SIGNATURE KEYNOTE FOR HEALTHCARE LEADERS

The Service Drift Effect

Why Patients Don't Experience Your Average



Barbara Khozam, CSP, AS, CPXP

2,100+ presentations | 95,000+ people | 12 countries

Same policies. Same training. Same logo on the door.

And still, one location earns glowing reviews while another drives the complaints. That gap between the experience leadership designed and the one patients actually get is Service Drift. Barbara shows leaders where it hides and what it takes to close it.

YOUR LEADERS WILL

1. See the three ways drift shows up: person to person, shift to shift, and location to location.
2. Pinpoint where drift starts: the phone, the front desk, the handoff, and the delay.
3. Give every team member the same words for upset or waiting patients.
4. Build simple leader habits that hold the gains after the training ends.

THE METHOD

Find It.
Mystery calls, visits, interviews, and review mining show what patients actually get.

Fix It.
Leaders first, then staff, trained on the exact moments where service breaks.

Hold It.
Coaching, reinforcement, and a 90-day re-shop prove the fix stuck.

13th to #1

A large California health system location moved from 13th of 13 to #1 statewide on Reception Helpfulness and Nurse Care and Concern. Held since 2018.

High 90s

"Within 90 days our ratings soared to the high 90 percentile with less than 1% of patient complaints."

Linda Smith, Supervisor, United Health Centers

100%

of nurse leaders found the keynote valuable. 99% would hear Barbara again.

Wisconsin Organization of Nurse Leaders, 2026 (113 responses)

Formats: Keynote | Research-driven keynote with mystery calls or visits | Keynote plus leader breakout

Healthcare clients include: Optum, SCAN Health Plan, Kentucky Health Center Network, Desert Oasis Healthcare, Naval Medical Center San Diego

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