

THE BERYL  
INSTITUTE

# 2020

## Year In Review



Elevating the Human Experience  
in Healthcare

# THE BERYL INSTITUTE

The Beryl Institute is the global community of practice committed to elevating the human experience in healthcare. We believe human experience is grounded in experiences of patients & families, those who work in healthcare and the communities they serve. 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.*

# THE BERYL INSTITUTE

2020 was a year like no other for all of us. It started with the hope of a new decade and a look to the future and quickly shifted to a shared experience of tackling a challenging and deadly global pandemic. Healthcare was pushed in ways it had not anticipated; we saw things we have never hoped to see, yet we acted around the world in ways that revealed the true nature and possibility of those committed to human experience in healthcare and beyond.

The moment in which we found ourselves called for sacrifice; it called for agility and a profound commitment to hope, to community and to one another. It called for a willingness to come together in the face of those seeking to push us apart. It called on a focus with intent on what we needed to do now and a recognition that we had to define a clear and shared path to the future.

Those challenges and opportunities had us co-create a year as a community that while separated by distance and space, brought us ever closer together. From a rapid reconfiguration of how we would come together in holding regular community conversations, to a PX Conference that shared the experience of hundreds of organizations around the world, we sought the chance to connect, to learn and to share. Our community commitment to shorten the distance to ideas and resulting actions bore out as people quickly adapted policies, practices and processes that we hadn't anticipated needing just a few months before.

We too stood together in saying we know healthcare can and must be more. In putting a shared stake in the ground on the future of human experience and establishing the framework for action around a new existence for healthcare, we recognized our opportunity was bigger. We did not come together to simply share ideas, but to ensure action, to build connection and find common paths forward, and we did that in the face of COVID-19 and in the very real and elevated challenge of addressing systemic racism and the disparities still found in healthcare and society overall. We did so in the face of the stress this pandemic placed on our organizations and more directly on each of us as individuals both physically and emotionally.

In the end, we did so in standing together, and what we did was inspiring. As you review the pages that follow, you will see what we accomplished as an organization and as a community. These accomplishments are yours; these contributions are reflective of all we have done for one another, and for that we are forever grateful.

Now we take this effort and build forward. Here is to the journey ahead.



Jason A. Wolf, PhD, CPXP  
President & CEO

# Table of Contents

Human Experience 2030.....	5
The New Existence.....	6
Resource Centers.....	7
Advocacy.....	9
Connections .....	10
Resources .....	15
Learning .....	24
Awards.....	34
Community Profile.....	36
Partnership.....	37
Supporting Partners.....	38
Boards & Councils.....	39

# Human Experience 2030

In 2020, we were excited to announce Human Experience 2030, a vision for the future of healthcare.

Human Experience 2030 (HX2030) reflects the insights of a global community of patients, family members, care partners and healthcare professionals in all roles who represent the shared voices of possibility. Over 1,000 members of The Beryl Institute community provided input to create a shared vision for the future that identified the key milestones and points of focus we believe will be needed over the next ten years to achieve that vision.



## Human Experience 2030: A Vision for the Future of Healthcare

The research is grounded in three essential changes for the future as well as foundational needs. Each of the six fundamental actions are explored in the report, which highlights where some of these plans may require more focus. The report concludes with a depiction of how current crises including the COVID-19 pandemic and the reckoning of systemic racism in all areas of society, including healthcare, provide pressure for necessary change.

In 2020, we were excited to announce the Human Experience 2030 initiative, a vision for the future of healthcare.

[Download Report](#)

*With special appreciation for their contributions to this report, The Beryl Institute recognizes our partner, Inmoment, for their support.*

inmoment

# The New Existence

Grounded in the vision of Human Experience 2030, we launched an effort to help define what our new existence will look like; what it will call on us to do in practice, process and policy; and what it will ask of us as people moving healthcare forward.



This moment in our shared history, as we tackle a global pandemic and face the societal realities of inequity and racism, has shifted the foundations of healthcare forever and revealed the cracks and systemic weaknesses of healthcare globally. There is no normal to which we can, or should, return. Rather, we are called upon to co-create a new existence for healthcare.

Grounded in the strategic lenses that shape the experience framework in healthcare and leading us to our community vision – Human Experience 2030 – a focus on The New Existence will align disparate efforts and ensure the human experience at the heart of healthcare flourishes. It will ultimately steer us through this moment to a future we create together.

The New Existence is built on these foundational agreements:

- This work is born from our common experience in this moment
- We are all humans in healthcare and must recognize and act together on what impacts us
- We insist on equity in healthcare
- We commit to working better together, through and beyond this moment
- We will come out of this crisis as better human beings, organizations and systems

[Explore The New Existence](#)

## Care Teams

Redefine and advance the integrated nature of and critical role patients and their circle of support play on care teams.

## Governance & Leadership

Reimagine, redefine and reshape the essential role of leadership in driving systematic change.

## Models of Care & Operations

Co-design systems, processes and behaviors to deliver the best human experience.

## Policy & Systemic Issues

Advocate for equitable institutional, governmental and payor policies, incentives and funding to drive positive change.

## Resources

In 2020, we remained focused on partnering with you to provide resource pages that support our community in the historic days and through the issues we face.



### COVID-19 Resource Page

In 2020, we created resources and connections to support our community in addressing COVID-19, including:

- **18 Community Briefings and Conversations**
- **11 Webinar and Topic Calls**
- **4 Podcasts**
- **12 Publications**
- **32 PX Journal articles**
- **10 recent PX Connect conversations**
- **2 resources to assist you cope with stress and anxiety**
- **4 ways to support your community**
- **3 Patient Experience updates**
- **2 latest news articles**

With the rapid spread of coronavirus globally, we were reminded of how essential our healthcare systems are, the critical role members of our community play and how fundamental the experience we provide remains. As the global community of practice committed to elevating human experience in healthcare, we remained focused, as always, on partnering with you to support our shared purpose.



### Honoring Human Service

We were excited to launch our new microsite, Honoring Human Service, in collaboration with Ascend Marketing. In a spirit of appreciation and recognition of the heroic efforts taking place to address the COVID-19 pandemic, the purpose of this site is to share and celebrate human spirit and highlight the extraordinary experiences collected from healthcare providers, caregivers, essential workers and the patients themselves.

During these times, the power of community and shared experience has never been more important. We encourage you to submit your own stories, videos and pictures highlighting how patients, families and healthcare providers have shown strength, love and resilience in the most difficult circumstances. Through these stories, we aim to help find comfort and honor those who have given so much.

[Submit your own stories, videos and pictures.](#)



## Racism and Disparities Resource Page

We cannot stand by in declaring an unwavering commitment to human experience if we cannot ensure that all humans are seen as people who deserve the same rights, opportunities, freedoms and respect regardless of race, ethnicity, socio-economic status, gender, gender identity or beliefs. It is incumbent on each of us to gauge our own stand, dig in to understand our privilege, uncover our biases and then work diligently to honor the essence of what humanity calls from each of us. Read our full statement on an Unwavering Commitment to Human Experience.

In 2020, we worked to curate content on systemic racism and health disparities as part of our library of resources. We also acknowledged we can and must do much more as an organization, and as a community, to drive change in healthcare and beyond. We will continue to add to these resources and commit to sustaining conversations and leading action through which these critical issues can be addressed.

[Read our full statement.](#)

In 2020, we added a number of resources to the Racism and Health Disparities resource page, including:

- **5 Community Conversations**
- **12 Podcasts**
- **10 Webinar Recordings**
- **3 Book Club Events**
- **2 Learning Bites**
- **2 Topic Call Recordings**
- **2 Grant Research Reports**
- **13 PX Journal Articles**
- **Multiple PX Connect Conversations tagged as health disparity**



## Advocacy

In 2020, PXPf continued to advocate for and help shape policy at the national and local levels on issues that directly affect patient and family experience and elevate the human experience in healthcare.



The Patient Experience Policy Forum (PXPf) is a broad-based coalition of healthcare organizations and patient and family advisors engaged in advocacy and action to give a greater voice in healthcare policy to those working to improve the patient and family experience.

In 2020, we published **four PXPf Policy News** articles:

- **It's Time To Take Patient Experience Measurement And Reporting To A New Level: Next Steps For Modernizing And Democratizing National Patient Surveys**  
Health Affairs Blog  
Rick Evans, PXPf Co-Chair  
Shari Berman, PXPf Co-Chair
- **We must partner with patients as we redefine healthcare in the post-COVID-19 era**  
Becker's Hospital Review  
Shari Berman, PXPf Co-Chair  
Courtney Nataraj, Patient Adviser and PXPf Board Member  
Charisse Montgomery, Program Coordinator, PXPf
- **Patient and family recommendations for addressing visitation policies during COVID-19**  
Geri Lynn Baumblatt, MA, Patient Family Advisor, PXPf Patient Family Partnership Subgroup  
Chrissie Blackburn, MHA – PXPf Board member, Patient Family Partnership Subgroup Co-Chair  
Nikki (Charisse) Montgomery, MA, M.Ed, GPAC – PXPf Program Coordinator  
Courtney Nataraj – PXPf Board Member, Patient Family Partnership Subgroup Co-Chair
- **Let patients speak for themselves on the Biden task force and elsewhere**  
STAT  
Shari Berman, Co-Chair, PXPf

### Executive Board Co-Chairs



**Shari Berman**  
Former Co-Chair, Global PFAC  
The Beryl Institute



**Rick Evans**  
SVP and Chief Experience Officer  
NewYork-Presbyterian



**Charisse (Nikki) Montgomery, MA, MEd, GPAC**  
Parent President, Patient and Family Partnership Council  
University Hospitals Rainbow Babies

## Connections

As a global (and virtual) community of practice committed to elevating the human experience in healthcare, we also believe the opportunity for connection, learning and expanding our conversation must be sustained. Although we did not gather in person in 2020 for the health and safety of our community, the Institute continued to provide a variety of virtual connections to engage and network with others, share ideas on how to improve the patient experience and gain perspectives from other like-minded individuals.



