Colleen Sweeney is the founder of Sweeney Healthcare Enterprises, and she's on a mission to transform healthcare.

Colleen conceived and conducted the Patient Empathy Project℠, a three year research study. During this research, she discovered that 96% of all patients have serious fears about health care, coining the term Clinicaphobia℠ to describe the phenomenon. Colleen put this finding to use, developing the Patient Experience Pyramid℠ as a tool for healthcare teams to uncoverand respond to patient fears. She's identified the Top 11 Patient Fears and collected astonishing artwork from the Patient Empathy Postcard Project℠.

Colleen's most recent position was as Director of Ambassador and Customer Services at Memorial Hospital in South Bend, IN. During her tenure, Memorial consistently ranked in the top deciles of performance in both Press Ganey and HCAHPS measures of the patient experience. Her insights and initiatives were integral to the organization's success. Colleen also served as the Director of Innovation at Memorial's School of Innovation, which realized a 3:1 return on investment by utilizing the collective genius of its employees.

A member of the National Speakers Association and a Certified Facilitator with the Tom Peters Company, Colleen holds degrees in nursing and business, and a master's certificate in project management. Colleen attributes much of her success to an earlier career in improvisational comedy, which taught her to build enthusiasm, think differently about the work she does and help audiences realize the power of possibility which ...

Testimonials

Colleen's Keynote Presentation received a 4.9 on a 5.0 scale and we especially appreciate the way the material was able to tie-in with the other presentations— and more importantly, provide a compassionate perspective that can impact both strategies and day-to-day efforts to support the pillars of our conference themes of engagement, innovation, and excellence. Colleen's energy and enthusiasm is just what we needed to motivate and fire-up the group— her presentation was exactly the right message of inspiration and action that our client attendees needed to hear and take back to their hospital. Thank you very much!

- Director of Marketing Skylight Healthcare Systems, Inc..

I cannot thank Colleen enough for her presence and presentation here in Ardmore! I have heard nothing but rave reviews, from nursing and from physicians, about her work. Totally amazing! In fact, 2 different nurses told me that it should be mandatory that all co-workers and physicians attend one of Colleen's presentations. She has lit a spark in all of us, and I will work diligently to enable a return appearance, to further solidify her message, and to involve more of our staff. Thank you again.

- Vice President Medical Affairs Mercy Hospital Ardmore

Colleen Sweeney

Speech Topics

- Inspiration
- Healthcare