



Keynote Addresses and General Sessions

Organizations across the country call on Bobette Gustafson to provide the most powerful kick-off to their conferences, or to keep them at a high point through exciting and relevant general sessions. The president and founder of Gustafson + Associates, Inc., is a sought-after speaker whose warmth and charismatic style has touched thousands. During her fast-paced and engaging keynote addresses and general sessions, Bobette creatively weaves wisdom-filled stories from her 35 years of healthcare experiences – stories that often make people laugh, and cry – and always inspire. She is also well known for providing “up-to-the-minute” information on current healthcare topics, powerful case-study information, and visionary insight to the future. In all cases, she never leaves the podium without providing those who have attended the session with take-home tools and a passionate, personal call-to-action.

Whether Bobette is speaking to C-Suite executives or frontline staff, seasoned professionals or those new to healthcare, she fully engages her audience. She accomplishes this by carefully listening to the desires of the conference hosts during the initial event planning. She also works diligently to research the industry segment she will address and customizes her presentations to “hit the mark.” In addition, Bobette frequently distributes pre-conference assignments, or surveys, to the registered attendees. These surveys get attendees excited about the upcoming conference and allow for powerful engagement, networking and the sharing of relevant information among the group.

Engaging. Insightful. Passionate. Bobette Gustafson would be honored to set the stage for you to provide a truly great educational conference through her powerful keynote addresses, or keep your attendees invigorated during her unique general sessions. There is a reason why organizations bring Bobette back again and again! Her material is always new and creative, but her passionate ability to inspire remains unchanged!

Along with custom Keynote and General Sessions, Bobette also has prepared topics including:

- **Achieving Total Revenue Cycle Compliance**
- **Extreme Revenue Cycle Makeover**
- **For Your Eyes Only . . . The Financial Executive’s Guide to the Hidden Treasures Behind the Traditional Revenue Cycle Benchmarks**
- **Growing the Bottom Line AND Patient Loyalty . . . Providing Exquisite Revenue Cycle Customer Service**
- **Harnessing the Power of Human Capital in a Time of Economic Challenge**
- **It’s Not Revenue Cycle Business as Usual . . . Incorporating Creative Insource and Outsource Options**