



*Scott McKain*  
**SCOTT MCKAIN**

## Focus Healthcare

In today's Facebook/Twitter/Social Media world, a dissatisfied patient or family now has a platform to broadcast their opinions regarding your organization, institution, or practice to the world in an instant.

In this volatile environment, it's never been more important to understand and execute the steps necessary to create the "Ultimate Patient Experience."™

Bestselling author and business leader Scott McKain can show you how.

And, consider this important point: How can a prospective patient tell the difference between you and your competition?

Scott's research and insight from his bestseller, "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails," will reveal how to trump your rivals in the hyper-competitive healthcare marketplace. "Collapse of Distinction" was named by the "Miami Herald," "Sacramento Bee," "Huffington Post" and scores of additional major media outlets as one of the "Top Ten Business Books of 2009."

Scott has business experience in health care, as former Vice Chairman of a company that owned a medical practice. He has spoken to important organizations in many fields of health care - from Kaiser Permanente to Mentor; from Munich Health to Harvard Pilgrim; from the American Academy of Cosmetic Surgeons to GHX/Global Healthcare Exchange.

And, he has personal experience, as well. Scott spent five years as caregiver for his terminally ill wife. He has experienced every level of health care...from early diagnosis to hospice...and just about every stop in-between. It gives Scott a unique perspective - and one of deep appreciation for professionals in all areas of the industry.

Based upon the concept he pioneered in the early 1980s of the "Ultimate Customer Experience"®, Scott insists there are three separate and progressive levels of interaction with every patient and family. If you aren't aware of those levels - and how to build engagement at each of them - you cannot truly create an "Ultimate Patient Experience."™

Scott McKain can engage, inform, inspire, and enthrall your audience - and deliver insight that will enhance your organization for the future!