KEYNOTE

One Solution: Bringing Meaning Back to Healthcare Through The Power of Communication

PERFECT FOR

- Risk Managers
- Physicians
- Healthcare Executives
- Med-Legal Counsel
- Insurance Companies

THE MOMENT

Eroding patient trust. Rising clinician burnout. Communication breakdowns. Growing dissatisfaction among patients and healthcare professionals. These are not isolated challenges. They are symptoms of a deeper problem: the gradual loss of genuine human connection in healthcare.

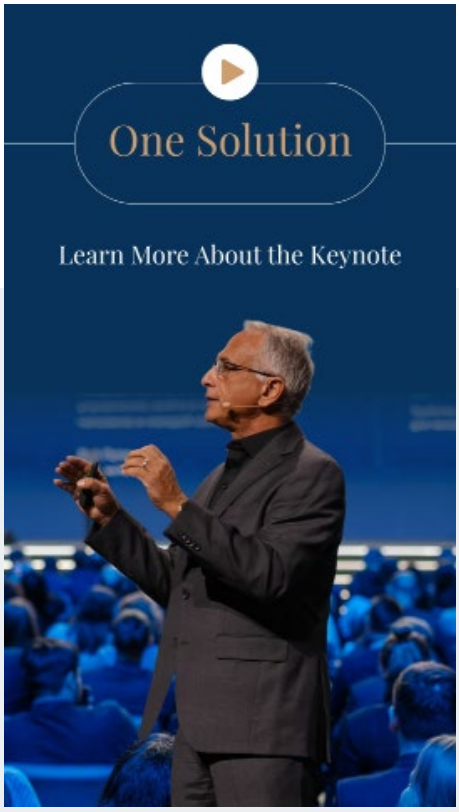
When we restore that connection, everything begins to change. Patients feel heard and trust grows. Clinicians rediscover purpose and fulfillment. Leaders communicate with greater authenticity, and teams work together more effectively. The result is a healthcare environment where extraordinary care is not only delivered, but truly experienced by everyone. This is the central idea explored throughout One Solution, Dr. Orsini's flagship keynote and the foundation of The Orsini Way®. It is not simply a presentation about communication, it is a roadmap leading to culture change.

WHY DR. ORSINI

As a practicing ICU physician, Dr. Orsini has spent more than 25 years in a high-stakes environment where effective communication is essential to delivering safe, successful, and compassionate care. His frontline experience has given him a unique understanding of how communication builds trust, strengthens teamwork, prevents medical errors, and improves outcomes for both patients and healthcare professionals. He brings this clinical credibility and communication expertise to every presentation, offering practical, evidence-based strategies grounded in real-world experience.

THE KEYNOTE

At the heart of this keynote is a simple but profound discovery: The two biggest crises facing healthcare today — a collapse in patient trust and a crisis of provider purpose — are not separate problems. They are symptoms of the same broken connection. And human connection is the one solution that heals both.



KEY TAKEAWAYS

- A practical framework for building trust through everyday interactions
- A deeper understanding of why communication influences nearly every aspect of patient care
- New approaches to strengthening patient experience and employee engagement simultaneously
- Greater clarity on the relationship between purpose, trust and culture
- Immediately applicable leadership habits grounded in presence, empathy and intentional communication
- Renewed optimism that meaningful change is possible—not through another initiative, but through a practical approach that show immediate results

KEYNOTE

Navigating Difficult Conversations

PERFECT FOR

- Nursing Leadership
- Physicians
- Risk Managers
- HR Executives
- Business Leaders
- Insurance and Med Legal Counsel

THE MOMENT

Most healthcare professionals have never been formally trained to have the conversations that matter most — the ones that determine whether a patient trusts you, a family cooperates with a care plan, or a colleague speaks up before an error occurs.

The result: clinicians avoid difficult conversations entirely, or handle them so poorly that trust is lost, conflict escalates, and outcomes suffer. Research consistently shows that communication failure is the root cause of the majority of sentinel events and malpractice claims.

WHY DR. ORSINI

Dr. Orsini has spent 25+ years as a practicing ICU physician navigating the highest-stakes conversations in medicine — delivering life-altering news to families, mediating team conflicts in real time, and coaching clinicians on the frontline. His research on compassionate communication has been featured in Forbes and Medical Economics, and his methods are used by health systems across the country.