As we faced the global pandemic weeks before the start of the in-person gathering, we acknowledged the challenging nature the healthcare crisis had on the Institute community. While we did not meet in person for Patient Experience Conference 2020, we offered a multi-week virtual conference opportunity kicking off Patient Experience Week on April 27 through September 21. Participants were able to join virtual sessions at their own convenience from anywhere, whether that was at work or at home. Virtual PX2020 included over 50 sessions from presenters around the globe and offered up to 49 continuing education credits.

Presenters comprised the voices of patients, families, caregivers, hospital executives, physicians, consultants, nurses and industry leaders sharing proven practices, innovations and strategies. Virtual sessions were categorized by the eight strategic lenses of the Experience Framework:

- Culture & Leadership
- Infrastructure & Governance
- Staff & Provider Engagement
- Policy & Measurement
- Environment & Hospitality
- Innovation & Technology
- Patient, Family & Community Engagement
- Quality & Clinical Excellence



- **55 virtual sessions**
- **9 poster presentations**
- **510 attendees representing 13 countries**  
*(Australia, Belgium, Brazil, Canada, China, Ecuador, Germany, Philippines, Saudi Arabia, Singapore, Uganda, United Kingdom, US)*
- **119 speakers representing 69 organizations across the world**

## Community Briefings & Conversations

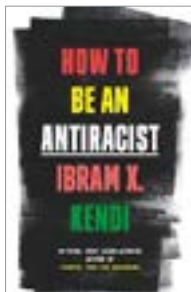
Launched in April 2020 in response to the COVID-19 pandemic, Jason A. Wolf, Ph.D., CPXP, President & CEO, The Beryl Institute, shared headlines from the community and encouraged participants to connect and reflect using the chat function. We offered **18 Community Conversations with over 3,500 registrations and over 1,800 people attending**. Briefings covered a range of topics including:

- Addressing Visitation and Access for Guests and Care Partners
- Ensuring Patients, Family and Care Partners Feel Safe in a Time of Crisis
- Taking Action on Health Disparities

## PX Book Club

In 2020, we introduced the PX Book Club, providing an opportunity for members of The Beryl Institute to gather virtually for facilitated reflections, questions and lessons gathered from reading a book related to today's healthcare system. We kicked off the book club with a three-part series highlighting books that focus on systemic racism and health disparities.

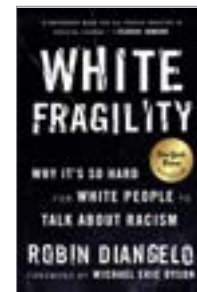
Participants read, reviewed and discussed:



"How to Be an Antiracist"  
Ibram X. Kendi



"Black Man in a White Coat: A Doctor's Reflections on Race and Medicine"  
Damon Tweedy, MD



"White Fragility"  
Robin DiAngelo

## Connection Calls

In 2020, we recorded **six connection calls** with members of the Institute. We covered topics related to membership, patient advocacy and volunteering during the pandemic.

### Organizational Member Resources

- > Maximizing Member Engagement
- > Foundational Resources
- > Experience Excellence Resources

### Patient Advocacy Connection Call

- > Patient Advocacy During COVID-19 - The Evolving Role of The Patient Advocate

### Volunteer Connection Calls

- > How Organizations are Keeping Volunteers Relevant
- > Virtual Volunteering

## PX Connect 2020

We were excited to see our online community PX Connect continue to provide an opportunity for members to exchange ideas, share resources and connect with one another. In 2020, we expanded the discussion by adding Global Communities.



**Members engaged in 890 new conversations with over 3,250 postings.**

Popular discussion topics included:

- Visitation Policies - Planning Ahead for a New "Normal"
- COVID-19/Connecting Patients & Families
- COVID-19 and Staff Morale/Support
- Decreased HCAHPS Responses
- Smile Behind the Masks
- Over the Phone Rounding During COVID-19
- LGBT Compliant Response
- Returning Pet Therapy Teams On Site
- Additional Safety Trainings for Volunteers
- Language Services Under PFX Department

**Participating Organizations Include:**

- AdventHealth
- Baptist Health
- Baystate Health
- BJC HealthSystem
- Boston Children's Hospital
- CHRISTUS Health
- City of Hope
- Cleveland Clinic
- El Camino Health
- Hackensack Meridian Health
- Innovacare Health
- Johns Hopkins Health System
- Maimonides Medical Center
- MaineHealth
- Massachusetts General Hospital
- Mayo Clinic Health System
- MD Anderson Cancer Center
- Medical Center Health System
- Methodist Health System
- Monroe Carell Jr. Children's Hospital at Vanderbilt
- NewYork-Presbyterian
- Northwell Health
- NSW Health
- OneOncology
- Parkland Health & Hospital System
- San Francisco General Hospital
- Sharp HealthCare
- Southern Illinois Healthcare
- Stanford Health Care
- Sutter Health
- Temple University Health System
- Texas Health Resources
- The University of Chicago Medicine
- Thrive Senior Living
- UAB Health System
- UC Health
- UCSF Health
- UM St. Joseph Medical Center
- University of Maryland
- Upper Chesapeake Health
- UNC Health
- University of Missouri Health Care
- Vanderbilt University Medical Center
- Veteran's Health Administration
- Vidant Health
- Walter Reed National Military Medical Center
- Washington Hospital
- Yale-New Haven Hospital

## Speaking

Through virtual and in-person keynotes, facilitated discussion or workshops, speakers from The Beryl Institute team continued to provide unique expertise and insights on patient experience.

Speakers from the Institute presented at **seven events** across the globe:

- **Wayne UNC Health Care**, Goldsboro, NC
- **California Hospital Association, Volunteer Leaders Conference**, Newport Beach, CA
- **Jobvite, Healthcare Virtual Keynote**, Virtual
- **Mission Health, Nursing Event**, Virtual
- **Providence VA, Patient Advocacy Training**, Virtual
- **Centers, QI Workshop**, Virtual
- **IHI, Patient Safety Executive Development**, Virtual
- **NHS England & NHS Improvement H.O.P.E. Conference**, Virtual
- **UCLA**, Los Angeles, CA
- **Synova Town Hall**, Virtual



## Collaboration

In addition to speaking engagements, members of The Beryl Institute leadership team were honored to represent the patient experience movement at many industry events including:

- *Responding to Health Care Consumers' Needs Design Day sponsored by Academy Health and the Robert Wood Johnson Foundation*
- *NAM Leadership Consortium Culture and Inclusiveness Action Collaborative Webinar*
- *ABIM Foundation/Public Agenda/NPAF: Building Trust Dialogue Summary Meeting*

## Experience Leaders Circle

Launched in 2020, and designed from the vision and extensive input of The Beryl Institute community, the Experience Leaders Circle (XLC) brings together senior-level experience leaders for sustained and purposeful connection, learning, conversation and sharing in a safe, confidential, supportive and affirmative environment. The XLC transitioned to a series of virtual meetings and sharing sessions last year that helped support experience efforts globally in addressing the critical issues we were faced with. From how to manage changes in visitation, realign measurement or create virtual connection with families and loved ones in this challenging year, the XLC has served as a unique place where experience leaders could move from identified challenges to rapid solutions.

XLC members contributed to content efforts as well in 2020, from two COVID-19 related papers as we explored the use of virtual connection in healthcare in the paper "Maintaining Human Experience in a New Era of Virtual Connection" and exploring the future of measurement in healthcare in the paper "Exploring the Future of Experience Measurement." From contributing to webinars to our expanding policy and advocacy efforts and engaging in the visioning efforts on the future of human experience and The New Existence, XLC members worked to support the broader community as they engaged with one another. It truly exemplifies all The Beryl Institute community stands for.

## Special Interest Communities

In 2020, we were proud to offer the following communities:

- Ambulatory Care Community\*
- Patient Advocacy Community
- Patient and Care Partner Community\*
- Pediatric Community
- Volunteer Professionals Community\*

\*New in 2020

### **Association of Health Care Volunteer Resource Professionals Joined The Beryl Institute**

Acknowledging the critical role volunteer professionals play in advancing patient experience efforts globally, The Beryl Institute announced a collaborative partnership to integrate the 1,100 members and resources of the Association of Health Care Volunteer Resource Professionals (AHVRP) into its patient experience community.

In addition, the Institute introduced the Volunteer Professionals Community, for Volunteer Service Professionals to support the ongoing sharing and networking of AHVRP members and others leading volunteer programs throughout the healthcare continuum.

