



## **Sacred Heart Endowed Chair Symposium**

### ***Closing the Generational Experience Gap – Driving Improvement on the Patient Experience across the Continuum***

**October 3, 2025**

Mount Marty University Marion Auditorium, 1105 W. 8<sup>th</sup> Street, Yankton, SD  
And via Zoom – register to receive the Zoom link – link will be sent 3 days prior to event

**Overall Objectives:** With five generations in the workforce caring for five generations of patients, what works to create a memorable and positive patient experience may not work for others. With expectations at an all-time high, constant change in the healthcare environment, and a need to do more with less, this highly interactive session will leverage national data from millions of patients to provide guidance on where to focus (by generation) and most importantly what we can do as healthcare professionals to maximize outcomes. Experts will share insights and strategies to ensure a safe, high quality, patient-centered outcome for every patient, in every experience, every time...regardless of generation.

#### **Schedule:**

<b>7:30 am</b>	<b>Registration and check-in</b>
<b>8:00 am</b>	<b>Welcome and Prayer</b>
<b>8:05 am</b>	<b>Explanation of Generational Differences &amp; the Patient Experience</b> <i>Martin Wright BA, Partner, Strategic Consulting, Press Ganey LLC</i>
<b>9:20 am</b>	<b>Break</b>
<b>9:30 am</b>	<b>Panel Discussion</b> <i>Martin Wright BA, Jason Pettigrew EdD, Human Resources Officer Avera</i>
<b>10:45 am</b>	<b>Break</b>
<b>10:55 am</b>	<b>Exploration of the Multigenerational Workforce</b> <i>Jason Pettigrew EdD</i>
<b>12:00 pm</b>	<b>Conclusion</b>