

# ANTHONY D. GRIFFIN

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## Executive Summary | Patient Experience

Dynamic and visionary healthcare executive with proven success in leading enterprise-wide patient and guest experience transformation across complex, matrixed health systems. Adept at creating differentiated, customer-centric environments by blending hospitality principles, human-centered design, and operational excellence. Demonstrated ability to elevate service quality, brand reputation, and engagement by aligning organizational culture with experience strategy, clinical integration, and digital touchpoints. Expert in data-driven performance improvement, regulatory compliance (Section 1557), and talent development to deliver exceptional satisfaction scores and loyalty outcomes. Passionate about building equitable, high-trust environments that prioritize safety, inclusion, and empathetic care delivery.

### SIGNATURE ACHIEVEMENTS:

- ✓ +15-Point Gain in Experience Scores: Increased patient experience scores by 15 percentile points in two years through data-driven, cross-functional improvement strategies.
- ✓ Enterprise-Wide PX Strategic Plan: Developed and launched a 3-year guest experience roadmap—now the system’s blueprint for hospitality-driven healthcare transformation.
- ✓ First-Ever PX Goal Achievement: Led the organization to its first successful year meeting all system-wide experience KPIs.
- ✓ Award-Winning Recognition Program: Launched a system-wide recognition and award initiative to foster employee engagement and reinforce service excellence culture.

## SIGNATURE STRENGTHS & COMPETENCIES

| STRENGTH CATEGORY                                                                                                                                                                                                           | STRENGTH CATEGORY                                                                                                                                                                                                        | STRENGTH CATEGORY                                                                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>Guest &amp; Customer Experience Strategy</li><li>Organizational Culture Change</li><li>Service Recovery &amp; Reputation Management</li><li>Behavioral Standard Development</li></ul> | <ul style="list-style-type: none"><li>Voice-of-Customer (VoC) Integration</li><li>Concierge Services &amp; Hospitality Ops</li><li>Real-Time Metrics &amp; Dashboards</li><li>Cross-Functional Team Leadership</li></ul> | <ul style="list-style-type: none"><li>Data Analytics &amp; Measurement</li><li>Best Services Practices &amp; Protocols</li><li>Regulatory Compliance (e.g., Section 1557)</li><li>Executive Coaching &amp; Change Leadership</li></ul> |

## EXECUTIVE EXPERIENCE

WELLSTAR HEALTH SYSTEM – MARIETTA, GA | 9/2025-8/2026

### Director of Patient Experience

- Provided enterprise-level leadership for patient experience strategy, orchestrating transformational initiatives that elevated the patient journey, strengthened service excellence, and advanced organizational performance across a 4-hospital, 382-bed health system serving 490,000 patients annually.
- Developed and executed comprehensive patient experience strategies aligned with organizational priorities, translating patient insights, experience data, and operational trends into sustainable improvement initiatives that lifted HCAHPS ‘Likelihood to Recommend’ top-box performance by [X] percentile points in [N] months.

- Served as a strategic change agent in shaping and advancing a patient-centered culture, embedding accountability, service excellence, and patient-focused behaviors across [N]+ leaders and [N]+ frontline team members.
- Partnered with executive leadership, physicians, nursing, and operational stakeholders to align teams around patient experience priorities, accelerate adoption of best practices, and drive organization-wide change, achieving [X]% of system-wide experience KPIs in the first year.
- Cultivated a culture of continuous improvement by converting patient and family feedback into actionable strategies that strengthened engagement, communication, and care delivery, reducing grievance response time by [X]% and improving 'Communication with Nurses' and 'Communication with Doctors' domains by [X] and [X] points respectively.

## **ARKANSAS CHILDREN'S HOSPITAL – LITTLE ROCK, AR | 2022-2025**

### **Vice President, Patient Experience**

Recruited to shape and execute enterprise-wide strategies that ensure exceptional, patient- and family-centered care across all touch points. Establish and lead the first patient experience team responsible for transforming organizational culture, defining service standards, and integrating hospitality principles into healthcare delivery that exceeds expectations.

