

# **Kristin Baird**

**CEO at Baird Group**

Fort Atkinson, WI, US

Healthcare's customer service guru who ignites passion for the patient experience.

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## **Biography**

Author, speaker, consultant, and industry expert, Kristin Baird is president of the Baird Group, a consulting firm dedicated to transforming healthcare culture and shaping the patient experience. Baird and her team excel in helping healthcare leaders first understand the patient experience with their organizations, then guide them in strategies to close the gap between the current reality and the desired service vision.

To help her healthcare clients understand the patient experience on a deep level, Baird has refined a mystery shopping methodology that sheds light on the current reality. Her model for service excellence has been implemented in numerous organizations across the US and includes a pragmatic approach for improving HCAHPS scores. The model incorporates strategy alignment, leadership development, and employee engagement, as well as front-line training on behavior-based standards.

Baird's passion and pragmatic approach are based on more than thirty years of healthcare experience, including nursing, marketing and business development, and hospital administration.

Baird is a prolific author and renowned industry speaker on the subject of the patient experience. She has authored *Raising the Bar on Service Excellence: The Healthcare Leader's Guide to Putting Passion into Practice*, *Customer Service in Healthcare*, and *Reclaiming the Passion: Stories that Celebrate the Essence of Nursing*. In addition, she has authored over 200 articles on a variety of topics related to organizational culture, patient experience, and employee engagement.

In 2009, Baird received an appointment from the Secretary of Health as an advisor to the Health Service Corps in Washington, D.C. Baird's primary success is in coaching and supporting hospitals and health systems in achieving their missions. Her work has been the topic of various articles and workshops with such prestigious healthcare organizations as Press Ganey, NRC Picker, Avatar International, the Society for Healthcare Strategy and Market Development, the National Association for Healthcare Quality, the Medical Group Management Association, the Beryl Institute, and the Forum for Healthcare Strategists.

Baird earned her Bachelor of Science degree in Nursing from the University of Wisconsin—Madison and a Master of Science degree in Health Services Administration from Cardinal Stritch College.

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## **Availability**

Keynote, Workshop, Author Appearance

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## **Industry Expertise**

Health Care - Providers, Health Care - Services

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## **Areas of Expertise**

Patient Experience, Customer Service in Healthcare, Leadership and the Patient Experience, Hcahps

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## **Affiliations**

AONE, SHSMD, MGMA, WHPRMS, ACHE

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## **Sample Talks**

### **Quality through the Eye of the Beholder - Understanding the Patient Experience**

Every patient experience is comprised of numerous moments of truth that can build or erode trust in an instant. Understanding and managing those moments of truth makes all the difference in the world. In this humorous, yet thought-provoking presentation, Kristin Baird demonstrates how to create a more positive patient experience.

### **Reclaiming Your Passion for Nursing**

Dynamic, inspiring, and humorous, Kristin Baird helps nurses reconnect to their personal passion for nursing. Baird's light-hearted, yet moving stories, challenge nurses to rekindle their passion for their chosen profession. Based on her book, by the same name, this keynote is a hit for hospitals and nursing organizations alike. They'll laugh, they'll cry, and they'll leave with a stronger connection to purpose.

### **Lead, Follow or Get Out of the Way - The Leader's Imperative for Creating a Service-Driven Culture**

This engaging, thought-provoking session inspires healthcare leaders at all levels to re-examine their role in the organization's culture. A captivating storyteller, Baird uses stories and case examples to bring key points to life.

### **The Power of One**

Everyone who works in healthcare has multiple opportunities to make a difference in the lives of patients and the people who care for them. This inspiring presentation helps healthcare workers to connect to purpose and to identify the little things that make a big difference.

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## **Event Appearances**

**The Power of One - Making Every Patient Encounter Count**

### **Reclaiming Your Personal Passion for Nursing**

National Association of School Nurses - Closing keynote

### **CSI Meets the Flintstones - Using New Information to Change Old Ways**

Beryl Institute - Patient Experience Conference

### **Improving Outcomes – Lead, Follow or Get Out of the Way!**

NRC Picker Annual Conference

## **Education**

**University of Wisconsin**  
BSN Nursing

**Cardinal Stritch University**  
Masters of Science Health Service Administration

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## **Accomplishments**

### **Award of Professional Achievement**

In 2009 Baird received the Award of Professional Achievement from the Wisconsin Healthcare Public Relations and Marketing Society. The award is granted to an individual who has demonstrated professional excellence in healthcare marketing, public relations and communication. Baird achieved Fellow status with WHPRMS in 1995.

### **Author - Reclaiming the Passion -Stories that Celebrate the Essence of Nursing**

Baird created this collection of nurse's stories that help nurses rekindle the passion for their chosen profession. Through stories and journaling exercises, nurses are inspired to reflect and rekindle their passion.

### **Author: Raising the Bar on Service Excellence - the Healthcare Leader's Guide to Putting Passion into Practice**

This book guides healthcare leaders through culture-shifting steps that improve patient satisfaction and employee engagement.

### **National Advisor to the National Health Service Corps**

Baird received an appointment from the Secretary of Health in 2009 to serve on the national advisory council for the National Health Service Corps.

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