

**Healthcare & Hospitality Experts Stowe Shoemaker, PhD, &
Peter C. Yesawich, PhD:
Introducing Healthcare Providers to Hospitality Industry
Service Model to Create Exceptional Guest Experiences**

Authors of Hospitable Healthcare: Just What the Patient Ordered!

MEET STOWE SHOEMAKER, PhD

Dr. Stowe Shoemaker (PhD, Cornell University) is Dean of the William F. Harrah College of Hospitality and holds the Andrew and Peggy Cherng Dean's Chair at the University of Nevada, Las Vegas (UNLV). He began his deanship on July 1, 2013. The College of Hospitality is currently ranked the number one hospitality program in the US and number two in the world.



From 1996 to 2020, Dr. Shoemaker served as a member of the executive education faculty at the School of Hotel Administration at Cornell University where he taught courses in strategy, service operations, strategic pricing, revenue management, strategic marketing, customer loyalty and consumer behavior.

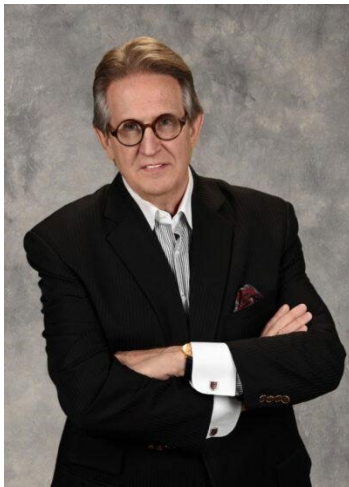
Dr. Shoemaker has published two marketing textbooks: *Marketing Leadership in Hospitality and Tourism: Strategies and Tactics for a Competitive Advantage* and *Marketing Essentials in Hospitality and Tourism: Foundations and Practices*. His newest title is *Hospitable Healthcare: Just What the Patient Ordered!* He has published numerous articles and his research has won multiple awards. His Harvard Business School case study on Hilton Honors has been used by organizations and schools around the world.

Dr. Shoemaker has served as an advisor to numerous hospitality service providers over the course of his career including IGT, British Airways, Accor, Hilton, Landry's, and Hyatt. He has helped game developers test market new casino games (both slots and table games), developed pricing strategies for airlines, hotels and restaurants, developed programs to measure customer satisfaction, modeled the successes and failures of marketing programs, and developed segmentation strategies based on

consumer motivations in the gaming, lodging and restaurant industries.

He has applied his knowledge of hospitality to help healthcare professionals improve patient satisfaction. He held a joint appointment at MD Anderson Cancer Center from 2010 to 2012 and worked with Memorial Healthcare Systems, Houston. In Las Vegas, Dr Shoemaker has worked with Mountain View Hospital and is currently introducing hospitality principles to the curriculum of the new UNLV College of Medicine. His research in the healthcare field has appeared in the Journal of the American College of Radiology.

MEET PETER C. YESAWICH, PhD



Peter C. Yesawich, PhD is Chairman of Hospitable Healthcare Partners, LLC, and Vice Chairman, Emeritus of MMGY Global. Dr. Yesawich has contributed to the development of marketing programs for some of the industry's most popular brands and destinations including Fairmont Hotels & Resorts, Hilton International, The Leading Hotels of the World, Atlantis, Baha Mar, The Breakers, The Broadmoor, CanyonRanch, Sandals Resorts, Sensei, Wynn Las Vegas, Interval International, Marriott Vacation Club International, Bahamas Ministry of Tourism, Bermuda Tourist Board, Mexico Tourism Board, Disney Parks & Resorts, Universal Studios, the U.S. Olympic Committee, and travel.

From 2010 to 2020, Dr. Yesawich served as Chief Growth Officer (CGO) of Cancer Treatment Centers of America® (CTCA), a national network of specialty hospitals and outpatient clinics treating adults diagnosed with complex or advanced-stage cancer. CTCA became the most recognized and admired national cancer care provider in the U.S. and third most positively perceived hospital system in the country during his tenure as CGO.

Dr. Yesawich has been a frequent commentator on marketing trends in *The New York Times*, *Los Angeles Times*, *Wall Street Journal*, *USA TODAY*, *Time*, *Newsweek*, on CNN, CNBC, MSNBC, and BBC World television networks, and on National Public Radio.

Dr. Yesawich received the World Travel Award from the American Association of Travel Editors, the Albert E. Koehl Award from the Hospitality Sales & Marketing Association International (HSMIAI), the Silver Medal from the American Advertising Federation, and the Spirit of Hospitality Award from the Destination Marketing Association International

(DMAI). He is a former Visiting Associate Professor at Cornell University and member of the board of directors of the Travel Industry Association of America. A frequent contributor to trade and professional journals, he is co-author of *Marketing Leadership in Hospitality and Tourism* and his newest title, *Hospitable Healthcare: Just What the Patient Ordered!*

Dr. Yesawich received B.S., M.S., and Ph.D. degrees from Cornell, with postgraduate studies at Yale and Stanford.

ABOUT THE BOOK

Hospitable Healthcare: Just What the Patient Ordered!

