



Rich Bluni, R.N.

Speaker press kit

Inspiration and innovation from experienced healthcare speakers

Providing on-site training for your leaders is a fast and economical way to bring your entire team up to speed on the industry's hottest topics and create organizationwide urgency to execute change. Huron's speakers and authors bring up-to-the-minute knowledge from their work in healthcare organizations across the U.S. and beyond.

We are more than a speakers' bureau. Our speakers are results-driven performance experts who are directly involved in crafting solutions to some of your most pressing problems, including financial challenges, patient safety and quality, pay for performance, and more.

Prior to your event, Huron's speakers and support team work side-by-side with you to develop a fully customized presentation to meet your needs, regardless of the topic, size of your group, or purpose of the training. From physician retreats to Leadership Development Institutes (LDIs) to senior leader meetings, Huron speakers deliver the perfect balance of inspiration and education for every audience.



HURON



Rich Bluni, R.N.

Senior director, national speaker, author

Rich is one of Huron's most sought-after national speakers and the bestselling author of several award-winning books: *Inspired Nurse*, *Inspired Journal*, *Inspired Nurse Too*, and *Oh No...Not More of That Fluffy Stuff!: The Power of Engagement* (all from Fire Starter Publishing). Rich has over three decades of front-line healthcare and leadership experience across a broad range of areas, including pediatric intensive care, trauma intensive care, flight nursing, behavioral health, and emergency medicine.

PROFESSIONAL EXPERIENCE

Rich joined Huron initially as a high-performing coach in 2007. In his capacity as a nationally renowned inspirational speaker, Rich has presented to tens of thousands of people across the U.S. and Canada, frequently keynoting major national and state conferences, individual hospital organizations, medical practices and universities. Rich specializes in topics related to inspiration, burnout, connect to purpose and engagement. Through his stories, humor and unique style, Rich connects heart to mind and people to purpose. As a Registered Nurse, Rich has nearly three decades of front-line healthcare and leadership experience across a broad range of areas, including pediatric intensive care, trauma intensive care, flight nursing, behavioral health, and emergency medicine.

INDUSTRY SPEAKING ENGAGEMENTS

- American Health Information Management Association (AHIMA)
- Alliance Chicago
- APHON: Association of Pediatric Hematology/Oncology Nurses national conference and several state conferences
- Association of Clinical Documentation Integrity Specialists
- Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN) — national convention as well as states, including Iowa, Florida, Oklahoma, Connecticut and others
- Healthcare Financial Management Association (HFMA) — South Carolina, Kentucky
- Hospital associations — Louisiana, Illinois, Iowa, New Jersey, Connecticut, Wisconsin, Maryland and many others
- Emergency Nurses Association
- Meditech
- National School Nurses Association as well as state conferences, including New York and California
- Nihon Kohden Nursing Forum
- Nursing Organizations Alliance
- Organization of Nurse Leaders — multiple state keynotes
- QUEST Partnership for Patients
- The Association for Medical Imaging Management
- University of Miami
- University of Pittsburg Medical Center

EDUCATION AND CERTIFICATIONS

- Registered nurse since 1993

Presentations

INSPIRED CARE

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Quality and Safety, Inspiration and Purpose

Length: Keynote, Half-day, Full day

Few other professions afford the opportunity to impact lives on such a profound level, not only physically but emotionally and spiritually as well. Yet the same qualities that make healthcare so deeply rewarding can also make it a challenge for us to sustain our energy and passion over time. Inspired care helps us maintain and recapture those elusive qualities. Healthcare workers must also take care of themselves in order to be able to do the challenging physical, emotional and intellectual work that it takes to serve others. In this thought-provoking and inspirational presentation, Rich Bluni, a registered nurse, reminds all healthcare employees why we chose this profession. He provides a wealth of action-oriented “spiritual stretches” that help us more fully integrate the gifts of healthcare — joy, wonder, gratitude, insight and grief — into our daily lives. His personal stories illuminate those sacred moments we all experience. Inspired care is a welcome validation that when we stay engaged and committed, we’re more likely to provide extraordinary patient care ... in terms of both clinical outcomes and human compassion.

Learning Objectives:

- Understand the value of inspiration in your healthcare journey.
- Implement exercises and techniques that you can incorporate into your healthcare journey to help you feel connected or reconnected to purpose, passion, and inspiration.
- Examine specific topics that will include, but not be limited to, gratitude, humor, using different words and thoughts, mental preparation for the day, honoring mentors and encouraging new peers.

