

## *Experience as a Differentiator: Opportunities at the BHN*

*presented by*

### *Gerard Lupacchino, MBA, CPXP*

Gerard Lupacchino is the senior vice president for Human Experience for Hartford HealthCare. His department oversees the development, implementation and metrics associated with patient experience and customer relations, shaping the interactions for over 1.7 million interactions annually. Prior to joining HHC in 2015, Gerry was a senior partner at the New York offices of Korn Ferry International, overseeing the leadership and talent consulting practice for global financial markets. Prior to his work at Korn Ferry, Gerry helped to build the largest diversity and inclusion training firm in the US, ultimately being acquired by Goldman Sachs' urban investment team. Gerry has an MBA from the University of Hartford with a focus in organizational development, and has an advanced human resources certification from the Cornell School of Industrial and Labor Relations.

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### *Erica Moura, LCSW, MBA, CPXP*

Erica Moura is the Director for Human Centered Care for the Behavioral Health Network. After working as a social worker in clinical care settings across the Institute of Living since 2007, Erica went on to manage the behavioral health team at Hartford Hospital's psychiatric emergency department (purple pod), in 2018. As a leader, she wanted to support and empower her staff to be able to improve the patient experience and started the Purple Light Project in 2020, an initiative to support and resource our emergency psychiatric patient's basic needs. The Purple Light Project has also provided education symposiums for front-line staff to improve the patient experience. Erica is a Certified Patient Experience Professional (CPXP), has a Master's Degree in Clinical Social Work from Smith College and a Master's in Business Administration for Healthcare Administration from Western Governor's University.

**6/30/2022 12:00:00 PM**

<https://hartfordhealthcare.zoom.us/j/91918432777>

**Learning Objectives:** *As a result of participating in this Live Activity, participants should be able to:*

1. Learners will be able to identify how patient experience is measured, why we measure the way we do and what experience scores are saying.
2. Learners will learn the correlation between patient and employee experience scores and its implications.
3. Learners will see how working well together as a team has a direct impact on the patient experience.

**Accreditation Statement:** In support of improving patient care, Hartford HealthCare is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC) to provide continuing education for the healthcare team.

**Credit Designation Statement:** Hartford Healthcare designates this Live Activity for 1.25 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. Physicians should only claim credit commensurate with their participation. This activity is approved for 1.25 ANCC contact hour(s).

**Social Work:** As a Jointly Accredited Organization, Hartford HealthCare is approved to offer social work continuing education by the Association of Social Work Boards (ASWB) Approved Continuing Education (ACE) program. Organizations, not individual courses, are approved under this program. State and provincial regulatory boards have the final authority to determine whether an individual course may be accepted for continuing education credit. Hartford HealthCare maintains responsibility for this course. Social workers completing this course receive 1.25 Other continuing education credits.

#### **Financial Disclosures:**

- Nothing to disclose: Ellen Blair (Nurse Planner); Michael Dewberry (Course Director); Gerard Lupacchino (Speaker); Erica Moura (Speaker); Bharat Narayana Reddy (Program Director); Erica Iyamu-Osagie (Social Work Planner); Paula Rego (Activity Coordinator); Javeed Sukhera (Co-Director and Sponsor);

