

THE BERYL
INSTITUTE

2017

Year In Review



THE BERYL INSTITUTE

The Beryl Institute is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge. We define the patient experience as *the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.*

T H E B E R Y L I N S T I T U T E

Over 55,000 members and guests representing over 70 countries around the world have joined the patient experience movement by accessing The Beryl Institute's resources and connections to guide improvements in their organizations.

As we look to 2018 and have seen in patient experience efforts around the globe, a central priority has emerged, one focused on taking care of not just those we serve in healthcare, but the people serving as well. The state of patient experience is about much more than what we have or will do, to what we are and what we can become.

In an environment where we clearly base all work on human beings caring for human beings we are ultimately addressing and impacting the human experience in our midst. For this reason, we believe at The Beryl Institute as we remain committed to patient experience we must address the reality of the human experience that is central to healthcare overall.

The state of patient experience is strong, your efforts and commitment are true and the possibilities of all we can accomplish as a result are yet to be realized. That makes this perhaps one of the most exciting times to be committed to this work. We look forward to traveling the next steps of this journey with each of you and we thank you for your continued engagement and support.

-The Beryl Institute Team-

2017
Year In Review



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An Expanded Commitment

Changing healthcare by advancing an unwavering commitment to the human experience.

In doing this we honor the work each of you are doing and the reality of the healthcare world we find ourselves collectively creating around the globe. In a commitment to shift how healthcare works, we must dedicate ourselves to the broader human experience, honoring both the patient experience at its core and the experience of all driving and supporting healthcare's efforts every day. With that we believe this commitment must be grounded on four key points:

- Understanding experience is defined as the sum of all interactions shaped by an organization's culture, that influence patient perceptions across the continuum of care.
- Acknowledging experience (1) encompasses the critical elements of healthcare from quality, safety and service, to cost and population health issues that drive decisions, impact access and ensure equity and (2) reaches beyond the clinical encounter to all interactions one has with the healthcare system.

- Recognizing that human experience reinforces the fundamental principle of partnership and is therefore inclusive of the experiences of those receiving and delivering care as well as all who support them.
- Reinforcing that focused action on experience drives positive clinical outcomes, strong financial results, clear consumer loyalty, solid community reputation and broad staff and patient/family engagement.

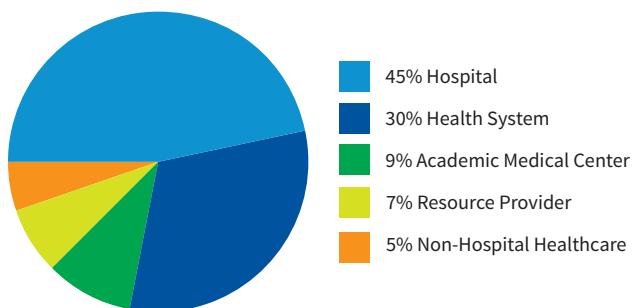
As we travel a journey to reinforce the critical role of the human experience in healthcare, this commitment has been spurred by all we have seen in this work and by all each member of the broader patient experience community has taught us.

Community Profile

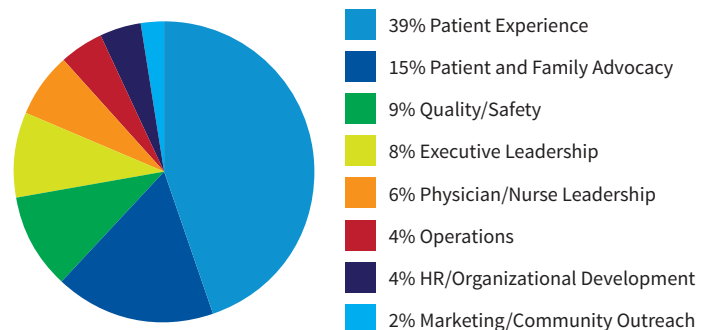
Our community continued to grow with over 55,000 members and guests representing over 70 countries accessing resources and connections to guide improvements in their organizations. We were excited to welcome 57 new organizational members in 2017.

- 
- Advocate Sherman Hospital
 - Alaska Native Medical Center
 - Ascension Health - Wisconsin
 - BC Patient Safety & Quality Council
 - BP - A Beneficencia Portuguesa de Sao Paulo
 - Bridgeable
 - Cambridge Memorial Hospital
 - Canadian Partnership Against Cancer
 - Centura Health Physicians Group
 - CipherHealth
 - Cleveland Clinic Florida
 - Commonwealth Care Alliance
 - Department of the VA
 - Englewood Hospital and Medical Center
 - eVideon
 - GCX Corporation
 - GTS
 - Hackensack Meridian Health
 - Hartford Healthcare
 - Health Consumers Queensland Ltd.
 - HemoMD
 - Hospice of Chattanooga
 - Hospital Sirio-Libanes
 - Indiana University Health
 - Integrated Loyalty Systems, Inc.
 - Jewish Home Family
 - Johns Hopkins Bayview
 - KK Women's & Children's Hospital
 - Loyale Healthcare
 - Maimonides Medical Center
 - Marin General Hospital
 - Memorial Hospital
 - Memorial Hospital of Sweetwater County
 - Mercyhealth
 - Ministry of Health - Saudi Arabia
 - MultiCare Health
 - Newton-Wellesley Hospital
 - Northside Hospital Forsyth
 - NYC Health + Hospitals
 - Parkland Health Center
 - Penn Highlands Healthcare
 - Philips
 - RXPX
 - Sentara Healthcare
 - Sidra Medical and Research Center
 - Sierra View Medical Center
 - Sinai Hospital of Baltimore
 - Southern Illinois Healthcare
 - SSM Health
 - St. Mary's Health System
 - Tasmanian Patient Safety Services
 - Temple University Hospital
 - The Advisory Board Company
 - The Queen's Medical Center
 - U.S. Army Medical Department
 - University of Maryland - Upper Chesapeake Health
 - University of Missouri Health Care

Organization Type



Job Function



Connections

This year continued to provide a variety of in-person and virtual connections for the community to engage and network with others, share ideas on how to improve the patient experience and gain perspectives from other likeminded individuals.