THE KEYNOTE

This interactive session gives your audience a practical, evidence-based framework for navigating any difficult conversation with clarity, empathy, and confidence. Dr. Orsini draws from real ICU cases to demonstrate the verbal and nonverbal techniques that turn confrontation into connection — and shows why mastering this skill is the single greatest lever for trust, safety, and leadership.



KEY TAKEAWAYS

- Build trust in under 60 seconds — learn the compassionate communication techniques that create immediate rapport with patients, families, and colleagues
- De-escalate conflict with precision — master the verbal and nonverbal cues that convey empathy and defuse tension in any high-pressure situation
- Lead through uncertainty — apply communication strategies that strengthen leadership credibility, especially during crisis, change, and organizational stress

KEYNOTE

Remember Your "Real" Why

PERFECT FOR

- Physicians
- Nurses
- Nursing Leadership
- Healthcare Providers
- Executives

REMEMBER YOUR "REAL" WHY

Healthcare is facing a burnout crisis that threatens the entire system. Physicians have the highest suicide rate of any profession, affecting over 900,000 patients per year. Nursing turnover alone costs the average hospital $5–9 million annually. And the clinicians who stay are increasingly disengaged — going through the motions without the connection to purpose that drew them to medicine in the first place.

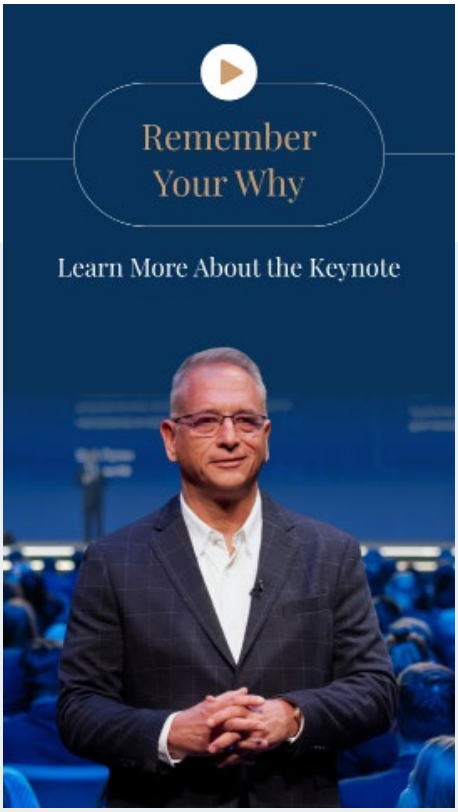
Most burnout interventions focus on symptoms: yoga, wellness apps, resilience training. They have shown limited success because they don't address the root cause — a loss of meaningful connection with patients, colleagues, and the reason clinicians chose this profession.

WHY DR. ORSINI

Dr. Orsini isn't a wellness consultant advising from the outside. He's a practicing ICU physician who has watched colleagues burn out and leave medicine — and who has spent decades studying what keeps the best clinicians engaged. His research shows that the antidote to burnout isn't less work. It's more meaningful work — and that starts with communication.

THE KEYNOTE

This session helps healthcare professionals reconnect with the reason they entered medicine. Dr. Orsini shows how creating a culture that encourages strong relationships — with patients, families, and team members — is the most effective burnout prevention strategy. Attendees don't leave inspired for an afternoon. They leave with tools to build the kind of work environment that sustains purpose over a career.



KEY TAKEAWAYS

- Reconnect your team to purpose — learn how to revitalize enthusiasm for medicine by rebuilding the human connections that burnout erodes
- Identify burnout before it's too late — recognize the early signs of professional burnout and debunk the myths that prevent organizations from addressing it effectively
- Improve margins by improving culture — see the direct link between patient experience, employee retention, and net revenue — and learn how communication drives all three.

KEYNOTE

It's All In The Delivery®: Enhancing the Patient Experience Through Better Communication

PERFECT FOR

- Patient Experience Professionals
- Physicians
- Nursing Leadership
- Healthcare Executives

THE MOMENT

Clinicians are asked to communicate in moments most people never see — when patients are afraid, families are overwhelmed, outcomes are uncertain, and every word carries weight.

Yet too often, communication training is built outside the clinical world. It offers scripts, checklists, or service language that may sound good in theory but does not always survive the pressure, pace, and emotion of real patient care.

