

Adjunct Professor Leonard Berry

Inaugural seminar

“Improving patient experiences in cancer care”

**November 30, 2018 from 14:00 hrs (CET)
The Auditorium 11.57 at SDU Kolding
Universitetsparken 1, DK-6000 Kolding**

On the occasion of Leonard Berry’s appointment as adjunct professor of shared decision making at the Department of Regional Health Research, University of Southern Denmark (SDU)/Center for Shared Decision Making, the Faculty of Health Sciences hereby invites you to attend an inaugural seminar with the following program:

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| 14:00 - 14:05 | Welcome and introduction
Rikke Leth-Larsen , Head of the Department of Regional Health Research, SDU |
| 14:05 - 14:55 | <i>“The Power of Proximity in Health Services Research”</i>
Leonard Berry , PhD, University Distinguished Professor of Marketing and Regents Professor, Mays Business School, Texas A&M University, College Station, USA and Senior Fellow, Institute for Healthcare Improvement, Boston, USA |
| 14:55 – 15:20 | Short break |
| 15:20 – 16.10 | <i>“When the doctor gets cancer – the challenges of meaningful co-production and shared decision making in enabling quality outcomes”</i>
Paul Barach , BSc, MD, MPH, Clinical Professor Wayne State University School of Medicine, Detroit, Michigan, USA, and Senior Advisor, Stavanger University Hospital, Norway |
| 16:10 – 17:00 | <i>“What oncologists can do to improve the experience of their patients”</i>
Joseph Jacobsen , MD, Chief Quality Officer, Dana-Farber Cancer Institute and Associate Professor of Medicine, Harvard Medical School, Boston, USA |
| 17:00 - | Reception for Professor Leonard Berry |

Brief biography Leonard Berry

Leonard L. Berry is University Distinguished Professor of Marketing, Regents Professor, and holds the M.B. Zale Chair in Retailing and Marketing Leadership in the Mays Business School at Texas A&M University. He also is a Presidential Professor for Teaching Excellence. As a Visiting Scientist at Mayo Clinic in 2001-2002, he conducted an in-depth research study of healthcare service, the basis for his book, *Management Lessons from Mayo Clinic* (2008). Concurrent with his faculty position in Mays Business School Berry is a Senior Fellow of the Institute for Healthcare Improvement studying service improvement in cancer care for patients and their families. He has published ten books in all, including: *Discovering the Soul of Service; On Great Service; Marketing Services; and Delivering Quality Service*. Berry has received the Sheth Foundation Medal for Exceptional Contribution to Marketing Scholarship and Practice, the AMA William Wilkie "Marketing for a Better World" Award, the Paul D. Converse Award, the AMA/McGraw-Hill/Irwin Distinguished Marketing Educator Award, the AMA SIG Career Contributions to Services Marketing Award, and the Outstanding Marketing Educator Award from the Academy of Marketing Science. He is a Fellow of both the American Marketing Association and the Academy of Marketing Science. In 2015 the Mays Business School at Texas A&M awarded him the Lifetime Achievement Award for Research and Scholarship. He is a former national president of the American Marketing Association.

After the seminar, a reception will be held.

The Faculty of Health Sciences would like to invite all interested persons to attend the seminar and the following reception.

If you wish to participate, we kindly ask you to register [here](#) no later than November 10, 2018.

For further information or questions, please contact Birgitte.Beck.Larsen@rsyd.dk.

Best regards,

Ole Skøtt
Dean

[SDU Campus location in Kolding](#)