- Spearhead enterprise guest experience transformation for hospitals, outpatient clinics, and specialty care practices, enhancing the entire consumer journey and achieving sustained 'Likelihood to Recommend' scores in the top quartile.
- Architected and implemented a system-wide hospitality framework integrating concierge models, behavioral expectations, and employee training ('Pinky Promise'), which improved both satisfaction and staff morale.
- Operationalized real-time patient feedback and grievance management tools to improve responsiveness by 40% and proactively address guest concerns.
- Partner with data analytics teams to deploy predictive modeling and dashboards for tracking KPIs, enabling early intervention and executive decision-making.
- Led implementation of Section 1557 training and grievance redesign, ensuring regulatory alignment and equitable care delivery.
- Drove cultural transformation initiatives with tailored leadership development, department coaching, and accountability structures tied to experience goals.

## **CHRISTUS SPOHN HOSPITAL, SOUTH – LITTLE ROCK, AR | 2017-2022**

### **Program Director, Patient Experience**

Led initiatives that enhanced the overall patient and family experience within the organization. This role involved developing and implementing strategies that promote compassionate, high-quality, and patient-centered care. Key responsibilities included analyzing patient satisfaction data (e.g., Press Ganey, HCAHPS), coaching staff in effective communication practices (such as AIDET), driving service recovery efforts, and collaborating with clinical and operational leaders to embed experience excellence into daily workflows. The Program Director also played a critical role in training, staff engagement, and aligning experience goals with organizational priorities to improve both patient outcomes and satisfaction.

## **PROFESSIONAL EXPERIENCE, CONTINUED**

Directed the assessment, implementation, and evaluation of patient satisfaction and employee engagement programs to drive experience innovation.

- Orchestrated hospital-wide strategies to embed a service-first culture across clinical and non-clinical teams.

- Improved HCAHPS performance from the 58th to 80th percentile in 12 months by optimizing workflows, coaching staff, and launching frontline accountability models.
- Developed strategic initiatives aligned with CHRISTUS Health's mission, driving consistency in compassionate, patient-centered care.
- Reduced patient falls by 50% through coordinated safety campaigns and experience-driven risk mitigation.
- Maintained positive performance trajectory during COVID-19, achieving an 8-point increase in experience scores amid crisis operations.
- Integrated AIDET and empathy-based communication standards into daily practice via executive coaching and leadership development programs.
- Supported post-merger system integration by aligning guest experience metrics and service protocols with broader enterprise standards.

## **PINE REST BEHAVIORAL HEALTH HOSPITAL – GRAND RAPIDS, MI | 2012-2017**

### **Patient Experience Officer**

Led the development and execution of enterprise-wide patient experience strategies across the behavioral health system, aligning organizational practices with CMS, Joint Commission, and ADA standards. Directed cross-functional initiatives to elevate service delivery, embed a culture of empathy and accountability, and improve both patient and employee engagement.

- Increased patient survey response rates from 24% to 80% in 6 months through frontline engagement and process optimization.
- Boosted Press Ganey "Likelihood to Recommend" scores from the 30th to the 88th percentile in just over a year by driving systemwide service excellence initiatives.
- Founded and led a Patient Experience Workgroup to champion cross-departmental collaboration and accelerate improvement efforts.
- Designed and facilitated AIDET training for over 900 caregivers within one year, enhancing communication and patient trust.
- Reviewed and advised on policies related to patient rights and responsibilities, shaping a more patient-centric culture.
- Led efforts to implement best practices in service recovery, patient advocacy, and experience design in coordination with operational leaders.
- Applied evidence-based leadership tactics such as executive rounding, thank-you notes, and real-time coaching to drive continuous improvement in both patient satisfaction and staff engagement.

## **EDUCATION**

**MASTER OF ARTS – UNIVERSITY ORGANIZATIONAL CHANGE LEADERSHIP** | Western Michigan University, Kalamazoo, MI

**BACHELOR OF ARTS – HUMAN RESOURCE MANAGEMENT** | Davenport University, Grand Rapids, MI

### **CERTIFICATIONS & AFFILIATIONS**

- Lean Six Sigma Black Belt- University of Michigan Health
- Certified Patient Experience Professional (CPXP) – The Beryl Institute
- Diversity, Equity, and Inclusion in the Workplace Certification
- Essence of Respect Training
- Business Acumen for Rising Executives – Wharton College
- Omega Psi Phi Fraternity, Inc. – Keeper of Records and Seal