To support engaging more patients and family members in the overall patient experience conversation, we were excited to offer four scholarships to Patient Experience Conference 2017 for patients and family members actively engaged in improving healthcare.

Held March 20-22 at Hyatt Regency in Denver, Colorado, PX2017 held its first Patient and Family Advisor and Nurse Executive Gathering in addition to the introduction of roundtable discussions.

The roundtable discussions provided the opportunity to engage in a discussion on specific topics sharing ideas, practices and solutions. Each session was hosted by a patient experience professional with expertise in the topic.

Topics included:

- Communication
- Compassion, Fatigue and Burnout
- Complaint and Grievances
- Cultural Competence and Diversity
- Environment
- Patient and Family Engagement
- Pediatrics
- Physician Engagement
- Rounding



57

Breakout
Sessions

19

Poster
Presentations

4

Keynotes

3

Pre-conference
Workshops

1008

Participants

PX Connect

We were excited to announce PX Connect, an online community designed to improve communication among peers, offer a forum for exchanging ideas and allow members to benefit from the experience, knowledge and wisdom of others.

Exclusively for members, PX Connect replaced the existing listservs and enhanced the ways members can engage, share and learn with the Institute's patient experience community around the world.

In addition to the ongoing discussions of topics related to the patient experience, updated features included:

- **Enhanced discussion capabilities and resource sharing:** Easily search current and archived resources, discussions and documents.
- **Improved member directory search:** Quickly identify other members for ongoing engagement.
- **Centralized subscription management:** Ability to select how you receive discussion posts in real-time, daily digest or not at all.
- **Responsive design:** Flexibility to collaborate on any device as PX Connect automatically formats, whether it be a desktop, phone or tablet.



PX Connect Top Topics

Since the launch in October 2017, the online community continued discussions of topics related to the patient experience. Most popular topics in discussion groups included:

- Service Recovery
- Electronic Rounding Tools
- Peer to Peer Recognition Programs
- PX Week Ideas
- Terminology of Patient-Centered Care
- Grievance Committees
- Patient Choice of Provider Gender
- Mystery Shopping
- Net Promoter Scores
- Motivational Interviewing

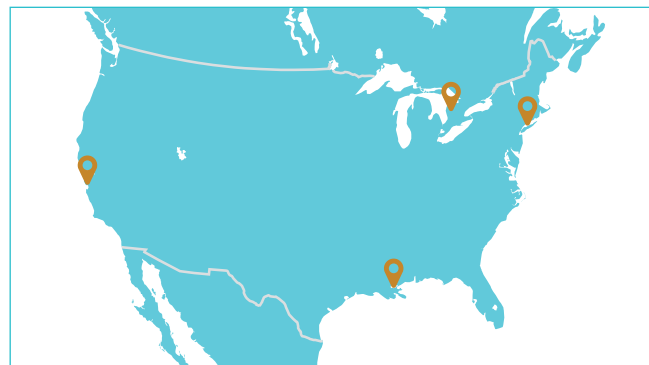


Regional Roundtables

These one-day programs bring together the voices of healthcare leaders, staff, physicians, patients and families to convene, engage and expand the dialogue on improving patient experience. Through inspiring keynote sessions and working group discussion, participants walked away with an expanded network, renewed energy and actionable ideas to support patient experience efforts at their own organizations to improve the experience of patients, their families and caregivers.

2017 included a total of 165 participants across four roundtable locations, with the Institute's first international roundtable in Canada:

- Hamilton, Ontario
- Palo Alto, California
- Westchester, New York
- New Orleans, Louisiana



PX POLICY FORUM

Developed with the interest and commitment of hundreds of individuals comprising healthcare professionals, leaders, patients, family members and caregivers, we supported the launch of Patient Experience Policy Forum (PXPF), a broad-based coalition of organizations and individuals engaged in advocacy and action to give a greater voice in healthcare policy to those working to improve the patient and family experience.

The PXPF operates under the aegis of The Beryl Institute in partnership with its non-profit affiliate Patient Experience Institute and is governed by an independent Executive Board representing healthcare organizations, patient and family advisors and advocacy groups.

Executive Board Co-Chairs



Rick Evans
SVP and Chief Experience Officer
NewYork-Presbyterian

Inaugural Meeting

100 healthcare leaders, experience officers, policy experts and patient and family advocates gathered at Patient Experience Policy Forum (PXPF) Inaugural Meeting in Washington, D.C. We believe the voices of patients and families are the most important for health leaders and practitioners to hear and were excited to offer five scholarships to the Inaugural Meeting for patients and family members actively engaged in improving healthcare.



Shari Berman
Co-Chair Global PFAC
The Beryl Institute





Resources

Patient experience remained a top priority for healthcare in 2017. From innovative patient experience research to real-world looks at patient experience improvement efforts, our library of patient experience resources continued to grow and expand topics across the continuum of care.



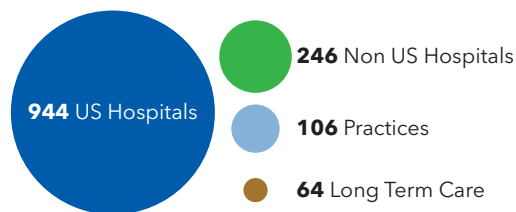
Benchmarking Study

The State of Patient Experience 2017: A Return to Purpose

The full research report from the Institute's latest benchmarking study provides insights into trends in structure and practice, leadership and measurement and offers core considerations for organizations looking to lead in experience excellence.

