



**Peggy J. Creany, MBA**

Administrative Director, Patient & Family Experience  
Penn State Health, Milton S. Hershey Medical Center

Peggy Creany is the Administrative Director of Patient and Family Experience at Penn State Health, Milton S. Hershey Medical Center. Her role is to create an exceptional patient and guest experience that is consistent with the Penn State Hershey Medical Center brand.

Peggy, who was formerly the Director of service quality, guest relations and the Methodist Experience at Houston Methodist Hospital System in Houston, Texas, focuses on creating a branded patient experience, standardization of patient satisfaction best practices, and development of patient centered initiatives that help to achieve Penn State Health's patient satisfaction goals. Creating a culture of service that is committed to organizational values, service standards, service recovery, rewards and recognition, employee and leadership accountability, and continuous improvement is the approach.

Peggy is responsible for the overall patient experience culture as well as patient relations, volunteer services and the gift shop, and patient and family centered care, patient satisfaction measurement, education and training, performance improvement. She also leads the adult and pediatric family advisory councils and the patient experience steering committee for the medical center and medical group.

Peggy has a Master's in Business Administration from the University of Houston, Clear Lake and a bachelor's in Science from Penn State University in Healthcare Planning and Administration. She is a certified focus group moderator and has served as a panel moderator for multiple patient experience conferences, most recently featuring Toby Cosgrove, CEO of Cleveland Clinic; Marc Boom, M.D. president and CEO; Houston Methodist, and Amir Rubin, MBA, MSA, president and CEO Stanford Hospitals and Clinics.