### **Patient and Care Partner Community Introduced by The Beryl Institute**

Reinforcing its commitment to elevate the human experience in healthcare, The Beryl Institute introduced the Patient and Care Partner Community in partnership with its Global Patient and Family Advisory Board. Joining the Institute's other special interest communities, the Patient and Care Partner Community is a place for Patient and Family Advisors (PFAs), patients and care partners, defined as a patient's circle of support, to make connections and find resources curated and created by their peers

## Resources

Patient experience remained a top priority for healthcare in 2020. From innovative patient experience research to real-world patient experience improvement efforts, our library of patient experience resources continued to grow and expand topics across the continuum of care.



### PX Pulse

#### Consumer Perspectives on Patient Experience in the U.S.

In 2020, we were excited to release four issues of PX Pulse. The Beryl Institute - Ipsos PX Pulse is a first of its kind effort to elevate understanding of and track the current perspectives on patient experience in healthcare across the United States.

**January** - The first quarterly survey found that most U.S. patients were largely positive about their own experiences with the healthcare system but had a less positive perception of the quality of the U.S. system overall.

**April** - The second edition of the quarterly survey came amidst the COVID-19 pandemic and found that while fewer Americans are visiting primary care physicians and specialists, their level of satisfaction with their healthcare had significantly increased since the last PX Pulse in January.

**July** - The third issue revealed a 26-percentage point drop in the number of Americans reporting a visit to their primary care provider compared to the end of 2019.

**October** - The fourth PX Pulse survey suggested that engagement was rebounding, with a 12-percentage point increase in the number of Americans reporting a visit to their primary care provider compared to June 2020.



## 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 **eight white papers** in 2020:

- *Elevating Experience for Those Living with Dementia*
- *The Experience of Safety in Healthcare: A Call to Expand Perceptions Solutions*
- *Human Experience 2030: A Vision for the Future of Healthcare*
- *Caring for our Children: A Look at Patient Experience in a Pediatric Setting*
- *Maintaining Human Experience in a New Era of Virtual Connection in Healthcare*
- *Exploring the Future of Experience Measurement*
- *Innovation Awards 2020: Celebrating Creativity and Ingenuity in Improving Patient Experience*
- *A Global Inquiry on Excellence in the Diagnostic Journey: The Power of Human Experience in Healthcare*



## Grant 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. The annual grant program supports valuable efforts underway to research the value of improving the patient experience throughout the care continuum.

We published **eight research reports** in 2020:

- *Insurance Type and Weight Loss Surgery Outcome - Does Insurance Type Predict Bariatric Surgery Follow-up and Outcome at 12 Months Postsurgery?*
- *Fears of Parents When Their Child is a Patient*
- *The Experience of Diabetes Burnout in Individuals with Type 1 Diabetes*
- *Improving older patients' experience in transitional care: Evaluation of the TRANSITION tool*
- *Family Centered Rounds: Daily Practice and Impact on Family Experience*
- *Speaking Wisely: Analyzing Patients' Sentiments Towards Different Styles of Radiology Reports*
- *A Quality Improvement Project for the Resident Communication Assessment Program (ReCAP)*
- *Performing Qualitative Analysis on Resident Reflections of Pediatric In-home Visits*





## 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 began our On the Road program over 10 years ago, just after establishing The Beryl Institute as a membership organization, as a means to highlight challenges and successes in driving experience excellence. With the challenges brought by the global pandemic this year, we reevaluated the program as travel was restricted and healthcare organizations began limiting visitors to control the spread of the COVID-19 virus. However, as 2020 reinforced in many ways, much can be accomplished through virtual connections, including our On the Road program.

We published **two On the Road articles** in 2020:

- **Meeting People Where They Are: The Essential Power of Serving Those with the Greatest Needs** - Hennepin Healthcare
- **Back on the Road, Virtually** - University of Chicago Medicine



## 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 **eight case studies** in 2020:

- **Digital Whiteboard: High-Touch Care Enabled by a High-Tech Solution\*** - Texas Health Resources
- **Bridging the Diversity Canyon: Your Next Level of Patient Experience Depends on It** - Inova Fairfax Hospital
- **Turning Feedback into Action: A Lesson in Improving and Sustaining Excellence in Veteran Care and Service\*** - Martinsburg VA Medical Center (VAMC)
- **Improving the Perioperative Experience for Autism Spectrum Disorder Patients** - Dayton Children's
- **Music in the Key of Hope: Music for Staff Wellness in a Metro-New York Pediatric Medical Center during COVID-19** - Cohen Children's Northwell Health
- **Conversational AI and COVID-19: How our virtual assistant helped us meet the needs of our patients when they needed us the most** - UCHealth
- **The Art of the E-Visit – One Provider's Journey into Exploring and Defining** - DTA Associates and Quick Care
- **Patient & Family Connections in a No Touch World** - Marianjoy Rehabilitation Hospital, Northwestern Medicine

\* Sponsored case study



## To Care is Human: A Patient Experience Podcast

HOSTED BY:



**Jason A. Wolf, PhD, CPXP**  
President & CEO  
The Beryl Institute



**Tiffany Christensen, CPXP**  
Vice President,  
Experience Excellence  
The Beryl Institute

The Beryl Institute continued the To Care is Human Podcast series in 2020, allowing listeners to stay connected to the changing landscape of patient experience. Demonstrating our commitment to elevating the human experience in healthcare, we provided a platform for all voices in patient experience to be heard.

We published **19 episodes** in 2020:

- **A Conversation with Dr. Joanne Conroy, Chief Executive Officer and President of Dartmouth-Hitchcock and Dartmouth-Hitchcock Health** - Joanne Conroy, MD
- **"Bravery and Risk"** - Catherine Dale
- **"I don't want to touch peoples' faces" (and other myths about people without sight)** - Curtis Taylor
- **A Conversation with Cathleen Wheatley** - Cathleen Wheatley, DNP, RN, CENP, President of Wake Forest Baptist Medical Center, System Chief Nurse Executive and Senior Vice President of Clinical Operations for Wake Forest Baptist Health
- **"A Complicated Gift"** - Erin Moore
- **A Conversation with Sven Gierlinger, Senior Vice President, Chief Experience Officer, Northwell Health** - Sven Gierlinger
- **A Conversation with Shantanu Agrawal, MD, MPhil, President and CEO National Quality Forum** - Shantanu Agrawal, MD, Mphil
- **All Hands on Deck - Healthcare Heroism During COVID-19** - Dr. Craig Rackley
- **A Conversation with Linda Knodel** - Linda Knodel, Senior Vice President, Chief Nurse Executive, Kaiser Permanente
- **"When we stand together, we're smarter, stronger and more resilient than this virus will ever be."** - Dr. Justin Bright
- **Anti-Racism and Cultural Humility: A Conversation with Dr. Ron Wyatt** - Dr. Ron Wyatt
- **A Conversation with Marsha Sinanan-Vasishta, Deputy Chief Nursing Officer, Mount Sinai Morningside** - Marsha Sinanan-Vasishta, MSN, MBA, RN, NEA-BC, CPXP
- **A Conversation with James Hildreth, Ph.D, M.D., President and Chief Executive Officer, Meharry Medical College** - James E.K. Hildreth, Ph.D, M.D.
- **"We have these conversations in our living rooms"** - Nikki Montgomery
- **A Conversation with Robert Earley** - Robert Earley, President and CEO, JPS Health Network
- **"We all are a spider web connected to many strands"** - Isabel Stenzel Bynres
- **A Story of Faith, Hope and Survival** - Rosie Bartel
- **Let's collectively raise our voices to say, "We've had enough."** - Dr. Brittani James
- **Looking Back on 2020** - Jason Wolf and Tiffany Christensen



## Patient Experience Blogs

This series shares patient experience perspectives and insights voiced from The Beryl Institute's leadership team.

We released **13 patient experience blogs** in 2020:

- **5 Ways to Accelerate Your 2020 Experience Efforts** - Stacy Palmer, CPXP
- **How are YOU doing?: Uncovering the needs of those we serve** - Michelle Garrison, CPXP
- **Experience as Integrator** - Tiffany Christensen, CPXP
- **Lessons from the Lived Experience: What Your Vented Patients Would Ask if they Could** - Tiffany Christensen, CPXP
- **The Essence of Human Experience in the Face of COVID-19** - Jason A. Wolf, PhD, CPXP
- **There will not be a "new normal" but rather a New Existence for healthcare and human experience** - Jason A. Wolf, PhD, CPXP
- **Effective Leadership Doesn't Happen by Chance** - Deanna Frings, CPXP
- **Sitting in Discomfort: Finding the Thread of Hope** - Tiffany Christensen, CPXP
- **A Special Welcome to the Volunteer Professionals Community** - Stacy Palmer, CPXP
- **The True Power of Community – Celebrating our 10th Anniversary** - Jason A. Wolf, PhD, CPXP
- **The Increasing Need for Ambulatory Care During COVID-19** - Michelle Garrison, CPXP
- **The New Existence: A Framework for Action for the Future of Healthcare** - Jason A. Wolf, PhD, CPXP
- **Testing Your PFA Integration** - Tiffany Christensen, CPXP

## Guest Blogs

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

We released **29 guest blogs** in 2020:

- **Communication Awareness is Compassion and it Improves Employee and Patient Experience** - Theresa Dionne, MA, CPXP
- **Leadership Experience at the Heart of Patient Experience Movement** - Muneera A. Rasheed
- **I don't mean to be a problem, but this is what I live with: An educational apology from a person living with dementia to the nurse who may care for her** - Phyllis Fehr
- **Recognizing dementia as a disability: A global Call to Action for an improved pathway to living positively and independently** - Kate Swaffer
- **Relationship Centered Care: A New Approach** - Barbara Kivowitz, MSW
- **The Legitimacy of the Patient Story: The Unofficial Autoethnography** - Kathy Saldana
- **Empathy in Times of Crisis** - Helen Riess, M.D.
- **"Doctor, you make me feel better every day!": A patient encounter reflecting an etiquette-based approach to physician-patient communication** - Sidra Javed, FRCPC, M.B.B.S.
- **"We all get to choose how to fill our cup each day and the attitude we will have about today's crises": Maintaining the care experience in the face of COVID-19** - Julie Danker
- **Virtual Care Visits: Delivering Care that is Patient-Centered and Compassionate** - Theresa Dionne, MA, CPXP
- **Serenity Despite Chaos: Finding Peace with Anxiety and Grief** - Melissa R. Thornburg, MA
- **Uniting as Teammates: The only way to get through these extraordinary times together** - Magali Tranié
- **Keeping the Magic in Children's Hospitals in a Time of Isolation** - Tammy Barnes and Jenny Choi
- **Family Caregiving in the Era of COVID-19** - GPFAB Members
- **Junior Volunteers** - Andréa Kennedy-Tull
- **Collaboration Leads to Understanding and Action** - Stephanie Hillman, MNPL
- **Caring for the caregivers: How to manage stress and trauma in the COVID-19 era** - Christina Triantafyllou, PhD
- **Becoming PROs at listening to patients** - Sheri Winsper, RN, MSN, MSHA
- **Putting the Patient First During a Pandemic** - Lara Goorland
- **Time to change: Calling for Advocacy** - Mecciya Majrashi
- **Getting the most out of your Patient Advocacy Data** - Regina M. Winters
- **COVID-19: A lived experience in Brazil** - Isabela Castro, DDS, MSc, MBA, IA, FISQua
- **COVID-19 is reshaping consumer healthcare behaviors: 3 trends for providers prioritizing PX** - Brett Brende
- **Supporting Volunteers in our New Normal** - Eileen Pelletier
- **Who Decides How Much Risk is Too Much Risk?** - John Schall
- **It's October, let me be your voice!** - Cecilia Olsson
- **What's the Difference Between The Joint Commission and The Centers for Medicare & Medicaid Services** - Michael Hansen
- **Under this Mask is A Helper: A Creative Response to PPE Requirements and Patient Engagement** - Ashley Mangum and Kelsey Mitchell, BS, CCLS
- **Why Soft Skills are needed for Hard Times** - Helen Riess, MD

## 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 grants to **15 healthcare organizations and one scholar** in 2020:

### Grant Recipients

- **Duke School of Medicine, Durham, NC** - Improving Family Engagement in Team Rounds through Admission Orientation and Expectation-Setting
- **University of Utah School of Medicine, Dept. of Anesthesiology, Salt Lake City, UT** - Improving Patient Satisfaction Scores by providing Patient Support Individuals during Preoperative Anesthesia Discussions
- **Sutter Amador Hospital, Jackson, CA** - Improving Patient Satisfaction by Changing the Environment in the ED Lobby and Patient Rooms
- **Alberta Health Services, Edmonton, Alberta, Canada** - Improving Transitions in Care Processes between Acute and Community Settings in a time of COVID-19
- **NYC Health + Hospitals/Harlem, New York, NY** - Improving the Human Experience in a Pediatric Emergency Department through Art
- **Sutter Health - W. Sacramento, CA** - Building Organizational Bench Strength to Consistently Provide an Excellent Patient Experience
- **Cohen Children's Medical Center, A Division of Northwell Health, New Hyde Park, NY** - Reducing Perceived Stress Levels of Family Caregivers of Pediatric Patients through Relaxation
- **Children's Hospital & Medical Center and the University of Nebraska, Omaha, NE** - Preparedness for Transition to Adult-Centered Care in Pediatric Patients with Sickle Cell Disease
- **Kaiser Permanente, Clackamas, OR** - Impact of the Patient Advocate on Patients and Healthcare Organizations
- **University of Tennessee, College of Nursing, Knoxville, TN** - Patient-Defined Value of Recovery following Cardiac Surgery

### Scholar Recipients

- **Haripriya Sathyanarayanan, PhD Candidate, Architect (EDAC, LEED AP BD+C), University of California, Berkeley, Berkeley, CA** - Enhancing the Pediatric Experience through Collaborative Design of Patient Spaces
- **Natalie Jones, Clinical Nurse Educator, Doctorate in Nursing Practice (DNP), Thomas Edison State, University, Hamilton, NJ** - Reducing Nurse Stress Levels and Patient Pressure Injuries through Improved Communication Protocols



### Patient Experience Journal (PXJ)

PXJ published **77 articles** in 2020.

In addition to its two annual publications, PXJ also released its special issue on Sustaining a Focus on Human Experience in the Face of COVID-19. This special issue provided a broad range of articles including commentaries, personal narratives, research studies and case studies.

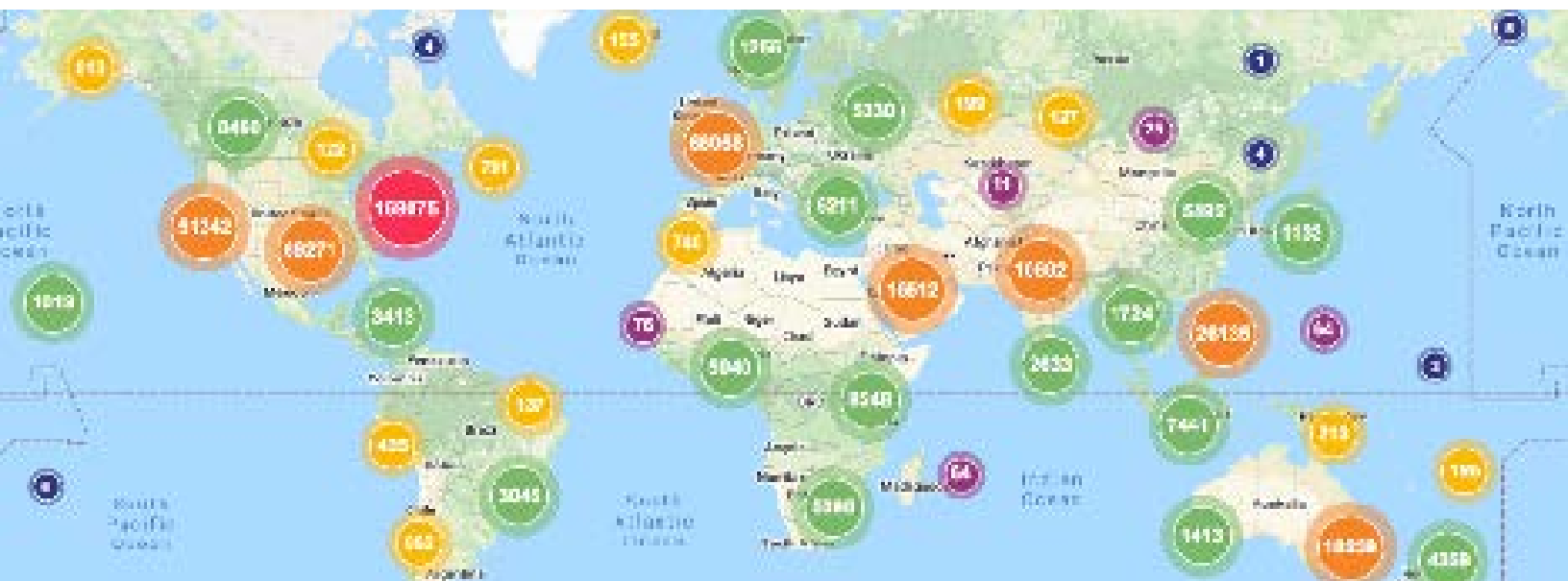
In 2020, PXJ announced the inaugural 2019 Patient Experience Journal (PXJ) award recipients. The annual awards celebrate important contributions to the literature and articles of impact in research and practice. They also introduce groundbreaking authors who are working to expand evidence and insights on patient experience and the human experience in healthcare.

In 2020 alone, articles from PXJ were downloaded over 196,900 times in more than 200 countries and territories.