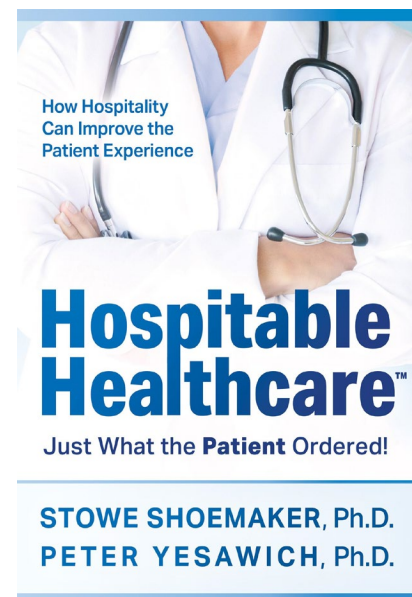
Most consumers agree their service experiences with hospitals, clinics, and physicians fall well short of their service experiences with hotels, resorts, and restaurants. So, what would their experiences be like if healthcare providers served them the same way hospitality providers do?

Given that both industries share many common service touchpoints, one wonders whether healthcare service providers could adopt principles of hospitality to enhance the patient experience. The insights shared in *Hospitable Healthcare* reveal the answer: yes!

Rich with original survey data, examples, and interviews with widely admired hospitality and healthcare service practitioners, *Hospitable Healthcare* is a valuable resource guaranteed to enhance the patient experience.

The first of its kind, *Hospitable Healthcare* introduces healthcare providers to an original service model based on principles the hospitality industry has used to create great guest experiences: PAEER (for Prepare, Anticipate, Engage, Evaluate, Reward). The model addresses four trends impacting healthcare: more patient-directed selection of healthcare service providers; greater transparency in the pricing of healthcare services to promote competition; more direct-to-consumer marketing to attract new patients; and the growing importance of patient satisfaction when payors determine reimbursement.

As Dr. Shoemaker's and Dr. Yesawich's work reveals, *Hospitable Healthcare* is indeed just what the patient ordered!



***Hospitable Healthcare* is now available for presale on [Amazon](#), and will be released by Indigo River Publishing on September 5, 2023.**

INTERVIEW TOPICS

- Most people have a story about a healthcare experience gone wrong, but the clinical outcome is rarely the reason why. Rather, it was the “hospitality deficit” in the delivery of care. Hence the need for more “hospitable healthcare.”
 - How the healthcare industry can improve the patient experience: learn from the hospitality industry.
 - The five key drivers of the “hospitality deficit” in the delivery of healthcare and their negative effect on the patient experience.
 - Five ways healthcare service providers could enhance the patient experience: introducing The PAEER model of service delivery (Prepare, Anticipate, Engage, Evaluate, Reward), principles of hospitality applied to healthcare.
 - Understanding the difference between “serving” and “treating” customers: what the healthcare industry could learn from the hospitality industry.
 - The six primary drivers of anxiety when patients receive healthcare—and the calming effect of hospitality.
 - Shouldn’t you receive frequent flyer miles or other loyalty points for a major medical procedure? The case for loyalty programs in healthcare.
 - Principles of hospitality may be adopted by any healthcare provider to enhance the patient experience regardless of the patient’s insurance type (commercial, government, etc.).
-

SAMPLE INTERVIEW QUESTIONS

- Can you think of a healthcare service experience you or a loved one had with which you were unhappy or dissatisfied? If so, what was the primary reason why?
- Why do most service experiences in healthcare and hospitality result in such disparate expressions of customer satisfaction? Why does this disparity in the quality of service exist?
- What are the key drivers of patient *dissatisfaction* in healthcare?
- Why can healthcare providers learn about patient satisfaction from prevailing strategies in the hospitality industry?

- Which hospitality service strategies could healthcare providers adopt to improve the patient experience?
- Is it possible for healthcare service providers to serve patients differently while treating them the same?
- Why don't healthcare service providers have patient recognition and reward programs to promote loyalty?
- Which hospitality service strategies have the greatest potential to impact the patient experience?
- Customers usually have choices when purchasing hospitality services, but this is generally not the case when seeking healthcare. Given this fact, how can the introduction of principles of hospitality enhance the patient experience even when there are few, if any, healthcare provider options available to patients?
- Can principles of hospitality enhance the patient experience for all patients regardless of their type of medical insurance (commercial/private, government, etc.)?
- Why did you write this book?
- Can you provide specific examples of healthcare providers who have enhanced the patient experience through the introduction of principles of hospitality?

ENDORSEMENTS

"We thought we knew what patients needed..."
—**Dr. James Merlino, Cleveland Clinic**

"The experience patients have when receiving healthcare, not just the clinical outcome, is an important determinant of their assessment of the quality of care they receive. People ask three things of their healthcare providers, in addition to a good clinical outcome: 1) 'Listen to me,' 2) 'Communicate clearly in a manner I can understand,' and 3) 'Treat me with dignity and respect.'"

—**Dr. Jason Wolf, The Beryl Institute**

"It seemed like the right thing to do for both our clinical and administrative teams. If there was a failure in communication, a delay in getting back to you with your results, a long wait in the emergency room and nobody checked to see how you were doing, your room was too cold, the food was late, the nurse was rude, the physician said something that was very hurtful or egregious, or any number of things that would diminish your trust in the experience, we would offer a refund."

—**Dr. Greg Burke, Geisinger Health System**



FOR IMMEDIATE RELEASE
Media Contact:
Emily Willette, Smith Publicity
emily.willette@smithpublicity.com

“Bringing hospitality principles into the Diagnostic Imaging Division at MD Anderson Cancer Center not only helped improve patient satisfaction in Imaging, it was the catalyst that helped launch our entire Service Excellence campaign.”

–**Dr. Marshall Hicks, MD Anderson Cancer Center**

CONNECT

Connect with Stowe Shoemaker, PhD, and Peter C. Yesawich, PhD:

Official Site: <https://hospitablehealthcare.com/>

Stowe's LinkedIn: [Stowe Shoemaker](#)

Peter's LinkedIn: [Peter C. Yeswich](#)