



TAMI GAINES

Keynote Speaker | Business Accelerator | Entrepreneur | Author

TAMI'S REVENUE-DRIVING FORMULA:



Engaged Staff + Highly Satisfied Patients = Higher HCAHPS Scores

The Story Behind Tami's Healthcare Transformation Expertise

When CareWell Health Medical Center (formerly East Orange General Hospital), an inner-city community hospital saw their HCAHPS scores plummeting and employee turnover reaching critical levels, they turned to Tami for answers. What happened next would establish a pattern that has defined her career: remarkable turnarounds that connect employee engagement to patient satisfaction and ultimately to the bottom line.



From Crisis to Clarity



As Manager of Human Experience for CareWell Health Medical Center with almost 40,000 patients annually and 1,500 doctors and employees, Tami walked the hospital halls at all hours, speaking with overnight nurses, observing patient interactions, and identifying the disconnects that were sabotaging both employee morale and patient perceptions. "The solution was hiding in plain sight," Tami often recalls. "The staff who felt valued created positive patient experiences that were valued and memorable." Within six months, her integrated approach addressing both the "front of the house" (patient experience) and the "back of the house" (employee experience) had begun generating measurable improvements in key metrics.

THE EMERGENCY ROOM CHALLENGE



When New York City's Health & Hospitals Corporation faced a crisis with emergency department HCAHPS scores across multiple facilities, they needed someone who could deliver results in the most challenging healthcare environment. Emergency departments at Kings County Hospital Center and Harlem Hospital Center had become flashpoints for patient dissatisfaction, with poor handoffs between staff emerging as the leading cause of complaints and conflict.

Tami developed a targeted training program focusing specifically on communication and handoffs between emergency room staff. "The moments of transition represent the greatest risk for patient experience," Tami explains. "When we improved those critical handoffs, we saw immediate improvements in both care quality and patient perception. By the way, we started seeing a real difference after everyone played Nerf basketball for an hour!" The program produced such immediate positive results that Tami was invited to present her methodologies directly to the NYC Health + Hospitals Board of Directors. "Emergency departments are where healthcare and emotions are at their most raw and human," she says. "When we elevated the human experience there, everything else followed."



The NICU Journey: From Personal Experience to Professional Transformation

SUNY Downstate Medical Center's Neonatal Intensive Care Unit faced a unique HCAHPS challenge: low scores because of poor communication between staff and patients. How could they improve compassionate family communication during extended, high-stress patient stays? They turned to Tami for a reason that went beyond her professional expertise—her profound personal experience. "Having spent over a year with my twins in the NICU, I experienced firsthand the impact that every interaction, update, and explanation had on our family's emotional well-being," Tami shares. "That experience transformed my understanding of healthcare communication. By the way, that led me to write *Preemie Parent, 26 Ways to Grow with Your Premature Baby*."



Tami worked closely with NICU doctors, nurses, and support staff to develop communication protocols that acknowledged both medical realities and family emotional needs. The program created a framework for consistent, compassionate communication that supported families through their NICU journey while reducing staff burnout associated with emotional caregiving.



Building Healthcare Excellence Through Education

Tami's ability to translate complex healthcare challenges into actionable training programs has made her a sought after developer of educational content:

- Provided executive-level presentation skills, communication training, and personalized coaching for 30 hospital C-suite executives, enhancing their ability to lead organizational change and communicate their vision effectively
- Hospital administrators implementing her acute care and oncology supportive care sales training programs saw a 20% increase in business development opportunities
- Her training program for the groundbreaking diabetes medication Levemir® transformed how East Coast sales teams communicated complex benefits to healthcare providers
- During a major nutraceutical launch that included 30 products, she developed a comprehensive curriculum (with CEU credits) for 175 healthcare representatives that seamlessly integrated scientific knowledge with practical and immediate application.

THE FORMULA THAT CHANGES EVERYTHING

Today, healthcare leaders invite Tami into their organizations because her approach consistently delivers what others can't: the vital connection between employee engagement, patient satisfaction, HCAHPS scores, and revenue growth.

A Chief Experience Officer at a regional health system recently remarked, "Tami doesn't just understand healthcare metrics—she understands healthcare humans. That's why her results last long after her training ends."

– D. Roney-Boyd



FEATURED SPEAKING TOPICS

Every healthcare organization faces unique challenges. Tami begins with a targeted discovery process to identify your specific pain points, then designs interactive, engaging programs that address these issues directly. Her approach delivers not just momentary enthusiasm but lasting, measurable results that transform your metrics. While each program is customized, these signature topics consistently drive transformative outcomes:



THEY FIRED CHANGE? A TRUE STORY OF ORGANIZATIONAL TRANSFORMATION

Explore the paradox of successful organizational change colliding with institutional resistance. This case study reveals how implementing systemic employee experience improvements led to higher engagement, accountability, and mission alignment—only for the change catalyst to be terminated at the peak of success. Learn how Tami navigated this transformation and gain strategies for managing similar challenges in your organization's evolution.



PATIENT EXPERIENCE POWERS PERFORMANCE: TRANSFORMING CRISIS INTO EXCELLENCE

Discover how patient experience became the catalyst for transforming a troubled inner city hospital plagued by violence and complaints into a high-performing care center. This presentation demonstrates the direct link between patient experience initiatives and key metrics including HCAHPS scores, patient retention, and clinical outcomes. Learn practical strategies for building effective patient experience programs that drive institutional excellence and financial performance.



BUILDING TEAMS, COMMUNITY, AND LEADERS TO DRIVE HCAHPS SCORES

Low HCAHPS scores create cascading effects on hospital operations and finances. Learn how investing in team development, community engagement, and leadership training directly improves HCAHPS performance and financial stability. This presentation provides practical frameworks for building engaged healthcare teams that deliver superior patient experiences while securing favorable insurance partnerships through elevated scores.





THE CRITICAL CHAIN: HOW HEALTHCARE HANDOFFS DRIVE OUTCOMES

Handoffs represent pivotal moments where errors cascade or excellence multiplies. This presentation examines how optimizing patient transfers and cross-team communication impacts care quality, patient safety, and operational efficiency. Learn strategies for standardizing handoff protocols that reduce medical errors, improve patient satisfaction, and enhance team performance—creating smoother operations and better outcomes.



CLIENT FEEDBACK



After struggling with stagnant HCAHPS scores for three consecutive quarters, we brought Tami in to assess our emergency department operations. Her targeted approach to improving staff communication and handoffs completely transformed our patient experience metrics. Within just four months, our HCAHPS scores improved by 22% and patient complaints decreased by over 30%. What impressed me most was how Tami connected employee engagement directly to our financial outcomes - her formula works. The ROI on her program has been extraordinary."

J. Garcia, Regional Perinatal Coordinator



"Tami's work with our NICU team created a fundamental shift in how we communicate with families during their most vulnerable moments. Her personal experience as a NICU parent, combined with her professional expertise, gave her insights that no other consultant could offer. Not only did our patient satisfaction scores increase dramatically, but we've seen a 26% reduction in staff turnover since implementing her recommendations. The financial impact has been significant, but the human impact on both our families and our team has been immeasurable."

T. Romans, Sr. Director, Managed Care



lets talk



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