all translating into a greater market share, reduced liability risk and improved reimbursement. In his role as a StuderGroup physician coach, he enjoys sharing his passion for servant leadership, service excellence and improving the patient experience and has worked with many physicians and medical staff leaders, both local and across the country, to "connect these dots."

As a licensed and instrument-rated pilot, he recognizes the many "patient safety" lessons, like the use of checklists, that we can learn from the world of aviation. He uses his experiences as a private pilot to teach colleagues and staff about the many safety, communication and performance correlations between the aviation and healthcare industries.

Jeff is excited to share his insights into engaging physicians, building trust and improving collaboration and communication between physicians and other healthcare professionals while, at the same time, improving patient compliance, clinical outcomes and physician satisfaction with their professional work and personal lives.

## Jeff has Spoken at the Following Conferences

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### Events/Speaking Engagements:

- The Association for Medical Imaging Management (Ohio)
- American Association of Healthcare Administrative Management (AAHAM – Western Reserve)
- Summa Southwest Region - Physician Leadership Group (Ohio)
- EmCare South Leadership Conference
- EmCare National Conference
- Kent State University – Healthcare Executive MBA Program (Kent, OH)
- Carle Foundation - Physician Leadership Training (Champaign-Urbana, IL)
- AdventistHealth, Health Managers Network (Portland, OR)
- Medical University of South Carolina Excellence Initiative (Charleston, SC)
- Mercy Graduate Medical Education - Faculty Development Institute (Toledo, OH)
- Creighton University Medical Center – Graduate Medical Education Conference (Omaha, NE)
- UW Medicine Leadership Development Institute (Seattle, WA)

## Hear What Organizations are Saying about Jeff

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“You are a master presenter. Great job. .... May be the highest rated Faculty Development Institute we have had.”  
(Robert Kahle, Ph.D. Director, Faculty Development and Educational Outcomes Mercy Graduate Medical Education, Toledo OH)

“Great use of humor, very engaging, able to engaged some of Faculty who historically do not participate or buy in.”  
(Mercy Graduate Medical Education – Faculty Development Institute)

“Characterized by clarity and interest and kept the audience at a high level of attention throughout the presentation.” (Mercy St. Anne – Toledo, OH)

“Dr. Morris is clearly gifted with an especially genuine presentation style that enhances his connection to the audience. I was impressed.”

“WOW ... and I think we would all agree. Can't say enough about this speaker. Fantastic for physician buy-in and understanding.”

“Dr. Morris spoke so easily to us. He reeled us all in gently and, once caught, we didn't want him to end.”

“Dr. Morris was a wonderful speaker! I usually have a hard time paying attention at functions such as this but he kept my attention the entire 2 hours!”

“I believe Dr. Morris truly believes in what he teaches and is passionate about sharing it with others.”

“I have never seen as good a presentation on AIDET® - a subject that can be off-putting was delivered in a pragmatic way that reinforced its value.”

“Dr. Morris knew the subject matter and presented it in a realistic fashion. Most importantly, he connected with the audience, which kept our attention and allowed us to associate his points with our roles.”

“Dr. Morris was very knowledgeable and comfortable presenting his material. Giving some personal experiences / examples makes the material seem a bit more real. It was time very well spent!” (The Aroostook Medical Center)

“Nothing but positive feedback & folks seem incredibly motivated, with a renewed sense of clarity...”  
(Carle Foundation)

# Speaking Topic

## Common Sense Communication, Uncommonly Used (& the Connection to the Patient Experience)

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Residents & Medical Students, Healthcare Managers & Directors, C-Suite / Senior Leadership **Length:** 1 - 1.5 hours

Clinical providers frequently regard a positive patient experience with being “fluff” or a fruitless exercise in “smile school” or “giving the patient what they want.” However a positive patient experience is largely dependent on tweaking communication skills (verbal, vocal and visual) in a way that helps to build trust with and engage the patient in his / her care. This presentation reframes communication skills as, essentially, clinical skills and cites the evidence demonstrating that enhanced clinician communication skills, if consistently implemented, elevates the patient experience. It also “connects the dots” of the positive patient experience to things that matter and that give us a competitive advantage - enhanced reputation, greater market-share, increased reimbursement, decreased liability risk, improved clinical outcomes and reduced “professional burnout.”