### Editorial Team

- Jason A. Wolf, Ph.D., CPXP, Founding Editor, PXJ / President & CEO, The Beryl Institute
- Geoffrey Silvera, Ph.D., MHA, Associate Editor, PXJ / Assistant Professor of Health Services Admin, Auburn University



### Patient Experience Journal Editorial Board

- Samereh Abdoli, Ph.D, RN, Assistant Professor of Nursing, University of Tennessee-Knoxville
- Britt Berrett, Ph.D., Program Director/Faculty, University of Texas at Dallas
- Vishal Bhalla, MBA, MS, CPXP, Chief Experience Officer, Parkland Health & Hospital System
- Megan Chavez, MS, FACHE, CPXP, Vice President, Patient and Family Experience, Cook Children's
- Lihua Dishman, DBA, MBA, Associate Professor, Doctor and Master of Health Administration (DHA and MHA) Programs, College of Graduate Health Studies, A. T. Still University
- Karen Drenkard, PhD, RN, NEA-BC, FAAN, Associate Dean, Clinical Practice & Community Engagement, The George Washington University School of Nursing
- Andrew Gallan, Ph.D., Assistant Professor, Florida Atlantic University - College of Business
- Denise M. Kennedy, MBA, Clinical Assistant Professor, Arizona State University, College of Health Solutions, School for the Science of Health Care Delivery
- Sherri LaVela, Ph.D., MPH, MBA, Research Health Scientist, Center of Innovation for Complex Chronic Care, Department of Veterans Affairs, Associate Professor, Research, Department of Physical Medicine and Rehabilitation, Feinberg School of Medicine, Northwestern University
- William G. Lehrman, Ph.D., Social Science Research Analyst, Division of Consumer Assessment & Plan Performance, Centers for Medicare & Medicaid Services
- Daniel D. Maeng, Ph.D., Assistant Professor, Department of Psychiatry - University of Rochester Medical Center
- Dianne Marshburn, Ph.D., RN, Nursing Graduate Faculty Member, East Carolina University, College of Nursing
- Joseph Michelli, Ph.D., Chief Experience Officer, The Michelli Experience
- Erin Moore, BS, Lead Coproduction Advisor, Shift
- Sophie Staniszewska, Ph.D., Professor, Patient and Public Involvement and Experiences of Care, Co-Editor in Chief, Research Involvement and Engagement, Warwick Medical School, University of Warwick (England)

- Dominic Vachon, Ph.D., Director, Ruth M. Hillebrand Center for Compassionate Care in Medicine, University of Notre Dame

### Emeritus

- Stefan Agamanolis, PhD, Chief Innovation Officer, Akron Children's Hospital.
- Bill Boulding, Ph.D., Dean/J.B. Fuqua Professor of Business Administration, The Fuqua School of Business, Duke University
- Bob Cottor, M.D., Board Member, Taos Institute
- Christy Harris Lemak, PhD, FACHE, Chair, Department of Health Services Administration, UAB
- Karen Luxford, Ph.D., CEO, Australian Council on Healthcare Standards
- Vickie Niederhauser, Ph.D., RN, Dean, The University of Tennessee, College of Nursing
- Zal Press, Founder, Patient Commando Productions / Former Co-Chair, Global Patient & Family Advisory Council, The Beryl Institute

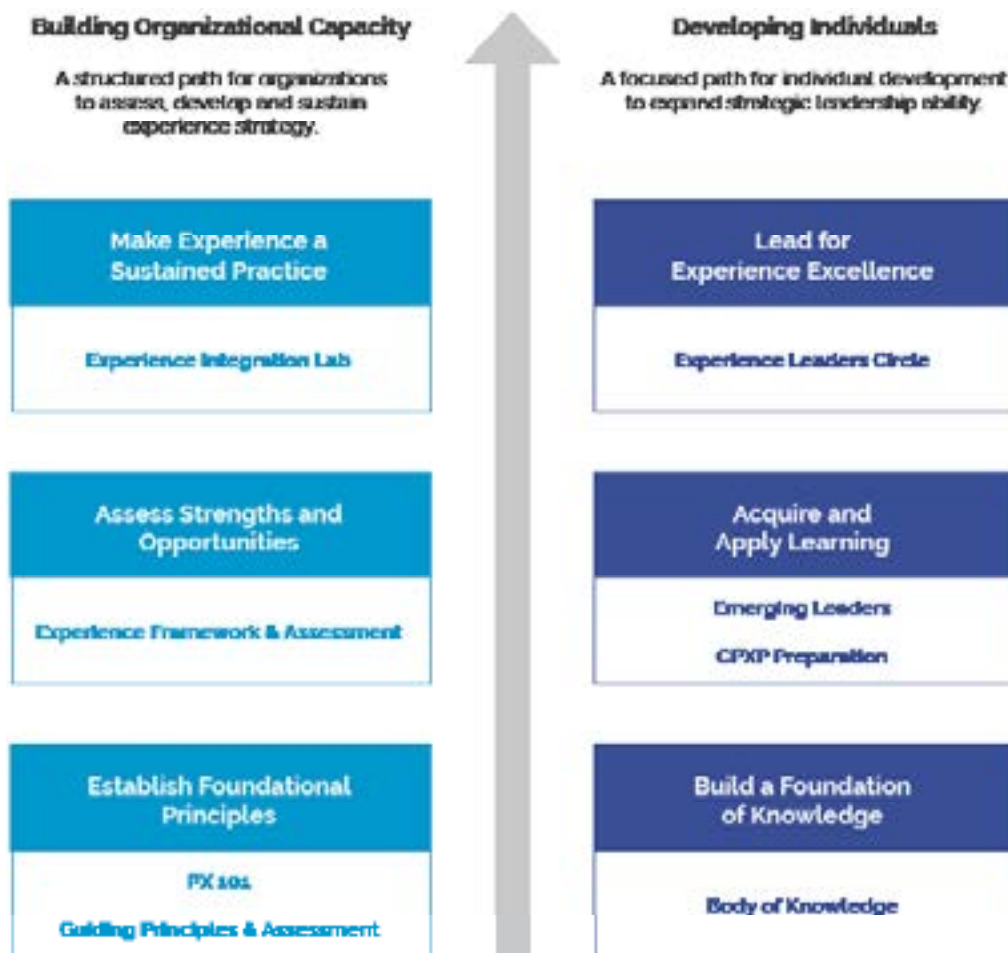
# Learning

With an expanding 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.

## Path to Experience Excellence

### Supporting your Experience Journey

Experience excellence requires focused intent, strategy and education to drive success. Built upon research from the Institute and the collective knowledge of our community, we offer a guide to build and sustain your organizational experience strategy and to develop skills and knowledge of team members at all levels.







We were excited to recognize **128 recipients** in 2020 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 earning certificates in patient experience leadership and patient advocacy.

## Certificate in Patient Experience Leadership

- Shatha Al Ismail, Sidra Medical and Research Center\*
- Talal Al Mohannadi, Sidra Medical and Research Center\*
- Faisal Abdulaziz Al Ruhaimi, Ministry of Health - Saudi Arabia
- Noora Al Subaiei, Sidra Medical and Research Center\*
- Maryam Al-Neama, Sidra Medical and Research Center\*
- Anod Abdi Alanazi, Ministry of Health - Saudi Arabia
- Hoida Menqel Alanazi, Ministry of Health - Saudi Arabia
- Samia Farhan Alanizy, Ministry of Health - Saudi Arabia
- Majedah Abdulaziz Aldosary, Ministry of Health - Saudi Arabia
- Shomah Mahmmd Alenze, Ministry of Health - Saudi Arabia
- Maryam Alhajry, Ministry of Health - Saudi Arabia
- Fatimah Yousef Aljawoan, Ministry of Health - Saudi Arabia
- Mohammed Alqahtani, Ministry of Health - Saudi Arabia
- Waleed Ali Alqarni, Ministry of Health - Saudi Arabia
- Zaid Abdulaziz Alrafi, Ministry of Health - Saudi Arabia
- Eisha Awad Alrashdi, Ministry of Health - Saudi Arabia
- Meshal Naif Alruwaili, Ministry of Health - Saudi Arabia
- Dayel Alshahrani, Ministry of Health - Saudi Arabia
- Hanna Alsomali, Royal Commission Health Program Services Jubail
- Tom Amorosi, Holy Name Medical Center\*
- Amanda Angel, Cheyenne Regional Medical Center
- Scott Archer, Cheyenne Regional Medical Center
- Tina Armstrong, Valley Medical Center
- Sara Yeslem Assayari, Ministry of Health - Saudi Arabia
- Carlene Bailey, Valley Health Systems
- Sheila Bakker, St Cloud Regional Medical Center
- Lynley Bell, Ascension Borgess
- James Bergen, Valley Children's Healthcare
- T. Nicole Boatwright, AU Medical Center
- Gabriel Bolivar, Kaiser Permanente
- Sharon Bostic, VA - VISN 6: Mid-Atlantic Healthcare Network
- Allyson Bruske, Michigan Medicine
- Michelle Bushong, Kaiser Permanente
- James Butler, The Children's Hospital at OU Medicine
- Jackie Charko, Halton Healthcare
- Sarah Crespo, Hackensack Meridian Health - Isabella Geriatric Center
- Jessica Czerniak, Baystate Health
- Margaret Dell, Akron Children's Hospital
- Ann E. Doran, VA - VHA Office of Patient Advocacy\*
- Tracey Dwyer, td consulting
- Iva Ervin-Stanberry, VA New England Healthcare System
- Marianne Erwin, Valley Medical Center
- Kathleen Ferguson
- Rebecca Ford, Kaiser Permanente
- Heather France, PeaceHealth PX
- Miriam Garcia Lopez, Starmount Healthcare Management
- Clarice Graham, VA - VA Veterans Experience Office
- Susan Henderson Sears\*
- Denise Jolley, Grande Ronde Hospital, Inc.
- Audrey Jones, The George Washington University Hospital
- Kevin Jordan Jr, Crozer Health System
- Adriana Kautter, Reading Hospital\*
- Vicki Kelley, Cook Children's Health Care System
- Brian Kerr, James E. Van Zandt VA Medical Center
- Corey Kimpson, Cambridge Memorial Hospital\*
- Grace Lemar, VA New England Healthcare System
- Komal Lodaria, NYC Health + Hospitals\*
- Cynthia Mackey, Atrium Health

