

## **Mark Scott**

Mark Scott is a nationally known healthcare visionary and a highly-rated speaker for hospitals, health systems and healthcare associations nationwide.

Mark embraces a strong commitment and passion for changing the landscape of the healthcare experience. As a pioneer in culture change and development, he brings an intimate understanding of the strategic and tactical experience required for initiating and sustaining organizational transformation. Mark's storytelling strengths and unique personal style come alive in dynamic keynote addresses that focus on staging healthcare experiences and transformations – both for patients and staff.

He offers audiences invaluable insights, experience and knowledge from being CEO of Mid-Columbia Medical Center in The Dalles, Oregon from 1985 to 2002. As a result of Mark's ground-breaking leadership, the hospital received national accolades, recognitions and awards including "100 Best Companies To Work For In Oregon," one of 15 hospitals to be noted by Modern Maturity as a hospital with heart, the first hospital in the nation to implement the patient-centered Planetree philosophy system-wide, and the highest accreditation score in 2001 from the Joint Commission on Accreditation for Healthcare Organizations (JCAHO).

In addition, Mark was featured on Bill Moyers' 1993 PBS special "Healing and the Mind" series, where Mid-Columbia Medical Center was the focus of a segment entitled "The Art of Healing." While at Mid-Columbia, over 1,100 hospital executive teams visited the hospital to seek his counsel and advice. He is the co-author with noted healthcare futurist Dr. Leland Kaiser of the new book, *Courage to Be First* (Second River Healthcare Press).

Mark is an owner, senior guide and coach who serves as an integral resource to clients for Starizon, an experience design consultancy based in Keystone, Colorado. Additionally, Mark currently offers his energy and guidance on numerous foundation boards, including the Knights of the Healthcare Roundtable.

Mark's business and personal lives mirror each other in the fact that he constantly seeks challenges... whether climbing the highest mountain peaks or rafting the strongest rivers in the Northwest, rowing his own raft down the Colorado River, or riding his beloved Harley cross-country.

## **Leland R. Kaiser, Ph.D.**

Leland R. Kaiser, Ph.D. is a dynamic, motivational speaker known for his ability to change the way organizations think. A recognized healthcare futurist and acknowledged authority on the changing American healthcare system, he is a provocateur and mentor to many hospital and healthcare CEOs in the U.S.

Dr. Kaiser has previous professional experience as a hospital administrator, trustee, research and development director, graduate program director, and professional

psychologist. He has master's degrees in clinical psychology and medical care administration and a doctoral degree in social psychology and higher education.

Dr. Kaiser holds an appointment as associate professor in the Graduate Program in Health Administration at the University of Colorado at Denver. He is a prolific author, prominent educator, and pioneer in the developing field of electronic teaching technologies.

Dr. Kaiser is founder and president of Kaiser Consulting, a healthcare consulting firm located in Brighton, Colorado. He is co-founder of the Kaiser Institute, an advanced fellowship program for health professionals and co-author with C. Stephen Byrum of the book, *Spirit for Greatness: Spiritual Dimensions of Organizations and Their Leadership* published in 2005.