### Objectives:

- Appreciate the business and clinical case for improving the patient experience will be provided, citing evidence from peer-reviewed literature
- Better understand the elements that contribute to the patient’s perception of the quality of care being delivered
- Recognize that “request fulfillment” frequently results in inferior medical care and does not always correlate with “patient satisfaction”
- Gain tools and tactics that, if implemented consistently, will result in a positive patient experience

## The Art & Challenge of Coaching Colleagues to Enhanced Performance

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Healthcare Managers & Directors, C-Suite / Senior Leadership **Length:** 1 - 1.5 hours

Too often, we approach collegial coaching from a position of authority or power, resulting in a defensive response. The reality is that successful collegial coaching demands understanding of drivers of behavioral change and recognition of WIIFM (What’s In It For Me) for colleagues being coached. This presentation covers the WHY, WHAT & HOW – the art & science of creating “buy-in” and making your colleagues more receptive to change, utilizing Emotional Intelligence as well as proven coaching tools & techniques.

### Objectives:

- Understand how to create “buy-in” and a “burning platform” for change
- Appreciate the value of “transparency” as a driver of behavioral change
- Learn non-threatening coaching-conversation skills
- Utilize proven coaching tools & techniques to effect behavioral change

## Speaking Topic

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### The Alphabet Soup of CG-CAHPS, H-CAHPS & ED-CAHPS: Why Should I Care?

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Residents & Medical Students, Healthcare Managers & Directors, C-Suite / Senior Leadership **Length:** 1 - 1.5 hours

There are many acronyms in the healthcare environment but the various “CAHPS” surveys and their impact are poorly understood by many, especially clinical providers. This presentation revisits the “Communication” domain in the various “CAHPS” surveys and cites the evidence demonstrating that enhanced communication skills, if consistently implemented, elevates the patient experience and results in increased reimbursement, decreased liability risk, reduced 30-day readmissions and improved clinical outcomes.

#### Objectives:

- Describe the concepts of CG-CAHPS, H-CAHPS and ED-CAHPS and Value-Based Purchasing and the connection to the patient experience
- Explain quality and patient experience data transparency in the public domain and its direct financial impact on physicians and hospitals
- Cite evidence from peer-reviewed literature, demonstrating that consistent implementation of the tools and tactics provided result in a positive patient experience, increased reimbursement, decreased liability risk, reduced 30-day readmissions and improved clinical outcomes

### It's Your Garden – A Modern Healthcare Leadership Paradigm

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Healthcare Managers & Directors, C-Suite / Senior Leadership **Length:** 1 - 1.5 hours

Most physicians and many others in the healthcare industry do not get any formal training in leadership yet they are frequently thrust into leadership positions and left to fend for themselves. However leadership has been identified as the most important ingredient in transformational improvement. This presentation discusses the real role of leadership in an uncertain healthcare world and how effective leaders create, articulate and communicate the vision and lead the journey to an ever-changing destination.

#### Objectives:

- Understand the guiding principles of effective leadership
- Recognize the physicians' roles as both formal and informal leaders
- Identify and overcome some common barriers to effective leadership & communication
- Recognize that there are seeds of agreement in every disagreement
- Understand the “divergence of priorities” of various stakeholders how to develop a shared agenda, with the patient at the center
- Recognize that healthcare leaders essentially drive the culture in their organizations and determine whether their “garden” flourishes or is overgrown with weeds

# Speaking Topic

## Engaging Physicians: the Art & Science of Building Trust & Partnership

**Audience:** Physicians, Nurses, Healthcare Managers & Directors, C-Suite/Senior Leadership

**Length:** 1 - 1.5 hours

If physicians don't trust those that lead them, they will (at best) become indifferent and uninvolved in organizational efforts. More likely, they will protest and resist efforts to defend their differing agendas. The foundation for positive engagement and partnership with physicians is building trust, yet most organizations struggle with the "divergence of priorities" and the lack of trust between Administration and physicians. This presentation identifies some key drivers of physician trust and engagement and outlines some practical ways to build a collaborative culture with aligned strategies with physicians, both employed and independent.