# 2020 Year In Review

- Damariz Martinez, Hoag Memorial Hospital Presbyterian
- Renata McAllister, Kaiser Permanente
- Mary Beth Mielke, The Grand Lake Health System
- Ruba Ali Monawar, Ministry of Health - Saudi Arabia
- Joshua Moten
- Sabina Mujanovic, Methodist Health System
- Cecilia Olsson, GE Healthcare
- Cathy Osmolinski, James E. Van Zandt VA Medical Center
- Amy Pak, Amy Pak Incorporated
- Tina Passett, Upstate University Hospital
- Maria Pernsteiner, Marshfield Clinic Health System
- Heather Pezzullo, VA New England Healthcare System
- Elizabeth Poret-Christ, The Orsini Way
- Christina Potter, Dayton VA Medical Center
- Luciana Prata
- James Prochazka, Valley Children's Healthcare
- Hussain Qassabi, Sidra Medical and Research Center\*
- Concha Querol, Global Business Travel Spain S.L.\*
- Cherilyn Re, NYC Health + Hospitals\*
- Chrissy Reichhold, PeaceHealth PX
- Elizabeth Rodriguez, NYC Health + Hospitals\*
- Gina Romero Hernandez, Montefiore Health System
- Jeannette Rosario, NYC Health + Hospitals\*
- Rebecca Royer, Royer Consulting
- Andrea Santamaria Guasch, Athenea Solutions
- Devon Santoro, Tower Health System - Reading Hospital\*
- Wendy Scheetz, Jellyfish Health\*
- Justin Schorzman, Kootenai Health
- Paulette Schwartz, Hartford Healthcare
- Megan Senay, Stevenson Memorial Hospital
- Veronica Singleton, Children's Health
- Corinne Skoog, Glencoe Regional Health Services
- Elisabeth Spoelstra-Eggink, Joseph Brant Hospital
- Ali Ahmed Tawhari, Ministry of Health - Saudi Arabia
- Warren Tenley, James E. Van Zandt VA Medical Center
- Elizabeth Testini, Hospital for Special Surgery
- Heather Thompson, LHC Group
- Dayna Villafana Bey, NYC Health + Hospitals\*
- Katherine Vlach, HydraCor, LLC
- Daniel Walker, PeaceHealth
- Jodi Walker, Stevenson Memorial Hospital
- Pamela Watson, MedStar Georgetown University Hospital
- Nathan Wylie, Methodist Health System

\* Earned Dual Certificate in PX Leadership and Patient Advocacy

## Certificate in Patient Advocacy

- Elizabeth Begley, Hartford Healthcare
- Brittnay Camps, Tallahassee Memorial Healthcare
- Eydie Comeaux, Willis-Knighton Health System
- Juan Damas, Duke University Health System
- Denise Duquette, Alice Hyde Medical Center
- James Feldmann, Duke University Health System
- Anna Gomez Yanez, Montefiore Health System
- Angela Hanson, Asante Health System
- Amanda Imparato, Penn State Hershey Medical Center
- Ryan Jones, Duke University Health System
- Michelle Keplinger, Valley View Hospital Association
- Helena Krieger, Good Samaritan Hospital Medical Center
- Cynthia Lefeber, Marshfield Clinic Health System
- Nicole Leyder, Spectrum Health
- Alisa Manari, Penn State Hershey Medical Center
- Carolyn Muha, Akron Children's Hospital
- Eric Osterberg, Asante Health System
- Pamela Otto, Saint Joseph Mercy Health System
- Felipe Patterson, MedStar Georgetown University Hospital
- Mary Rivers, Dayton VA Medical Center
- Lawral Saucedo, Department of Veterans Affairs
- Dawn Sherman, UF Health Shands
- Laurie Simpson, Samaritan Health Services
- Stephanie Windorff, Montefiore Health System
- Suzie Zeunges, Duke University Health System



It was exciting to see engagement grow since PX 101 became available in July 2018 with 46 organizations using this educational resource. Organizations continue to explore this exciting resource and are in various stages of the implementation cycle.

In 2020, we introduced the **PX 101 Community**. This forum is dedicated to organizations using PX 101 to support and enhance the culture of patient experience excellence. It will provide an opportunity for those tasked with implementing PX 101 in their organization, to engage with others in sharing ideas, challenges and proven practices.

## Emerging Leaders

### Leading Through the Experience Framework: An Emerging Leaders Program

2020 marked the launch of a new learning program from The Beryl Institute. The Emerging Leaders Program was designed to help participants operationalize the eight lenses of the Experience Framework. The first cohort of **21 participants** enjoyed a 4-week program in which they engaged in a deep dive of the eight lenses using a variety of Institute resources while also learning from and collaborating with their PX peers.

- Jeffrey Daddona, Patient Experience Manager, Hartford Healthcare
- Addison Fasolo, Patient Experience Manager, Hartford Healthcare
- Carol Drohan, Patient Experience Manager, Hartford Healthcare
- Elissa Schuler Adair, Program Evaluator, Lines for Life
- Ryan Lockwood, Divisional Director, Pt, Emp, & Provider Exp., Dignity Health
- Donnell Dougherty, Patient Experience Coordinator, Overlake Hospital Medical Center
- Yvette Hastings, Director, Patient Experience, Dignity Health
- Maci Theriot, Guest Experience Coach, Hope Health
- Ashley Kamai, Patient Relations Coordinator, Kaiser Permanente
- Michelle Jones, Corporate Lead, Patient Experience & Privacy, Huron Perth Healthcare Alliance
- Stephanie Michel-Siddall, Patient Experience Lead & Child Life Specialist, Medical City Frisco
- Manasa Pallapolu, Manager of Patient Experience, Children's National Health System
- Isabela Castro, PX and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil
- Clifford Daigler, Patient Experience Specialist, Tucson Medical Center
- Amanda Proctor, PFCC Coordinator, Stollery Children's Hospital
- Sandeep Samra, Consultant, IU Health Physicians
- Heaven Tesfaye, Volunteer Coordinator, Denver Health
- Mayra Romero, Patient Information Supervisor, Denver Health
- Elizabeth Matthews, Lead Patient Advocate, Denver Health
- Karin DuBois, Patient Experience & Design, IU Health
- Sam Hansen, Client Support Analyst, TruthPoint

## CPXP Prep Courses

The Certificate Patient Experience Professional (CPXP) Preparation Workshops continued to be a valuable resource for the PX community. Workshops were conducted live online to prepare participants for the CPXP exam. With a total of **134 participants**, the live online workshops each consisted of four facilitator-led sessions.

### What 2020 CPXP Prep Course Participants Said:

*"This course is fantastic! It really helped me focus on the material but as with all of Beryl's presentations, the way the material is presented is ENERGIZING (YES, ALL CAPS). All three instructors were very knowledgeable, engaging, and fun. Participants left each session emboldened, with new tools and understanding of the material, inspired and ready to master the material."*

- Catherine Heath  
Clinical Quality Specialist  
Big Bend Hospice

*"I appreciated the way the CPXP helped me identify more strengths and weaknesses for my study plan."*

- Scott Alwin  
Director of Patient Experience  
Regional West Health Services



## Webinars

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

We offered **42 webinars with over 18,500 registrations and 8,100 attending in 2020:**