According to the research:

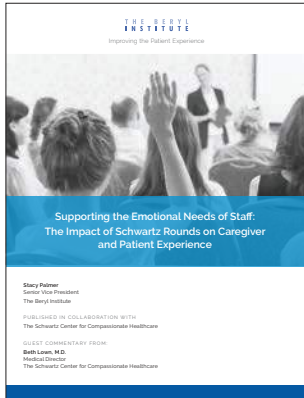
- Experience efforts are expanding and are now an integral part of the fabric of our healthcare efforts.
- Patient experience remains a top priority with a focus on employee engagement now seen as a central driver in experience efforts.
- Leadership and culture are now the significant motivators versus the historic focus on mandates and requirements, and there is a recognition of the impact that patient/family voice and caregiver engagement has on the work of healthcare.
- Patient experience itself continues to establish presence with the role of patient experience leaders, experience team size and the use of a formal definition on the rise.
- Patient experience is now being recognized as an integrated effort touching on much of what we do in healthcare and one that drives clear and measurable outcomes.



1644 Total Respondents



26 countries represented covering
6 continents, including 49 U.S.
States and D.C.

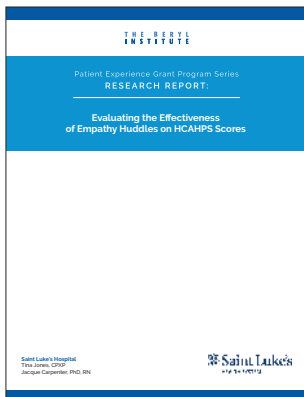


White Papers

Central to our shared commitment to improving the patient experience is this series of informative and thought-provoking publications that dig into the critical issues facing the healthcare industry today.

We published **four white papers** in 2017:

- *The State of Patient Experience 2017: A Return to Purpose*
- *Supporting the Emotional Needs of Staff: The Impact of Schwartz Rounds on Caregiver and Patient Experience*
- *Structuring Patient Experience: Revealing Opportunities for the Future*
- *Connected: Improving the Patient-Physician Relationship – and Health Care Itself*



Research Reports

There are valuable efforts underway to research the value of improving the patient experience before, during, and after care, how it impacts customer service and the influence of culture on the experience.

We published **three research reports** in 2017:

- *Researching the Added Value of Behavior-Based Qualitative Experiential Data to a Survey Based Questionnaire in Establishing a Patient Experience Charter at the Walker Family Cancer Center*
- *Evaluating the Effectiveness of Empathy Huddles on HCAHPS Scores*
- *Integrating Person Directed Care into the Client Experience*

Grant/Scholar Recipients

The mission of the annual grant and scholar program supports patient experience research efforts and represents our ongoing commitment to expanding the conversation, learning and sharing around improving the patient experience in the healthcare industry.

We awarded **14 healthcare organizations and four scholars** in 2017:

Research Studies of Healthcare Organizations

- **ED Admission to Inpatient HCAHPS Tactics** - Saint Thomas Health
- **Impact of Communication Skills Training on Physician Burnout and Patient Centeredness** - Northwell Health
- **Speaking Wisely: Analyzing Patients' Sentiments Towards Different Styles of Radiology Report** - Philadelphia, PA
- **Will the integration of the non-pharmacological intervention of essential oil use in the vascular surgery patient population result in improved pain management, decreased anxiety, and decreased opioid use, and improve the patient experience?** - Penn State Health Hershey Medical Center
- **What is the Patient's Experience of Interprofessional Team-based Care: A Convergent Mixed Methods Study of Patients' Experiences in Federally Qualified Healthcare Centers in East Tennessee** - University of Tennessee
- **Stanford Health Care's Resident Communication Assessment Program (ReCAP)** - Stanford Health
- **Eliciting patient perspectives on telehealth care** - Narrows Institute for Biomedical Research & Educ., Inc. c/o VA NY Harbor Healthcare System
- **Person Centered Care: Definitions and Perceptions of Various Stakeholders** - University of Maryland, Baltimore County
- **First Visit Patient Experience** - Unity Point Health
- **Quietness of Environment** - Memorial Regional Health
- **Improving older people's experience in transitional care: evaluation of the TRANSITION tool** - Deakin University School of Nursing and Midwifery
- **Training Patient/Family Advisors to Gather Real-Time In-Patient Experience Data: A Pilot Study within Alberta Health Services** - Alberta Health Services
- **Improving the Patient Experience through Immersive Virtual Reality (VR)** - Icahn School of Medicine at Mount Sinai
- **Parent Attitudes and Preferences Regarding Cost Discussions during Pediatrics Bedside Rounds** - Seattle Children's Hospital

Research Studies of Doctoral Students

- **Examining the Influence of Proximity to Nurse Staffing Resources on Quality of Care Outcomes in Nursing Homes and Hospitals** - Courtney Haun, PhD in Public Administration and Public Policy, Auburn University
- **Does Regular Mindfulness Practice and Wearable Biofeedback Decrease Cognitive Load on Surgeons and Diminish Perceived Stress among Patients Undergoing Otolaryngology Procedures?** - Sean Peter McKee, Doctor of Medicine, Icahn School of Medicine at Mount Sinai
- **Validation of Narrative Inquiry as a Device to Measure Patient Satisfaction** - Malcolm Moses-Hampton, Medical Doctorate, Wake Forest School of Medicine
- **Does Training in Motivational Interviewing Techniques Increase Primary Care Providers Use of Self-Management Goals in Patients with Diabetes and/or Hypertension?** - Nanci Reiland, Doctor of Nursing Practice, Lewis University, College of Nursing



On the Road

This series offers a virtual guest pass to many leading healthcare institutions, sharing patient experience journeys from hospitals around the globe.

