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COALITION FOR CONTINUOUS  
IMPROVEMENT IN HEALTHCARE

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# PRESS RELEASE

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## CCIH Sponsors Voice of the Customer Workshop

**October 6, 2009:** The Coalition for Continuous Improvement in Healthcare is sponsoring a transformational workshop on the Voice of the Customer in Healthcare.

The Workshop is a fast paced, interactive 1 1/2 day workshop facilitated by Rob Lawton, bestselling author of *Creating a Customer Centered Culture: Leadership in Quality, Innovation and Speed*.

**Day One: "Achieving 8 Dimensions of Excellence: How to Align Strategies, Measures and Customer Priorities"** will be held Tuesday, October 27, 1 pm – 5:30 pm at Minnesota State University – Mankato, 7700 France Ave., Edina, MN (Mankato's Twin Cities facility)

**Day Two: "The 12 Voices of the Customer: Uncover, Translate and Measure What the Customer Wants"** will be held on Wednesday, October 28, 8 am – 5 pm at Minnesota State University – Mankato, 7700 France Ave., Edina, MN (Mankato's Twin Cities facility).

Register at: <http://www.imtc3.com/events/UpcomingEvents.cfm>

**Achieving 8 Dimensions of Excellence** is an interactive session for change leaders seeking strategic alignment with customers by using new tools that enable strong alignment between Baldrige Criteria, strategy and customers.

**The 12 Voices of the Customer** is a refreshing new way to uncover and translate the mind of the customer. Participants will learn to consider the 7 most common ways to collect customer needs and determine who your customers really are in every context.

Rob Lawton uses a provocative, humorous and highly interactive style to create truly new insights into innovation, excellence and the mind of your customers. His passion for his topics is contagious. Voice of the Customer is being used by client throughout the world, included the Mayo Clinic, Park Nicollet Clinic, Dartmouth-Hitchcock Medical Center and Blessing Healthcare.

The Coalition for Continuous Improvement in Healthcare provides members with Lean Healthcare Continuous Improvement curriculum. Current members include several Minnesota State Colleges. Our Lean Healthcare Program helps healthcare organizations build safety, consistency, cooperation, quality and better bottom line performance to day-to-day operations by training and empowering leadership and staff to expand how they use their skills and experiences. For more information on the CCIH, please visit our website at [www.ccihlean.net](http://www.ccihlean.net)

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