- **The Compassion Crisis in Health Care: Making Your Mark Personally and Professionally**  
Wendy Leebov, Ed.D., SVP, Program Development  
Language of Caring, a Branch of Planetree International
- **Using Patient Kudos to Improve Employee Engagement and to Build a Culture of Appreciation**  
Joel High, Performance Improvement Coach, pCare  
Melissa Thornburg, Performance Improvement Coach, pCare
- **Staying STEADY: A Model for Resiliency**  
Audrey Cortez MSN, RN, CPXP, Director of Patient Experience, Peterson Health
- **Healthcare is Changing. Why Aren't Your Patient Experience Scores?**  
Stacy Bolger, VP, Employee Experience, MaritzCX  
Jason Macedonia, VP, Healthcare and Patient Experience, MaritzCX
- **Implementing a Simulation Based Program for Nurse Leader Patient Rounding**  
Brandon Jones, MSN, RN, CEN, NEA-BC, System Patient Experience Manager, Carilion Clinic  
Amanda Anderson, BSN, RN, PCCN-K, CHSE, Simulation Lab Education Facilitator, Carilion Clinic  
Ashli Semones, Special Projects Director, Carilion Clinic
- **Embracing Consumerism by Bridging PFACs and Huddles to Improve Patient Satisfaction**  
Theresa J. Dionne, MA, CPXE, Patient Experience Consultant, Methodist Medical Group  
Sondi L. Fiegel, MBA-HCM, RN, LSSGB, Director, Patient Care, Methodist Medical Group  
Denise A. Johnson, MD, FAAFP, Patient Experience Physician Champion, Methodist Medical Group
- **Hidden Opportunities to Design a Better Experience**  
Jeremy Carr, MBA, Lead Patient Experience Advisor, Nebraska Medicine  
Liz Hamilton, Patient Experience Advisor, Nebraska Medicine
- **Harm from Disrespect: the Neglected Preventable Harm**  
Patricia H. Folcarelli RN, MA, PhD, Vice President, Health Care Quality, Beth Israel Deaconess Medical Center  
Lauge Sokol-Hessner, MD, Medical Director Health Care Quality, Beth Israel Deaconess Medical Center
- **Beyond Our Walls: An Essential Health System's Approach to Social Determinants of Health**  
Susan Fuehrer, President, Institute for H.O.P.E., The MetroHealth System  
Janet Montoya, Community Health Advocacy Initiative Manager, The MetroHealth System
- **Strategic Psychological Behaviors to Enhance Patient Experience**  
Valerie Choniuk, MPA-HCA, CPXP, Patient Experience Manager, CareMount Medical/ CareMount Health Solutions
- **Elevating the Human Experience in the Face of COVID-19**  
Jason A. Wolf, Ph.D., CPXP, President & CEO, The Beryl Institute  
Panelists:  
Dwight McBee, Chief Experience Officer, Temple University Hospital  
Harris Baden, MD, Medical Director of Experience, Seattle Children's Hospital  
Rosie Bartel, Patient Advisor, Karen Grimely, Chief Nursing Executive, UCLA Health
- **Caring for Ourselves in Times of Crisis**  
Deanna Frings, MS Ed, CPXP, Vice President, Learning and Professional Development, The Beryl Institute  
Panelists:  
Lou Lacey, LPC, Director of Emotional Wellness, Children's of Alabama  
Helen Riess, M.D., Founder, CEO, Empathetics, Inc., Associate Professor of Psychiatry, Harvard Medical School

- Psychological First Aid: Manage Emotional Challenges in this Unprecedented Time**  
 Colleen Sweeney RN BS CSP  
 Panelists:  
 MJ Murray Vachon  
 LCSW, Emergency Room  
 Psychotherapist  
 Wendy Laine MD, Physician
- What Matters Most to Patients and Families During the COVID-19 Pandemic?**  
 Tiffany Christensen, CPXP,  
 Vice President, Experience  
 Integration, The Beryl Institute  
 Panelists:  
 Dr. Grace Cordovano, Patient  
 Advocate/Healthcare Navigating  
 Solutionist  
 Erin Moore, CF Mom and co-  
 design advocate  
 MaryAnne Sterling, CEA,  
 Advocate and Family Caregiver  
 Melissa Thomason, Patient  
 Advocate & Advisor
- Maintaining the Human Experience in a Time of Virtual Connection in Healthcare**  
 Jason A. Wolf, Ph.D., CPXP,  
 President & CEO, The Beryl  
 Institute  
 Panelists:  
 Jennifer Carron, MSOM, CPXP,  
 Executive Director, Patient  
 Experience, Barnes Jewish  
 Hospital  
 Sven Gierlinger, Chief Experience  
 Officer, Northwell Health  
 Pam Guler, MHA, FACHE, CPXP,  
 Vice President, Chief Experience  
 Officer, AdventHealth  
 Benjamin Houge, PX Training,  
 Education, and Coaching (TEC)  
 Advisor, Mayo Clinic  
 Dr. Julie Kennedy Oehlert, DNP  
 RN, Chief Experience Officer,  
 Vidant Health  
 Lisa Konzen BSN, MA, RN,  
 CCRN-E, Director, ICU  
 Telemedicine, Barnes Jewish  
 Hospital
- Chris Palmer, Assistant  
 Professor of Anesthesiology  
 and Emergency Medicine,  
 Co-Medical Director, ICU  
 Telemedicine, Washington  
 University School of Medicine  
 Alpa Vyas, Vice President, Patient  
 Experience, Stanford Health Care
- Finding Stability & Connection in the Midst of COVID 19 Anxiety**  
 Allison Chrestensen, MPH,  
 OTR/L
- Future of Human Experience 2030: A Dynamic Framework for Healthcare**  
 Jason A. Wolf, Ph.D., CPXP,  
 President & CEO, The Beryl  
 Institute  
 Joined by Guest Panelists from  
 the Global Steering Team
- Patient Focused Quality Improvement: A Critical Component of any Patient Experience Journey**  
 Jocelyn Cornwell, Chief  
 Executive, The Point of Care  
 Foundation
- NotasAbiertas Para Todos - OpenNotes Patient Navigation Program**  
 Catherine K. Craven, PhD, MA,  
 MLS, Senior Clinical Research  
 Informaticist, Mount Sinai Health  
 System  
 Zeida Quintero-Canetti, Clinical  
 Research Coordinator, Icahn  
 School of Medicine at Mount  
 Sinai  
 Cristina Villagra MPH, Clinical  
 Research Manager, Icahn School  
 of Medicine at Mount Sinai  
 John B. Wetmore MPH, Clinical  
 Research Coordinator, Icahn  
 School of Medicine at The Mount  
 Sinai Hospital
- The Radiology Bundle: A Collaborative Approach to Designing an Experience Improvement Blueprint**  
 Joy Graves-Rust, CPXP, Manager,  
 Experience Design, Indiana  
 University Health - North  
 Suburban Area  
 Christi Cornelius, BS, CNMT,  
 Deployment Leader, Indiana  
 University Health - IU Health  
 Adult Academic Health Center
- Adapt Quickly and Build Connections through Telehealth**  
 Susan Haufe, Chief Healthcare  
 Advisor, Qualtrics  
 Panelists:  
 Laura Cooley, PhD, Senior  
 Director, Academy of  
 Communication in Healthcare  
 Dr. Lars Osterberg, Director,  
 Educators for CARE, Stanford  
 University School of Medicine  
 Mystique Smith-Bentley,  
 Executive Director, Service  
 Excellence, Stanford Health
- Better Together – How a NYC Health System Leveraged their Values to Serve Their Most Vulnerable Patients during the Pandemic**  
 Silvina de la Iglesia, CMI Spanish,  
 Associate Director, Language  
 Assistance Program, Patient  
 Service Center, The Mount Sinai  
 Hospital  
 Erica Rubinstein, Vice President  
 of Service Excellence & Patient  
 Experience, The Mount Sinai  
 Health System  
 Lourdes "Lulu" Sanchez, MS,  
 CMI, Director of Implementation,  
 LanguageLine Solutions
- Improving the Patient Experience during COVID-19**  
 Vanessa Mona, Director of Care  
 Experience, Henry Ford Health  
 System  
 Heather Hallett, RN MBA, VP  
 Customer Success, SONIFI  
 Health

- Achieving Diagnostic Excellence: Patients as Research Partners**

Susie Becken, Patient Advisor - Co-Chair, Regional Patient Advisory Council, Southern California Permanente Medical Group

Kerry Litman, MD, Physician Lead for Patient and Family Centered Care, Southern California Permanente Medical Group

Rochelle McCauley, Senior Consultant, Southern California Permanente Medical Group
- Parents' Fears When Their Child is the Patient**

Mindy Spigel, Director of Patient Experience, CHRISTUS Santa Rosa and the Children's Hospital of San Antonio

Ann Gonzales, RN and Parent, CHRISTUS Children's Hospital of San Antonio
- Heart to Heart: Co-Designing a Parent Support Program**

Darla Cohen, CPXP, Project Manager Patient Experience, Riley Hospital for Children at IU Health

Dana Hartman, RN, MSN, CPNP, Pediatric Cardiology Nurse Practitioner, Riley Hospital for Children at IU Health

Stacey Snellenbarger, Family Advisor/Parent, Riley Hospital for Children at IU Health
- The Keys to Staying Positive During a Crisis**

Shola Richards, Best-Selling Author and Workplace Strategist
- CAHPS Round-Up 2020**

Jan Gnida, CPXP, Senior Vice President of Research Operations, PRC

Andrea Paseka, Director, CAHPS Production, PRC
- Elevating the Unimaginable Experience: A Multidisciplinary Initiative to Improve Pediatric End-of-Life Care**

Jessika Boles, PhD, CC, Child Life Team Lead, Monroe Carell Jr. Children's Hospital at Vanderbilt

Annie Duplechain, MEd, Graduate Research Assistant, Vanderbilt University

Camille Fraser, MS, CCL, Certified Child Life Specialist, Monroe Carell Jr. Children's Hospital at Vanderbilt

Maile Jones, MEd, CIMI, Graduate Research Coordinator, Vanderbilt University
- Well-Rounded: A Fresh Approach to Training Volunteers for Inpatient Service**

Kristina B. Baggott, MBA, Associate Vice President, Volunteer Services & Community Engagement, Augusta University and AU Health System
- All Aboard the Failboat: How Embracing Failure Creates Leadership Success**

Chris Perez, Director of Volunteer Services, Central Division, Atrium Health
- Be a Mountain Climber**