We published **nine On the Road articles** in 2017:

- **An Unwavering Commitment to the Human Experience in Action** - Stanford Health Care
- **A Relentless Pursuit of Patient Experience Excellence** - Hamilton Health Sciences
- **A Tribute to Excellence through Human Warmth** - Hospital Sirio-Libanês
- **A Rich History and Tradition of Partnership** - Marshfield Clinic Health System
- **Experience Excellence Across the Continuum of Care** - The New Jewish Home
- **A Critical Focus on Consumer Engagement and Experience** - NSW and WA, Australia
- **Designing Spaces and Organizational Structures to Enhance the Patient Experience** - Sibley Memorial Hospital
- **Patient Experience is 'The Power of &'** - Patient Experience Conference
- **A Journey to Excellence in Patient and Associate Experience** - Littleton Adventist Hospital
- **A Foundation of Hope: Engaging All Voices in Achieving Experience Excellence** - Children's Hospital of Philadelphia



Case Studies

Our ongoing case study series offers an exclusive look into current healthcare efforts, presented as both an opportunity to learn from others as well as a spark for further ideas on how we can work to improve the patient experience.

We published **11 case studies** in 2017:

- **Improving the Patient Experience through the Implementation of a Nurse Rounding Solution** - Carroll Hospital
- **Building Skills for Communicating with Compassion and Caring** - Southeastern Health
- **Improving the Pediatric Patient Experience by Providing Communication Training Around Mental Health** - We Can Talk Children and Young People's Mental Health
- **Designing a New Model of Care Around Patients** - Centegra Health System
- **Promoting Readmission Reductions at University of Pennsylvania Home Care** - University of Pennsylvania Medicine
- **Navigating Your Way to A Better Patient Experience** - Children's Healthcare of Atlanta
- **Listening to the Voice of the Patient to Improve the Patient Experience** - Hackensack Meridian Health Palisades Medical Center
- **Patient Partnership in An Advanced Care Planning Program** - Stanford Health Care
- **Designing a New Model of Care Around Patients** - Genesis Healthcare System
- **Using Point of Care Real Time Surveying Across a Large System** - Baylor Scott & White Health
- **Bridging the Gap with RXPX to Improve the Patient Experience** - Heritage Biologics



Guest Blogs

This series invites members and guests to share their patient experience thoughts.

We released **25 guest blogs** in 2017:

- **When Hospitality Meets Healthcare: A Personal Reflection** - Sven Gierlinger
- **Service Recovery in Healthcare** - Rhonda Ramos
- **The Patient Experience as the Ethos of Nursing** - Susan E. Mazer PhD
- **Understanding Patient Experience through my Recovery Process** - David Festenstein
- **Why Your Hospital is Competing with the Apple Store** - Julain Hutton
- **Sustaining and Embracing Our Physicians and Advanced Practice Clinicians: Conversations We Need to Have** - Jeremy Blanchard, MD, MMM, CPE, FACP, FCCP and FACPE
- **Give a Better Patient Experience by Introducing the Care Team** - Julie A. Snow
- **Bedside Shift Report from the Patient's Perspective** - Brooke Billingsley
- **The Return on Investments of Empathy In Measuring Patient Experience** - Dr. Avnesh Ratnanesan
- **The Power of Partnerships: Unifying Patients Relations and Patient Experience** - Sarah Fay, MBA
- **All the Hats We Wear: A Look at the Challenges Facing the Healthcare Advocate** - Rebecca Ruckno
- **How Much Does Culture Matter in Today's Healthcare Environment** - Katie Owens
- **It's Never About the End** - Taking the CPXP Exam - Diane M. Rogers BA, ACC, CPXP
- **Calculating and Understanding the Drivers of a Net Promoter Score in Health Care** - Andrew S. Gallan PhD
- **The Dichotomy of Patient Experience Messaging** - Justin Bright MD
- **Embracing Patient Feedback Lays the Foundation for Better Healthcare Relationships** - Brandon L. Parkhurst MD, MBA, CPXP
- **The Importance of Culture Building** - Magali Tranie
- **Paws and Presence: The Story of "I'm Here"** - Marcus Engel, M.S., CSP, CPXP
- **OpenNotes: Doctors, Patients and Caregivers on the Same Page** - Liz Salmi
- **Why You Should Take Online Reviews Seriously** - Tashfeen Ekram MD
- **Changing the Lens: Bringing Medical Records to the Patient Bedside** - Grace Cordovano PhD
- **Empathy as an Office Culture** - Erin K. Brandt
- **What about Deaf Patient Experience?** - Kate O'Regan
- **Effective Patient Communication Builds Trust for Better Outcomes** - William Mapes, M.D.
- **How Staff Engagement and Stress Management Can Impact the Patient Experience** - Martijin Hartjes



Patient Experience Journal

In addition to its twice annual publication, *PXJ* also released its first special issue on Patient Involvement. By including the voices of patients, practitioners and researchers in the publication, this special issue is focused on how involving patients and families as partners drives better healthcare outcomes overall.

PXJ published **46 articles** in 2017.

PXJ readership from the first nine issues represents a global dialogue with over 250,000 downloads in over 202 countries and territories.



Learning

With an emerging interest in the field of patient experience, we continued to support the consistent and continuous development of patient experience professionals by providing relevant and community-developed learning opportunities for all stages in patient experience journeys.



In addition to the over 160 Certificate Program recipients, we were excited to recognize **127 recipients** in 2017 as individuals who have successfully completed the required set of PX Body of Knowledge courses. Certificate program recipients represent a community of experts in patient experience performance committed to delivering superior quality, safety and service to the patients and families they serve.