INSPIRED LEADERSHIP

Audience: All Leaders

Focus: Engagement, Quality and Safety, Inspiration and Purpose

Length: Keynote, Half-day

This version of Rich’s “Inspired Care” presentation is adjusted for a leadership audience. Few other professions afford the opportunity to impact lives on such a profound level, not only physically but emotionally and spiritually as well. Yet the same qualities that make healthcare leadership so deeply rewarding can also make it a challenge for us to sustain our energy and passion over time. Inspired leadership helps us maintain and recapture those elusive qualities. Healthcare leaders must also take care of themselves in order to be able to do the challenging physical, emotional and intellectual work that it takes to serve and lead others. In this thought-provoking and inspirational presentation, Rich Bluni, a registered nurse, reminds all healthcare leaders why we chose this profession. He provides a wealth of action-oriented “spiritual stretches” that help us more fully integrate the gifts of healthcare — joy, wonder, gratitude, insight and grief — into our daily lives. His personal stories illuminate those sacred moments we all experience. Inspired leadership is a welcome validation that when we stay engaged and committed, we’re more likely to achieve the best results ... in terms of both clinical outcomes and human compassion.

Learning Objectives:

- Understand the value of inspiration in your healthcare journey.

- Implement exercises and techniques that you can incorporate into your healthcare journey to help you feel connected or reconnected to purpose, passion, and inspiration.
- Examine specific topics that will include, but not be limited to, gratitude, humor, using different words and thoughts, mental preparation for the day, honoring mentors and encouraging new peers

INSPIRED NURSE

Audience: Nurses

Focus: Engagement, Quality and Safety, Inspiration and Purpose

Length: Keynote, Half-day

Healthcare, and nursing in particular, is one of the few professions that affords one the opportunity to impact lives on such a profound level, not only physically but emotionally and spiritually as well. Yet the same qualities that make the nursing profession so deeply rewarding can also make it a challenge for us to sustain our energy and passion over time. The “Inspired Nurse” presentation helps us maintain and recapture those elusive qualities. Those of us who call healthcare our life’s work must also take care of ourselves in order to be able to do the challenging physical, emotional and intellectual work that it takes to serve others.

Learning Objectives:

- Understand the value of inspiration in your healthcare journey.
- Implement exercises and techniques that you can incorporate into your healthcare journey to help you feel connected or reconnected to purpose, passion, and inspiration.
- Examine specific topics that will include, but not be limited to, gratitude, humor, using different words and thoughts, mental preparation for “the day,” honoring mentors and encouraging new peers.

OH NO! NOT MORE OF THAT FLUFFY STUFF!

Audience: All Leaders, All Healthcare Roles

Focus: Engagement, Managing Obstacles, Inspiration

Length: Keynote, Half-day

The challenges we face in healthcare are hard, and there’s no reason to believe it’s going to get any easier. Perhaps instead of hoping it will someday get easier, maybe it’s more about us figuring out ways to get better in the way we deal with and face these hard challenges ... Sometimes you just need a little of that fluffy stuff! Rich Bluni will share ways to get back to the “why” that makes it possible to do the incredible work we do in healthcare. After all, the fluffy stuff isn’t really all that fluffy ... it’s all about the power of engagement.

Learning Objectives:

- Upon completion of the program, the attendee will be able to define and describe the power of “why” and our “stories.”
- The attendee will be able to relate and describe the value of “starting well.”
- The attendee will be able to discuss the concept of “what really matters” and also not allowing the external environment to change who you are inside.

AIDET®: WHAT YOU SAY MAKES A DIFFERENCE!

Audience: All Leaders, All Healthcare Roles

Focus: Communication

Length: Keynote

It is critical that we use effective communication to connect the dots for patients and manage up the excellent care they will receive throughout their stay. AIDET is a communication framework that stands for acknowledge, introduce, duration, explanation and thank you.

Learning Objectives:

- Describe the five fundamentals of communication and how they can be used in multiple settings.
- Evaluate the benefits of using a standardized framework to communicate.
- Demonstrate AIDET in all patient encounters.

INSPIRED EXCELLENCE

Audience: Healthcare Leaders

Focus: Utilizing the 9 Principles as a foundation of leadership excellence

Length: 60-75 minutes

Join Rich Bluni, R.N., for an engaging keynote session based on his book *Inspired Excellence*. Designed around the Nine Principles® Framework, this session offers leaders at all levels the tools they need to drive organizational excellence. With his signature blend of humor and heartfelt stories, Bluni will share actionable strategies to help you build a sustainable culture of excellence, adapt to industry changes, and inspire your teams to exceed expectations.

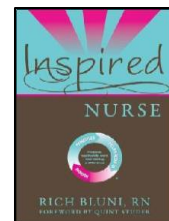
Learning Objectives:

- Learn how to apply this proven framework to foster a culture of sustained organizational excellence.
- Gain insights on how to adapt leadership approaches in response to the rapidly evolving healthcare landscape.
- Discover techniques to motivate and empower teams, encouraging them to go above and beyond in their roles.

