



CONTACT INFORMATION

J.R. Labbe
Cell: (817) 658-9383
Email: jrlabbe@cseleadership.com

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EXPERIENCED HEALTHCARE EXECS TEAM UP TO TACKLE INDUSTRY PAIN POINTS

CSE Leadership, LLC targets physician burnout, workforce turnover, declining survey scores

[Dallas, Texas] August 1, 2023 -- **Lara Burnside, MHA, CEC** and **J.R. Labbe, CEC** are combining more than 50 years of healthcare and communications experience to create **CSE Leadership, LLC**, a boutique consulting and executive coaching practice designed to help individuals and organizations engage and perform at the highest levels.

With a primary focus in healthcare, this global enterprise's approach is in its name: Coach, Support and Engage. CSE Leadership equips leaders and physicians with powerful tools to practice empathic communications so they feel re-energized in their craft and the life-changing moments they experience with their care teams and patients.

"Creating human connections among leaders, physicians, employees and patients is crucial for better health outcomes and bottom lines," said Burnside. "Assisting leaders in creating a culture of care that patients can hear, see and feel in every interaction is our goal."

Research underscores the severity of workforce challenges specific to healthcare. Physician burnout rates jumped from 38 percent in 2020 to 68 percent in 2022. In a 2022 survey, only 57 percent of physicians say they would choose to become doctors again. The nurse turnover rate reached 22.5 percent last year. Average hospital turnover from 2018 to 2022 was 105 percent of the workforce – and almost 95 percent was voluntary.

CSE Leadership's CSE Cares for the Clinician program helps give physicians simple actions that provide dramatic improvement in connecting with their patients and re-engaging in their practice.

"The power of connectivity is remarkable, and this innovative program teaches even the most experienced doctors how to improve their technique of authentically listening to concerns and looking at the needs of patients from their perspective," said Jay Haynes, MD, MSc, professor of Family and Community Medicine at the Burnett School of Medicine at TCU. "The positive outcomes and results of improved patient and clinician experience are extraordinary. It is a wonderful antidote for burnout and a revival of the passion for the practice of medicine."

Burnside and Labbe were brought together in 2015 by former JPS Health Network President and CEO Robert Earley, who needed Burnside's patient experience and physician engagement



expertise to complement Labbe’s internal communications efforts targeted at enhancing employee experience at the publicly supported healthcare system in Tarrant County, Texas.

“Without question, there’s a place for Big Data and AI in healthcare today,” said Earley. “But you can’t data mine the emotional warmth and compassion needed in every patient encounter.”

As the network’s Senior Vice President/Chief Experience Officer, Burnside created and developed programs that embraced best-practice tactics proven to engage patients as partners in their care. This journey produced an improvement in physician engagement results from the 19th percentile to the 73rd percentile, patient experience measures improved from the 3rd percentile to the 80th percentile and employee engagement from 0 to 91st percentile. Burnside has been recognized by Becker’s Hospital Review three times as one of the top Chief Experience Officers in the United States.

Labbe, who joined the health network in 2012 as Vice President of Communications and Community Affairs after a 25-year career as an award-winning journalist, leveraged creativity, humor and story-telling skills with digital technology and social media platforms to create consistent, repeatable and inspiring messaging about the network’s important work in the overall health and wellness of the community.

Additionally, Labbe led the network’s external educational campaign that resulted in the passage of an \$800 million bond election in 2018, the largest such election in Tarrant County history to that date. As a Senior Vice President, Labbe added oversight of the JPS Foundation to her community affairs responsibilities.

Labbe and Burnside were part of the executive team that spearheaded an institutional culture change that led to the network receiving the 2021 Best Hospital for America honors from the Lown Institute and *Washington Monthly* magazine.

“We help healthcare organizations be their patients’ favorite doctors through mastering the art of human connection,” Labbe said.

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About CSE Leadership, LLC

Based in Dallas/Fort Worth and led by experienced senior-level executives, CSE Leadership, LLC helps strengthen healthcare organizations through three drivers of success: Coach. Support. Engage. Together, these pillars are the basis for measurable change in clinician performance, employee engagement and patient/family experience.

Learn more at www.cseleadership.com