Certificate in Patient Experience Leadership

- Gina Marie Agosta, Asante Three Rivers Medical Center
- Ibrahim Gmash J Al-Zahrani, King Abdullah Medical City
- Mmodi Alenezi, King Abdullah bin Abdulaziz University Hospital
- Marci Alexander, Highland Hospital
- Fahad Alhemoudi, King Abdulaziz Medical City*
- Cathy Arsenault, UNC Rex Hospital*
- Misty Avery, Carolinas HealthCare System
- Charlotte Barbee, UC Davis Medical Center*
- Julie Barnes, Wake Forest Baptist Medical Center
- Joan Becker, Barnes Jewish Hospital
- Jodi Bodi, Bonner General Health
- Paula Bostwick, Parkview Health*
- Erin Brandt, Erin K. Brandt & Associates
- Ria Byron, Ko Awatea - Counties Manukau Health
- Deborah Campbell, Webster University
- Lynne Capretto, Keck Hospital of USC
- Jessica Connick, North Shore Medical Center-Salem Hospital*
- Darlene Cox, Hackensack Meridian Health
- Linda Dankwa, Keck Medical Center of USC
- Karen Dewey, Allina Health
- Theresa Dionne, Methodist Health System
- Connie Donaldson, Grandview Medical Center System
- Kristine Dragos, Akron Children's Hospital*
- Mary Sue Easmeil, Sentara Medical Group*
- Cathy Eldridge, Hackensack Meridian Health - Mountainside Medical Center
- Marjohn Elyaderani, AmerisourceBergen | Lash Group
- Cianah Faust, Heritage Biologics
- Meredith Feinberg, Northwell Health
- Heidi Fezer, BayCare Health Systems, LLC
- Sonya Fleming, Catawba Valley Medical Center
- Rachel Gajos, Sinai Health System*
- Ka-Nor Geeston, Heritage Biologics
- Meghan Gibbons, Carolinas HealthCare System
- Kanae Gilliland, Erlanger Health System
- Karen Gleason, North Shore-LIJ Health System
- John Gorney, UC Davis Medical Center*
- Steve Graham, Valiant Coaching
- Anna Green, Keck Medicine of USC
- Marjean Griggs, Ascension Health
- Patricia Grimm, University of Virginia Health System*
- Earl Guanlao, Keck Medicine of USC
- Michael Halpern, TVR Communications*
- Theresa Hamilton, Sheridan Memorial Hospital
- Ellen Harry, St. Vincent's Medical Center*
- Kathleen Hazen, Stamford Health

2017

Year In Review

- Maia Hendrickson, Allina Health
- Christina Hensing, Yuma Regional Medical Center
- Jennifer Higgins, US Army*
- Kimberly Hiles, United Surgical Partners International
- Janet Hoffman, Fairfax Radiological Consultants
- Marissa Holp, East Tennessee Children's Hospital*
- Terri Ipsen, The Beryl Institute
- Diana Jackiewicz, Keck Medical Center of USC
- Catie Jones, TouchPoint Support Services
- Sarah Jouras, Midwest Orthopaedics at Rush
- Karen Kane, St. Joseph Health-St. Mary
- Michelle Keating-Burton, Santa Rosa Memorial Hospital*
- Spencer Kirkman, Carolinas HealthCare System
- Sarah Kwak
- Tilithia Labadie, Jane Phillips Medical Center
- Sarah Ladd, Vail Valley Medical Center
- Tracy Larson, Mercy Medical Center - Sioux City
- Diane Lawson, University of Colorado Medicine
- Angela Lee, Joint Township District Memorial Hospital
- Vicki Loretto, Catholic Health - Mercy Hospital of Buffalo
- Cristabel Magana, Keck Medicine of USC
- Ruth Magaña-Hubbard, Keck Medicine of USC
- Carol Majewski, Dartmouth
- Missy McGuire, Peterborough Regional Health Centre
- Kimberly Miller, St. Vincent Anderson
- Michael Montgomery, Heritage Biologics *
- Adriane Occhionero, Northwestern Medicine
- Dorothy Orłowski, Gaylord Specialty Healthcare
- Micaela Ortiz, Methodist Health System
- Karen Palatella, Hackensack Meridian Health - Mountainside Medical Center
- Amanda Patten, New York Presbyterian Hospital
- Dan Quemada, A.O. Fox Hospital
- Julianne Raether, Methodist Physicians Clinic
- Sabita Ramnarace, Boca Raton Regional Hospital
- Nevene Razeq, Valiant Clinic
- Takiya Reavis-Benjamin, The Johns Hopkins Bayview Medical Center
- Janell Ross, Ross IES
- Jane Rudolph-Bloom, VA Palo
- James Ryan, Greater Lawrence Family Health Center
- Amal Saleh, National Medical Care Company
- Shannon Schulz, Heritage Biologics, Inc.
- Daquari Seamon, Professional Emergency Medicine Management LLC
- Karin Skiba, Centura Health Physicians Group
- Joanie Smiley, Change Champions
- Amanda Smith, WFBMC*
- Cher Smith, Chesapeake Regional Healthcare
- Kristen Soni, Carolinas HealthCare System
- Daniel Spofford, Maine General Medical Center
- Erica Steed, WellStar North Fulton Hospital
- Amy Szczesniak, Upstate University Hospital*
- Jo Anne Thomson, University of Maryland Shore Medical Center at Easton*
- Emily Tolman, Eastern Maine Health System
- Theresa Varughese, Greenville Health System
- Karen Wentworth, Upstate University Hospital
- Kyndall White, Methodist Health System
- Kira Worthy, East Jefferson General Hospital*

*Earned Dual Certificate in PX Leadership and Patient Advocacy

Certificate in Patient Advocacy

- Aldanah Abdulaziz Bin Muammar, King Abdullah bin Abdulaziz University Hospital
- Amanda Adams, Children's Hospital & Medical Center
- Sara A. Aljuwaiser, King Abdullah bin Abdulaziz University Hospital
- Taghreed Mohammed AlTuwayjri, King Abdullah bin Abdulaziz University Hospital
- Al-Aanood F. Al-Mutairy, King Abdullah bin Abdulaziz University Hospital
- Rose Carrizales, University Medical Center
- Melanie Cubbison, Banner Health Service Excellence
- Elizabeth Flair, UMMS Shore Regional Health
- Carrie Haupt, Central Local Health Integration Network
- Brittany Haynes, University Medical Center
- Jody Hecker, Sheridan Memorial Hospital
- Elizabeth Hildreth, Overlake Medical Center
- Leeann Labriola, NYP M Hospital
- Tina Lambert, Elliot Health System
- Kristen Lankford, Wake Forest Baptist Medical Center
- Danielle Lewis, Sutter Health
- Randee McCallum, Reading Health System
- Leea Morales, East Jefferson General Hospital
- Lynne Mycyk, Providence Healthcare
- Anira M. Naing, King Abdullah bin Abdulaziz University Hospital
- Daphne Perkins, Reading Hospital
- Bessie Raptis, Boca Raton Regional Hospital
- Trisha Schmehl, Reading Health System
- Nancy Smith, Mount Carmel East Hospital
- Julie Strider, Lucile Packard Children's Hospital
- Vickie Tullier, East Jefferson General Hospital
- Nina Victory, East Jefferson General Hospital
- Kenneth Younger, Newark Beth Israel Medical Ctr.