### Objectives:

- Understand the key drivers of physician trust and engagement
- Implement tools to address the lack of trust between Administration and physicians
- How to develop a shared agenda, notwithstanding the "divergence of priorities"
- Utilize tools and techniques that focus on things that are important to physicians and that drive a collaborative culture and aligned organizational strategies

## Enhancing the Patient Experience in the PeriOperative / Procedural Environment

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Residents & Medical Students, Healthcare Managers & Directors, C-Suite / Senior Leadership **Length:** 1 - 1.5 hours

The PeriOperative and Procedural world is (at least at this point) still a fairly profitable venture and the contribution margin from these areas remains vital to the financial success of almost every healthcare organization. CEOs and CFOs generally love to improve the reputation and enhance the brand promise of operative and procedural services because of the margins that they bring. That being said, there is a huge recognition gap in "connecting the dots" of enhanced communications and the patient experience in the PeriOperative and Procedural environment - Surgery, Anesthesia, Endoscopy, OB/Gyn, Interventional Radiology, Interventional Cardiology etc. This presentation identifies the specific but commonly identified gaps in this anxiety provoking environment and outlines simple communication tools that can address and positively impact these opportunities that would make it more likely that patients and providers would choose your facility for their surgical / procedural care, giving you a significant competitive market advantage and would bring a demonstrable ROI to the organization.

### Objectives:

- Recognize the nuances and special circumstances in the PeriOperative and Procedural environment - Surgery, Anesthesia, Endoscopy, OB/Gyn, Interventional Radiology, Interventional Cardiology etc.
- Identify opportunities for improvement and implement customized small changes that can greatly impact the positive patient experience in your procedural facility, whether inpatient or ambulatory
- "Connect the dots" of the positive patient experience to enhanced reputation, greater market-share, increased reimbursement, decreased liability risk, improved clinical outcomes and reduced "professional burnout"



# Speaking Topic

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## Working with Challenging Patients & CoWorkers

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Residents & Medical Students, Healthcare Managers & Directors, C-Suite/Senior Leadership **Length:** 1 - 1.5 hours

We all deal, at times, with rather challenging patients and / or coworkers. However, unfortunately, we do not always have the understanding of what drives this challenging behavior or how to handle it. This presentation explores the things that often underlie these behaviors and offers tools to minimize such behaviors and set expectations early on in the employee or patient relationship, as well as techniques for dealing with challenging behaviors when they occur.

### Objectives:

- Identify what drives challenging behavior in coworkers and / or patients
- Implement effective selection and orientation tools when recruiting
- Learn how to set expectations & minimize “variance” in behavior
- Master various models of “difficult conversations” depending on the behaviors exhibited and any prior actions

## Cleared for the Approach: What Pilots Can Teach Us About Patient Safety

**Audience:** Physicians, Nurses, Mid-Levels, Allied Health Professionals, Residents & Medical Students, Healthcare Managers & Directors, C-Suite/Senior Leadership **Length:** 45 mins - 1 hour

If 99.9% were good enough, there would be a major plane crash every 3 days. While airline passengers face about a 1-in-10 million chance of dying in a plane crash, it is estimated that the chances that a patient will die as a result of medical error is about 1-in-300 worldwide. More than 30 years ago, as a consequence of a series of fatal mistakes, the aviation industry increased their scrutiny and came to recognize that the majority of adverse aviation events resulted from human error, especially failures in communication, leadership and decision-making. While the aviation industry learned from these accidents and implemented many measures to address them – such as specific communication protocols, checklists etc. - the healthcare industry lags way behind in reducing the risks that we put on patients who come under our care. While aviation-safety principles are not wholly transferable to healthcare, there are many similarities. This presentation explores what we in healthcare can learn from the aviation industry about human error and what we can do to create a culture and environment that enhances patient-safety at all levels.

### Objectives:

- Identify the real risk that patients under our care face every day
- Recognize that medical errors are generally due to human error
- Understand that medical errors cannot be completely eliminated but, learning from aviation-safety strategies, implementation of specific patient safety measures can significantly reduce the risks patient face in healthcare facilities
- Recognize that creating a culture of patient safety requires effective leadership



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## Contact Us:

If you would like more information on hosting one of our nationally recognized speakers at your organization, contact Genevieve Kurpuiš at 850.934.1099 or by email at [genevieve.kurpuiš@studergroup.com](mailto:genevieve.kurpuiš@studergroup.com).



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