Authored Resources

INSPIRED NURSE

Few other professions afford the opportunity to impact lives on such a profound level, not only physically but emotionally and spiritually as well. Yet the same qualities that make nursing so deeply rewarding can also make it a challenge, over time, to sustain your energy and passion. *Inspired Nurse* by Rich Bluni, a registered nurse, helps us maintain and recapture those elusive qualities.



OH NO...NORE MORE OF THAT FLUFFY STUFF! THE POWER OF ENGAGEMENT

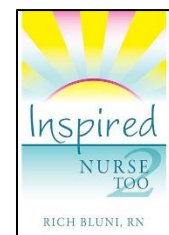
Oh No ... Not More of That Fluffy Stuff!: The Power of Engagement is a funny, heartfelt and inspiring look at what it takes to overcome huge obstacles and tap into the passion that fuels our best work. A follow-up to Bluni's wildly popular *Inspired Nurse*, it's filled with aha moments and practical exercises that help readers become happier, more excited and more connected to the meaning in their daily lives.



INSPIRED NURSE TOO

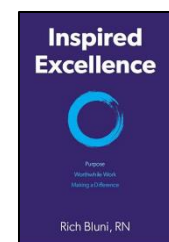
The follow-up to Rich Bluni, R.N.'s, bestseller and award-winning *Inspired Nurse* almost had to be written. The author speaks in front of tens of thousands of nurses every year at conferences and healthcare organizations. He shares his stories, listens to theirs and constantly fields the question, "So, when's the next book coming out?"

Besides the stories that touch your heart and make you nod your head in recognition, this book is packed with action steps to help you stay engaged, committed and inspired as you continue on this amazing journey called nursing.



INSPIRED EXCELLENCE

Inspired Excellence is essential for those looking to increase and strengthen their leadership skillset. Organized around the Nine Principles® Framework, *Inspired Excellence* offers leaders actionable strategies for developing a sustainable culture of organizational excellence, adapting to a rapidly evolving industry, and inspiring teams at every level to go beyond what's expected.



What Organizations Are Saying

"Rich was just what our team needed. The topic was applicable to all and held everyone's attention. He is a gifted speaker."

"Rich was amazing! It is always a pleasure to work with him and he is incredible! His message was a perfect 10 for our leadership group!"

"Rich is always a pleasure to work with. He is funny, motivational and we look forward to having him back again in the future."

"Rich was a joy to work with. We couldn't have been more pleased with the presentation. He engaged the group and they thoroughly enjoyed their time with him."

"Rich engaged our members at a level that is VERY difficult to achieve. We were very happy with his presentation and his interaction with the group. We would highly recommend Rich."

"Rich was easy to work with and very flexible. I personally have heard Rich speak a number of times, but it still has an impact on me every time. He has a way of motivating me as a leader to get back to what really matters and inspires me to do more storytelling and focus on gratitude."

"Rich exceeded our expectations. He was absolutely amazing and a genuinely nice human being. He's also the most self-sufficient, low maintenance speaker ever!"

"Rich did a phenomenal job, especially considering our diverse group. He was engaging, entertaining, and thought provoking but most importantly – genuine!"

"Rich was a consummate professional. He spoke to audiences of 20, then 200 and in old facility service sites to newer auditoriums. He was able to adjust and adapt and even pitched in to clean up! I consider him an A+!"

"The entire experience was exceptional from start to finish! Huron values were exemplified in every encounter with the team at every point in the planning."

"Rich was the best closing session speaker we have ever had. He was fabulous and the conference attendees loved his session and received the highest marks on our evaluation. He was very inspiring to nurses in healthcare and reaffirming that the work we do is valuable!"

"Rich was a joy to work with...Fun, personable, accessible. His participation exceeded our expectations because of his dynamic and energetic engagement with our team. One of the best presentations I've ever had the pleasure of hearing!"

"Rich was inspirational, motivating and all around the most amazing speaker I have ever had the pleasure of hearing. Looking forward to possibly having him speak at another one of our events."

"Rich Bluni is AWESOME! He was absolutely what we needed...blew us all away with humor, inspiration, personal stories, and his interest in us was evident throughout his presentation!! We knew he would be great, and he was and is! Thank you so much Huron for making him available to Upson and our staff. We are

compelled even more now to deliver INSPIRED CARE!"

"I found Rich to be extremely passionate about the work that he has done in the past through his storytelling and his ability to relate it to the current. His genuine enthusiasm for his healthcare profession is contagious. I found such compassion in all that he shared personally and professionally. He created an atmosphere of acceptance, integrity, and pride for all those who chose to be engaged. He reenergized our spirits and offered great tactics to move ourselves and our teams to a better place! I am grateful to have met such a genuine soul. Listening to Rich share his stories with us was a privilege."



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