Bryan K. Williams, DM, B.Williams Enterprise, LLC
- Best Practices for Improving Outcomes for Patients with Dementia in the Acute Care Setting**

Susan Bold Schumacher, MS, APRN-BC, GCNS, Clinical Nurse Specialist in Gerontology, Methodist Hospital- Park Nicollet
- The Digital Sherpa Program: Enriching the Patient Experience and Encouraging Self-Advocacy**

LaWanda Byrd, Director, Volunteer Services, Moffitt Cancer Center

Andrea Conners, Executive Director, Patient Empowerment Network
- Introduction to The New Existence**

Jason A. Wolf, PhD, CPXP, President & CEO, The Beryl Institute

David McNally, Head of Experience of Care, NHS England & NHS Improvement

Jennifer Purdy, Executive Director, Veterans Patient Experience, Veteran's Health Administration

Nicole Cable, Chief Experience Officer, Innovacare Health

Rosie Bartel, Patient Advisor
- Exploring the Future of Experience Measurement**

Jason A. Wolf, PhD, CPXP, President & CEO, The Beryl Institute

Panelists:

Vishal Bhalla, Chief Experience Officer & VP Operations, Parkland Hospital

Jason Boyd, Principal Advisor Patient Experience, Ministry of Health, Australia

Esther Burlingame, Patient Contributor

Dana Gelb Safran, ScD, Senior VP, Well Health Inc. | Associate Professor of Medicine, Tufts University School of Medicine
- Introduction to The New Existence**

Jason A. Wolf, PhD, CPXP, President & CEO, The Beryl Institute

Anne Marie Hadley, Chief Experience Officer, NSW Health

Irene Chan, Director, Office of Patient Experience and Office of Strategy Management, KK Women's & Children's Hospital

Kathryn Empson, Director for Quality Assurance & Standardization, Livanta

- Introduction to the New Existence (Portuguese Translation)**  
 Jason A. Wolf, PhD, CPXP, President & CEO, The Beryl Institute  
 Panelists:  
 Marcelo Alvarenga, MD, MSc, CPXP, Physician, PX Leader, CEO & Co Founder, ConnectaExp Consulting, São Paulo, Brazil  
 Isabela Castro, PX and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil, Global, Patient & Family Advisory Board Co-Chair, The Beryl Institute  
 Ana Merzel Kernkraut, Patient Experience Coordinator, Hospital Israelita Albert Einstein, São Paulo, Brazil
- Want to Work in Partnership with Patients? How to Co-produce Improvements with Patients.**  
 Helen Lee, Experience of Care Professional Lead, NHS England and NHS Improvement  
 Claire Marshall MSc, Experience of Care Lead - Acute Care, NHS England and NHS Improvement  
 Cristina Serrao, Lived Experience Ambassador, NHS England and Improvement
- Innovating the Patient Experience 2020**  
 Organizational Innovation Award – InnovaCare Health  
 Innovative Healthcare Professional Award – Dr. Julie Kennedy Oehlert, Vidant Health  
 Innovative Patient/Family Advisor Award – Corey Kimpson, Cambridge Memorial Hospital
- What the Latest Data Tells Us about Engaging Patients through Text**  
 Lea Chatham, Director of Content, SR Health by Solutionreach
- NSW Health Guide to Action - Elevating the Human Experience for Patients, Families, Carers and Caregivers**  
 Susan Pearce, Deputy Secretary - Patient Experience and System Performance, NSW Health  
 Michaela Lanning, Patient Reported Measures Project Officer, NSW Agency for Clinical Innovation  
 Susan Sims, Partnering with People for Safety & Quality Lead, NSW Clinical Excellence Commission

## 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 2020:

- How can you use real-time patient feedback to coach physicians?**  
 Jeff Robbins, MS, CPXP, Administrator, Department of Psychiatry, University of Missouri School of Medicine  
 Karen Harris, RN, Patient Engagement Coordinator, Office of Patient Experience  
 Sarah Hicks, Business Intelligence Analyst, Office of Patient Experience
- Addressing human experience in the face of COVID-19. What are your most crucial efforts to ensure a focus on human experience is not lost during this health crisis?**  
 Jason A. Wolf, Ph.D., CPXP, President & CEO, The Beryl Institute
- How Do You Create an Engaged and Effective Patient and Family Advisory Council?**  
 Marie Abraham, MA, Vice President, Programming and Publications, Institute for Patient- and Family-Centered Care
- How can an ambulatory coaching program for providers and clinicians improve patient experience and the provider experience?**  
 Kirsten Corley, MBA, CPXP, Director of Patient Experience, UnityPoint Clinic  
 Rachel Hardin, MHSA, Director, Provider Services, UnityPoint Clinic



## Learning Bites

These 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 **9 learning bites** in 2020:



### Improving the Patient Experience in a Virtual Care Environment

Lara Goorland, Senior Director, Clinical Operations, PWNHealth



### Effectively Resolving Patient Complaints and Grievances

Brenda Radford, Director, Member Engagement, Amerihealth Caritas



### Eight Guiding Principles for Patient Experience Excellence

Stacy Palmer, CPXP, The Beryl Institute



### Meaningful Recognition

Bonnie Barnes, FAAN, Co-founder, Chief Executive Officer, The DAISY Foundation



### The Key to Showing Compassion to Others: Offering Kindness to Ourselves

Allison Chrestensen, MPH, OTR/L, Tandem Healthcare Solutions



### 5 Patient Experience Secrets from Leading Brands Outside Healthcare

Jason Macedonia, VP Healthcare and Patient Experience, InMoment



### HUMAN EXPERIENCE 2030: A Vision for the Future of Healthcare

Jason A. Wolf, PhD, CPXP, President and CEO, The Beryl Institute



### Using Experience-based Design to Understand the Patient and Caregiver Experience with Delirium

Amy London, Product Innovation Specialist, Virginia Mason Medical Center



### Smile from Behind the Mask

Mendy Goonan, MBA, CPXP, Director, Patient Experience, Norton Healthcare



### Pediatric Leader Rounding Through the Eyes of a Parent

Teresa Anderson, EdD, MSN, RN, NE-BC, Chief Nursing Officer, at Nobl

# Awards

These awards provide a platform for sharing and celebrating some of the great work being done across the globe to improve the human experience in healthcare.



We understand the effort it takes to change cultures, implement new strategies and build true partnerships with patients and families. In order to recognize those efforts, we will honor and celebrate innovations from organizations, patient/family advisors and individual healthcare professionals.

The Beryl Institute was privileged to have the opportunity to share the work of each Innovation Award Winner from Canada, Puerto Rico and The United States through these videos:

## Organizational Innovation Award



InnovaCare Health

## Innovative Healthcare Professional Award



Dr. Julie Kennedy Oehlert with Vidant Health

## Innovative Patient/Family Advisor Award



Corey Kimpson with Cambridge Memorial Hospital

The Beryl Institute was proud to share more innovative thought leadership captured from award submissions in the white paper, [Innovation Awards 2020: Celebrating Creativity and Ingenuity in Improving PX](#).

### Wendy Leebov Championing Experience Award

We introduced the Wendy Leebov Championing Experience Award at Virtual PX 2020, which recognizes and honors an individual in healthcare who has made an outstanding contribution to the field of patient experience and fostered human connections in healthcare. The award's namesake, **Wendy Leebov**, was presented the inaugural award during the Virtual PX2020 closing session.



Wendy Leebov

### Ruth Ravich Patient Advocacy Award

The Ruth Ravich Patient Advocacy Award is presented by the Patient Advocacy Council of The Beryl Institute. Awarded annually since 1991, first by the Society for Healthcare Consumer Advocacy (SHCA) Board of Directors, and now by the thought leaders of the Patient Advocacy Council, the award recognizes an individual for outstanding contributions, dedication, leadership and loyal service to fellow Patient Advocates.

We were pleased to honor **Ashley Egan** with the 2020 Ruth Ravich Award.

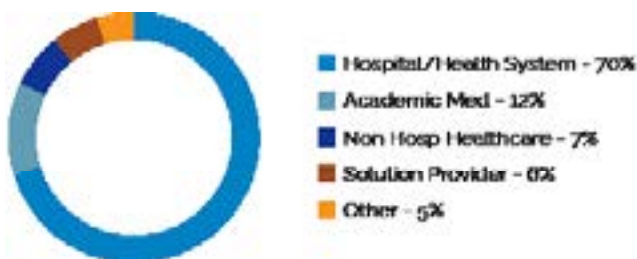


Ashley Egan

# Community Profile

Our community continued to grow with over 58,000 members and guests representing over 80 countries accessing resources and connections to guide improvements in their organizations.

## Organization Type



## Job Function



We were excited to welcome **28 new organizational members** in 2020:

- Association for Patient eXperience Japan
- BJC Health
- CHI Health
- Children's Hospital New Orleans
- Children's Hospital of The King's Daughters
- Children's of Alabama
- Commission on Excellence and Innovation in Health
- Empathetics, Inc.
- Forefront Healthcare
- Frederick Health Hospital
- Halton Healthcare
- Heywood Healthcare
- Inova Health System
- Jackson Health System
- Maine Health
- MDGroup
- Middlesex Health
- Monument Health
- NSW Health
- OneOncology
- Samaritan Healthcare
- Service Management Group
- Sodexo
- