



## CASSANDRA CROWE, VP & CHIEF EXPERIENCE OFFICER



Dynamic professional with a proven track record of dramatically increasing quality, level, and experience of medical care for patients, families, staff, and communities via a holistic, systematic, and results-focused approach. Adept at creating centers of operational and service excellence, spearheading high-impact strategies, plans, and initiatives. Expands offerings and opportunities, developing customer-centric programs and multidisciplinary powerhouses. Maximizes efficiency and organizational cohesion, driving collaboration on mutually satisfying missions and goals. Amplifies support and involvement, forging influential relationships with key public, legislative, and media entities. Builds, motivates, and directs best-in-class teams, providing training, development, and leadership by example.

Sharp HealthCare is a not-for-profit health care system based in San Diego, California, with four acute care hospitals, three specialty hospitals, three medical groups and a health plan. We provide medical services in virtually all fields of medicine, including primary care, heart care, cancer, orthopedics, stroke/neurology, women's health, rehabilitation, robotic surgery, bariatric surgery, chemical dependency and behavioral health.



## DEPARTMENT BREAKDOWN

### WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Transforming outcomes of patients through engagement solutions and staff training

### WHAT IS YOUR CURRENT TECHNOLOGY STACK?

Epic as of Fall 2023, Workday, Strata

### HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

12 / 1900

### WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

Up to \$10 million

## PROJECT INSIGHTS

### PROJECT OR INITIATIVE DESCRIPTION

Reinvigorating the basics of The Sharp Experience. Sharp experience basic training for all staff and physicians. Revised new leader/new employee orientation. DE&I training.

### WHAT NON-BUDGETARY CHALLENGES DO YOU ANTICIPATE?

Recruitment

### WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

Engagement and Experience, Leadership development

### WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

FY25

### WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$20 to \$50 million



**What technology/services are of strategic importance to you in the next 12 months?**

**Please indicate level of need/importance below.**

**We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.**

Real-Time Data, Gamification, And Recognition: Bridging The Gap Between Employee Engagement And Patient Experience	A
Help Ensure Patients And Families Receive The Care And Respect They Deserve And Support The Well-Being Of Care Team Members	C
Consumer Expectations Applied To Health Care	B
Patient Engagement To Better Outcomes And Increase Service Line Growth And Patient Retention	C
Enterprise-Wide Patient Access	B
Shorter wait times and easier appointment scheduling = happier patients.	B
Offer multiple communication channels (phone, email, text) for patient convenience.	E
Empower patients with self-service tools for accessing records and scheduling appointments.	C
Provide educational resources and clear explanations of treatment options to enhance engagement	E
Mhealth: The Mobile Shift To Patient Care	C
Consumerizing And Personalizing Connected Health	B
Gather patient feedback and use it to continuously improve the care experience.	B
Personalize communication and care plans to address individual patient needs.	B
Enable Call Center Agents To Deliver On-The-Fly, Highly Personalized, World-Class Patient Experiences	D
Personalizing The Healthcare Experience By Understanding Individual Drivers Of Loyalty	B
Cloud-Based Patient Experience, Education And Engagement Solutions To Increase Top Line, Reduce Costs And Improve Outcomes	B
Loyalty in Healthcare through patient journey touchpoints.	C