CPXP Prep Courses

We were excited to announce Certified Patient Experience Professional Preparation Course Workshops in 2017, including both in-person and live online offerings.

With a total of **65 participants**, the in-person workshops were full day interactive sessions led by facilitators and held at:

- Colorado Convention Center, Denver, Colorado - March 19
- University of Chicago Medicine, Chicago, Illinois - June 20
- Keck Hospital of USC, Los Angeles, California - September 12

With a total of **33 participants**, the live online workshops each consisted of four live, online facilitator-led sessions and were held on two date ranges:

- August 10 - August 31
- August 17 - September 7

What 2017 CPXP Prep Course Participants Said:

"I feel the CPXP Prep Course was very valuable in contributing to the successful passing of the CPXP exam for me. I found great value in the material provided, the instructor knowledge and enthusiasm for teaching about patient experience and the networking opportunities that were provided during the course. I liked leaving the course with a list of attendees that included their contact information."
- Natalie Boner, Organizational Engagement Specialist, Greensboro Imaging

"The prep course provided a strong foundation to reconstruct my study plan for the exam. The materials were clear, concise and easy to use. The dynamic facilitators created brought the domains to life and the ideas nestled into my thoughts in a practical fashion. The knowledge and confidence they instilled carried on past the course throughout the study process and into the exam center. I would highly recommend the prep course for all CPXP testers."
- Janell Ross, Service Center Manager, SEMCA



Webinars

Facilitated by patient experience leaders from around the world, webinars share proven practices and strategies to implement in your own organization.

We offered **36 webinars with over 8,000 registrations** in 2017:

- **Why Patient Experience Matters Now More than Ever: A Call to Action**
 - › Jason A. Wolf, Ph.D., CPXP, President, The Beryl Institute
- **What Does Engaging with Patients Really Mean?**
 - › David Festenstein
- **The Return on Value When Focusing on Your Patient's Mind & Emotions**
 - › Avi E. Zaraya, MBA, Managing Director, Operations, Program Director, Exp KP, Inpatient Care Experience Leader
- **Embracing Transparency in Patient Experience Reporting: Gaining Physician/Provider Buy-In**
 - › J. Paul Sommer, Sr. Director, Patient Experience, Geisinger Health System and Brandon L. Parkhurst, MD, Medical Director, Patient Experience, Marshfield Clinic
- **CAHPS Imperative to Transform Patients' Experiences**
 - › Katie Owens, MHA, Vice President for HealthStream Engagement Institute and Gregg Loughman General Manager & Vice President, PX Solutions for HealthStream
- **Social Media: Opportunities and Challenges**
 - › Pamela Segura, MBA, Director of Patient Relations and Service Excellence, Cook Children's Healthcare System
- **Partnering for Improvement**
 - › Kathy Denton, Ph.D., Associate Director Patient Experience, MD Anderson Cancer Center and Barbara Shelton, MS, Quality Improvement Education Consultant, MD Anderson Cancer Center
- **Understanding the Value of Home Care**
 - › Lakelyn Hogan, MBA, Graduate Certificate of Gerontology, Strategic Partnerships Representative, Home Instead Senior Care and LaNita Knoke, RN, BS, CMCN, CRPF, Healthcare Strategist, Home Instead Senior Care
- **Different? Same? Aren't People Just People?: Serving the Many Faces of Healthcare**