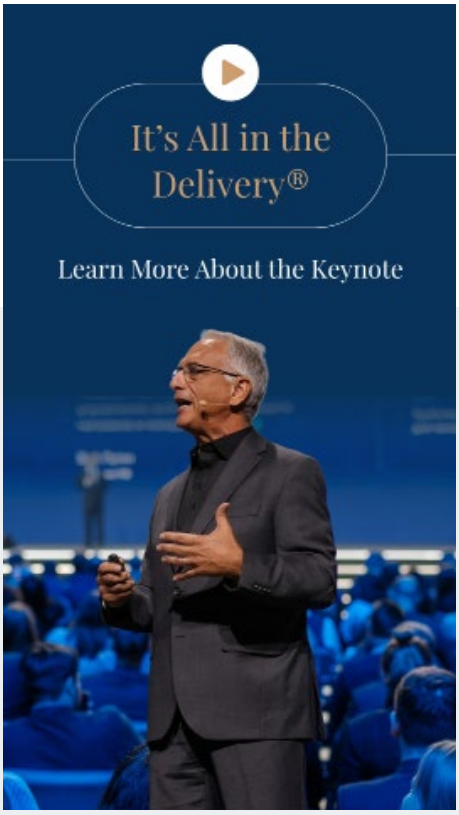
It's All in the Delivery® for is different. Created and led by Dr. Anthony Orsini, a practicing ICU physician with more than 25 years of frontline experience, this workshop was built from inside medicine — by a doctor who understands the room clinicians walk into every day.

WHY DR. ORSINI

His keynotes and workshops have produced significant improvements in patient experience by fundamentally changing the way healthcare professionals communicate and connect. By creating meaningful shifts in organizational culture, these improvements are sustained long after the presentations are complete.

THE KEYNOTE

This interactive presentation unpacks the real predictors of patient experience — and debunks the myths that lead organizations to invest in the wrong solutions. Dr. Orsini teaches the specific communication techniques that build trusting relationships in minutes, improve HCAHPS scores, and create the kind of sustainable culture change that lasts long after the keynote ends.



KEY TAKEAWAYS

- Discover what actually drives patient experience — learn the key predictors of patient satisfaction and why most organizations have focused on the wrong driver
- Build trust in minutes, not months — master the compassionate communication techniques that create immediate, genuine connection with patients and families
- Create sustainable culture change — obtain actionable tools to embed communication excellence into daily practice, not just a one-time training event

KEYNOTE

Breaking Bad News®

PERFECT FOR

- Physicians
- Nursing Leadership
- Risk Managers
- Advance Practice Providers

THE MOMENT

Every clinician will deliver devastating news at some point in their career. A terminal diagnosis. A complication. A death. Yet virtually no medical training program teaches physicians how to do this well.

The consequence is enormous. When bad news is delivered poorly, families lose trust instantly, clinicians carry lasting emotional trauma, and litigation risk skyrockets. Most physicians report significant anxiety around these conversations — and many avoid them entirely, delegating to colleagues or delivering the news with clinical detachment that feels cold and dismissive.

WHY DR. ORSINI

As a neonatal ICU physician, Dr. Orsini has delivered the worst news a family can hear — He has spent decades researching what makes the difference between a conversation that destroys trust and one that preserves it. His signature P.R.O.G.R.A.M.® Framework is used by health systems nationwide and is considered one of the most practical communication frameworks in medicine.

THE KEYNOTE

This session is consistently described by attendees as "life-changing." Dr. Orsini teaches the three goals of Breaking Bad News® and walks the audience through his proven P.R.O.G.R.A.M.® roadmap — giving clinicians a clear, repeatable process for navigating the most difficult moments in medicine with compassion, confidence, and professionalism.



KEY TAKEAWAYS

- Learn the 3 goals of Breaking Bad News® — understand the specific outcomes every difficult conversation should achieve for the patient, the family, and the clinician
- Master the P.R.O.G.R.A.M.® Framework roadmap — follow a clear, step-by-step process for delivering difficult news that preserves trust and reduces emotional harm
- Apply verbal and nonverbal techniques that convey compassion — learn the specific cues that build confidence, establish trust, and prevent the communication failures that lead to litigation