



JenniferLFitzPatrick



**The Jenerations**  
HEALTH EDUCATION

# HELPING YOU CREATE PARTNERSHIPS WITH STRESSED CLIENTS WHO WISH THEY DIDN'T NEED YOU (BUT DO!)

Virtual & Onsite Presentations, Consulting & Coaching  
Jennifer L. FitzPatrick & The Jenerations Health  
Team Help YOU

**JENerate Loyalty Through JENerous Service**

Jennifer is a good fit for your virtual or onsite meeting if you want:

- To become the first choice of reluctant clients, patients and caregivers
- A waiting list of clients who feel lucky that they "get to" work with your organization
- More referrals and less negative reviews on social media and other surveys
- Help engaging clients who always seem to be "difficult"

A former psychotherapist, Jennifer L. FitzPatrick, MSW, LCSW-C, CSP is a frequent media contributor, adjunct instructor at Johns Hopkins University and has over 20 years' experience in healthcare, senior living and mental health. The author of *Cruising Through Caregiving: Reducing The Stress of Caring For Your Loved One*, she serves as a Care Advisory Board Member for HFC, the non-profit founded by Seth Rogen and Lauren Miller Rogen. She is low-maintenance, easy to work with and flexible (except for yoga poses). Most importantly, Jen is committed to helping you generate loyal clients, patients and customers through unique customized strategies.



Jennifer FitzPatrick, MSW, LCSW-C, CSP  
Speaker • Author

## Sample Virtual & Onsite Keynote Presentations



### First Choice: Becoming The Go-To Option For Clients Who Need You But Wish They Didn't During The New Normal

"Re-entry" to the New Normal is going to be difficult for all of our clients. Every organization has the opportunity for a fresh start post-crisis and to embrace the New Normal differently from their competitors. This session will help you build a momentum of optimism and loyalty to best engage your patients and clients and their families moving forward to the New Normal.

### Hateful To Grateful: Channeling Your Influence For Improved Patient Outcomes, Better Reviews & A Happier Workplace

Most people dread needing a hospital, assisted living, nursing home or home health agency. Because of this, new patients and families are often stressed and in a negative frame of mind when you begin working with them. Fortunately you have tremendous power over how most patients ultimately perceive their experience with your organization! This motivational session shares simple strategies on how to win over patients and their families early on, keep them happy and transform them into fans.

### Burned Out To Better Now: How A Post-Pandemic Plan Will Endear You To Stressed Out Clients

Before the pandemic, burnout was classified as an official phenomenon in the International Classification of Diseases. Prior to Covid-19, nearly three quarters of all healthcare leaders suffer from it. The pandemic has elevated this frightening problem to a new level. This timely, thought-provoking program will help you identify burnout in yourself, your leaders, and perhaps, most importantly, your frontline staff. Leave this session better understanding the impact burnout has on client engagement. Also discussed will be strategies for preventing and minimizing burnout in your organization so your service goals are exceeded.



# RAVE REVIEWS FOR JENNIFER L. FITZPATRICK

*"Your presentations were extremely well received. The attendees appreciated your insight and are looking forward to implementing new ideas with residents they serve. Thank you for doing such a great job for us. It was a pleasure working with you."*

Rose M. Hughes, Executive Director, Montana Health Care Association

*"Working with Jen was an end-to-end pleasure. Her flexibility, professionalism, communication, and attention to process was exceptional. Jen brought a very high-level of expertise to the panel discussion that she was a part of, and the feedback from the session was among the highest overall on the conference agenda. Jen's knowledge and expertise adds high-value to the healthcare executives that gathered at the forum, and I look forward to future opportunities to collaborate!"*

Graham Keavney, MBA, President, Healthcare Executive Forum & Cybersecurity Collaboration Forum

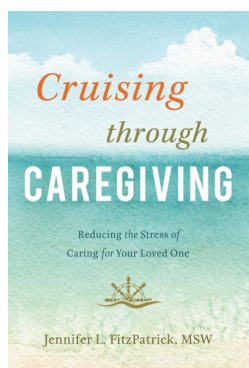
*"Jennifer was the highest rated presenter at our fall conference. Many members requested that she come back for future events. I will recommend her to other associations looking for an easy to work with, high energy speaker with great content. We look forward to having her back!"*

Margie Zelenak, Executive Director, Pennsylvania Assisted Living Association

*"We've engaged Jennifer twice and both times she customized her presentations to meet the needs of our audience. She's a great speaker and receives glowing reviews from our conference attendees. We look forward to having her back again!"*

Lil Banchemo, RN, MSN, Senior Director, Anne Arundel Medical Center

## BOOK REVIEWS



**An Amazon Bestseller**

*"This is a useful resource from someone with vast experience, both as a gerontologist and a caregiver."*

Kimberly Williams-Paisley, Actor and New York Times best-selling author of *Where The Light Gets In*

*"A must-read for all professionals, caregivers and all aging boomers!"*

Virginia Ford, MSN, CRNP  
University of Pennsylvania Health System,  
Translational Research Center



## Featured in:



THE WALL STREET JOURNAL



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## PARTIAL CLIENT LIST

Alert Pharmacy Services  
Alzheimer's Association  
American Case Management Association  
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Artis Senior Living  
Connecticut Association For Healthcare At Home  
Brightview Senior Living  
Erickson Living  
Hospice & Palliative Care Network of Maryland  
Houston Methodist West Hospital  
Iowa Health Care Association  
Jefferson University Hospitals

Johns Hopkins Medicine  
Kentucky Senior Living Association  
Keystone Senior Management, Inc.  
Life Care Planning Law Firms Association  
Montana Health Care Association  
Pennsylvania Assisted Living Association  
Society For Social Work Leadership In Healthcare  
State of Delaware  
Suburban Geriatrics  
Texas Assisted Living Association  
Virginia Assisted Living Association  
The Arbor Company



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Ready to discuss how Jennifer can help your audience?

Contact The Speaker Bureau Who Sent  
You This Information!