- > Lara Burnside, VP, Chief Patient Experience Officer, JPS Health Network and Annica Fischer, Director, Patient Experience, JPS Health Network
- **What Every CEO Needs to Know about Leading the Patient Experience**
 - > Kristin Baird, RN, BSN, MHA, President/CEO of Baird Group
- **Patient Experience Body of Knowledge Overview**
 - > Deanna LW Frings, MS Ed, CPXP, Vice President, Learning & Professional Development, The Beryl Institute
- **Employee Engagement: A Central Driver in Your Patient Experience Efforts**
 - > Stacy Palmer, Senior Vice President, The Beryl Institute and Deanna Frings, Vice President, Learning and Professional Development, The Beryl Institute
- **Going Digital: Identifying and Engaging the Newly Empowered Healthcare Consumer**
 - > Andreea Balan-Cohen, Ph.D., Research Leader, Deloitte Center for Health Solutions and David Betts, Principal, Customer & Digital Transformation, Deloitte Consulting LLP
- **How Family Caregiver Experience Shapes Patient Experience**
 - > John Schall, Chief Executive Officer, Caregiver Action Network
- **Enhancing Patient and Physician Exam Room Interactions with the Electronic Health Record**
 - > Thomas Hopkins, M.D., Associate Medical Director, Sutter Independent Physicians
- > Anne Coit, Service Excellence Coach, Sutter Independent Physicians, CPXP, ICF-Certified Coach, Lean Sensei
- **Language Access and Patient-Centered Care**
 - > Nouria Belmouloud, CHI, BA, MA, Program Coordinator, International Patient Services, Duke University Hospital
- **Driving Results Through Interdisciplinary Leadership Skills**
 - > Susan Adamek, PhD, RN, NEA-BC, FACHE, Director of Education, Dignity Health St. Rose Dominican
 - > Maggie Ozan Rafferty, DHA, RN, Chief Experience Officer, Dignity Health St. Rose Dominican Hospitals
- **Improving the Patient Experience in Pediatrics through Trauma Informed Care**
 - > Jenaya Gordon, MA, CCLS, NCC, Associate Clinical Manager of Child Life, Children's Hospital Colorado
 - > Alisa Thomas, MSW, LCSW, Manager of Clinical Social Work, Children's Hospital Colorado
- **Expressions of Gratitude, Meaningful Recognition and Exceptional Experiences**
 - > Cindy Lefton, PhD, RN, CPXP, Patient Experience Manager and Researcher, Emergency Services, Barnes-Jewish Hospital, Vice President, Organizational Consulting, Psychological Associates, St. Louis, MO
- **Want to Improve the Experience? Then Get Ready to Lead Culture Change!**
 - > Richard Corder Partner, Wellesley Partners
 - > Carol Santalucia, Director of Service Excellence, Cleveland Clinic
- **Implementing a Real-Time Survey System and the 6E Framework**
 - > Dr. Avnesh Ratnanesan, CEO, Energesse
 - > Kay de Ridder, Patient and Carer Experience Manager, Western Sydney Local Health District, NSW Health
- **The Empathic Concierge: Why Personal Connections Matter**
 - > Robin Parry, Concierge, Magee Rehabilitation Hospital
 - > Meg Rider, Guest Relations and Volunteer Services Manager, Magee Rehabilitation Hospital
- **The PXMA Tool: Assessing the Maturity of Your Patient Experience Program**
 - > Summer Allen MD, Medical Director for Patient Experience, Mayo Clinic
 - > Dawn Hucke, Director, Mayo Clinic
 - > Pam Prissel, Director of Patient Experience, Mayo Clinic
- **The State of Patient Experience 2017**
 - > Jason A. Wolf, Ph.D., CPXP, President, The Beryl Institute
- **Presence: Compassionate Communication Through Everyday Mindfulness**
 - > Marcus Engel, MS, CPXP, CSP
- **When Patient Engagement Competes with Safety**
 - > Kate Clarke, Manager, Patient Relations/Interpreter Services, Northwestern Medicine
 - > Katherine Czyzewski, Professional Development Specialist, Northwestern Medicine Central DuPage Hospital
 - > Christine Kautz, Patient Engagement Coach, Northwestern Medicine Central DuPage Hospital

- > Karen Pugliese, Advanced Practice Chaplain, NM Central DuPage Hospital & Warrenville Cancer Center
- **OpenNotes: The Power of Knowing**
 - > Kerry Litman MD, CPPS, Board Certification in Family Medicine, Kaiser Permanente Southern California, Regional Physician Coordinator for PFCC, Physician Co-Chair of Regional Member Advisory Council, Physician Coordinator for eAutopsy Mortality Study
 - > Liz Salmi, Senior Multimedia Communications Manager, OpenNotes
 - > John Santa MD MPH, Director Dissemination, OpenNotes; Deborah Wachenheim, MPP, Manager of Stakeholder Engagement, OpenNotes
- **Engaging C-Suite in the Patient Experience**
 - > Chris Karam, President, Chief Executive Officer, CHRISTUS St. Michael Health System, Chief Experience Officer, CHRISTUS Health
- **The Unexpected Experience - The Emergency Department**
 - > Janiece Gray, Founding Partner/CEO, DTA Associates Inc.
 - > Richelle Jader, Director of Emergency Services, Regions Hospital
 - > Diasy Nelson, Charge Nurse/Staff Nurse, Regions Hospital
- **Overheard: What We Say, What We Mean and What Patients and Families Hear**
 - > Lori Gunther, MS, CPXP, Director Strategy and Experience, NICU Innovation, March of DimesNorthwell Health: Establishing a Culture of C.A.R.E.
- > Sven Gierlinger, Chief Experience Officer, Northwell Health
 - > Agnes Barden, DNP, RN, VP Patient & Customer Experience, Northwell Health
- **Relationship-Centered Team Building**
 - > Calvin Chou MD, Professor of Clinical Medicine
 - > Laura Cooley PhD, Director of Education and Outreach, Academy of Communication in Healthcare
- **Empathy: Connecting in Suffering**
 - > Sarah Cawley, MPAS, PA-C, Family Engagement Advisor, Emergency Medicine, Cleveland Clinic, Lead Physician Assistant, Team Health
 - > Christine Traul, MD, Patient Experience Officer for the Pediatric Institute and Children's Hospital; Director, Pediatric Palliative Care, Cleveland Clinic Children's Hospital
- **Supporting Young Adults Transitioning from Pediatric to Adult Healthcare Services**
 - > Joy Gehner, Senior Family Advisor, Seattle Children's
 - > Sarah Talbot, Family Advisor and FAC member, Seattle Children's
- **What Can I Do? – Caring for the Transgender Patient**
 - > Paula M. Neira, MSN, JD, RN, CEN, Clinical Program Director, Johns Hopkins Center for Transgender Health
- **The Patient Experience: Free from Harm**
 - > Tejal Gandhi, MD, MPH, CPPS, President & CEO, National Patient Safety Foundation

Topic Calls

During these interactive, multimedia events, a small group of participants engage in a dialogue on a specific topic, sharing ideas and practices that have been implemented to address the issue.

We offered **four topic calls** in 2017:

- **How are you building cultural competence within your organization to support your patient experience efforts?**
 - › Pamela Abner, Vice President and Chief Administrative Officer, Office for Diversity and Inclusion, The Mount Sinai Health System
- **What are the current rounding practices and tools you are using?**
 - › Jill Mabry, CPXP, Director of Patient Experience, Carolinas HealthCare System and Dana Sanford, BSN, MSN, Director, Patient Experience & Maternity Services, Carolinas HealthCare System
- **Recognizing Physician & Advanced Practice Clinicians burnout is one thing, but what can you do to invest in your providers and create resiliency?**
 - › Jeremy Blanchard, MD, MMM, CPE, Chief Medical Officer at Language of Caring
- **How do you effectively implement LEAN to support your patient experience efforts?**
 - › Jennifer Phillips, Innovation Director, Kaizen Promotion Office, Virginia Mason Medical Center, Seattle

PX Grand Rounds

A new learning opportunity and resource this year, PX Grand Rounds provide an interactive opportunity to learn from those impacting or being impacted by experience efforts and walk away with specific recommendations and insights for action.

We offered **three PX Grand Rounds** in 2017:

PX Grand Rounds I

Presentation topics and presenters included:

- **Patient Centeredness 2.0**
 - › David T. Feinberg MD, MBA, President and Chief Executive Officer, Geisinger Health System
- **Culture Matters and is a Predictor of Operational Excellence**
 - › Lyn Ketelsen MBA, RN, Vice President & Chief Patient Experience Officer, HCA Healthcare
- **A Patient and Family Advisory Council for Quality**
 - › Melissa Thompson, MBA, Patient Advisor, Memorial Sloan Kettering Cancer Center

PX Grand Rounds II

Presentation topics and presenters included:

- **Creating a Care Signature**
 - › Marna Borgstrom, Chief Executive Officer, Yale New Haven Hospital
- **Supporting Physicians for Excellent Patient Communication**
 - › Tony Padilla, Chief Patient Experience Officer, UCLA Health System
- **Empowering Patients and Families to Make a Difference**
 - › Raman Krimpuri, Patient and Family Advisor, PFAC Co-Chair, The MetroHealth System

PX Grand Rounds III

Presentation topics and presenters include:

- **Mindful Healthcare: Patient Experience Starts with a Healthy Team**
 - › Scott Kashman, Chief Acute Care Officer, Lee Health
- **Open Space Technology – A Model for Engagement**
 - › Tammy Marshall, Chief Experience Officer, The New Jewish Home
- **Peer Rounding – A Safety Net to Patient Experience enault, Patient and Family Advisory Council, UNC Rex Hospital**
 - › Cathy Arsenault, Patient and Family Advisory Council, UNC Rex Hospital

Learning Bites

The learning segments are brief webcast videos highlighting key insights on a variety of patient experience topics to provide ideas, recommendations and opportunities in addressing and excelling in the patient experience.

We released **13 learning bites** in 2017:



Guidelines on Human-Centered Design

Grace Hwang, Executive Director of Health, IDEO



Is Anybody Listening? The Importance of Staff Engagement to Patients

Magali Tranie, Director of Marketing, ImageFIRST Healthcare Laundry Specialists



The RX is PX for Outpatient Partners

Amanda Walker, CPXP, BSN, RN, Senior Vice President, Patient Experience, Heritage Biologics, Inc.



Coproducing Improved Experience with Patients

David McNally, Head of Experience of Care NHS England



Ways to Enhance Communication in Improving the NICU Experience for Families

Lori Gunther, MS, CPXP, Director, Quality & Strategy, NICU Initiatives, March of Dimes Foundation



Encouraging Provider Support for Patient & Family Engagement

Patti Lipes, Sr. Clinical Operations Project Administrator and Haroon Hyder MD, Medical Director



Strengthening Medical Staff Engagement and Performance Engagement through Caring

Jeremy Blanchard MD, MMM, CPE, Chief Medical Officer, Language of Caring



Embracing the Influence of Social Media

Dianne Arnold, Patient Relations Specialist and Lilly Vautour, Senior Social Media Specialist
Boston Children's Hospital



Engaging Nurses as Leaders in Patient Experience

Erin Fairchild, Patient Experience Coordinator III, Mayo Clinic



Volunteers and the Patient Experience

Doug Della Pietra, M.Div., CPXP, Manager, Volunteer and Guest Services, Rochester General Hospital



Compassion Fatigue Prevention

Lou Lacey, LPC, Director of Emotional Wellness, Children's of Alabama



It's A Privilege: How Busy Providers Deliver Excellent Patient Experience

Gregg Heatley MD, MMM, University of Wisconsin-Madison School of Medicine and Public Health



Getting Back to the Basics of Clinical Care and Patient Empowerment

Natalie Miller
Optum

Special Welcome

Enhancing our commitment to expand the conversation on improving the patient experience and to support continued community growth, we were excited to welcome 13 board and council members and six team members in 2017.

New Executive Board Members

Rick Evans
SVP and Chief Experience Officer, New York Presbyterian

Sven Gierlinger*
Chief Experience Officer, Northwell Health

Sara Laskey, MD
Vice President, Chief Patient Experience Officer, The MetroHealth System

CJ Merrill, MSN, RN, CPXP*
Patient Experience Officer, Mission Health System

*Previously served on the Institute's Advisory Board

New Advisory Board Members

Rachel Biblow
Senior Director of Patient and Family Services, The Children's Hospital Of Philadelphia

Dexter Borrowman, CPXP
Director National Care Experience Improvement, Kaiser Permanente

Nancy Corcoran Davidoff
Executive Vice President, Chief Experience Officer, Hackensack Meridian Health Network

Bryanna Gallaway, CPXP
Director, Service Excellence, Stanford Health Care

Kevin Hill, CPXP
Manager, Office of Patient and Family Experience, Vidant Health

Jason Phibbs, CPXP
Director, Patient Experience, TriHealth

Walter Rojenko, CPXP
Ontario, Canada

Char Ryan, CPXP
Patient Experience and Employee Engagement Officer, Keck Hospital of USC

New Resource Advisory Council Members

James Considine
Head of Marketing Programs, Philips

New Team Members



Tiffany Christensen
Vice President, Experience Innovation



Lauren Grant
Marketing Coordinator



Terri Ipsen CPXP
Executive Assistant



Darrell Atkin
Director, Corporate Partnerships



Colin Hung
Corporate Partnership Ambassador



Colleen Ryan
Corporate Partnership Ambassador

Supporting Partners

Special thanks to our 2017 Supporting Partners. These organizations have contributed to the future of the field by supporting the continued growth of The Beryl Institute as the global community of practice on improving the patient experience.

Diamond



Platinum



Gold





THE BERYL INSTITUTE

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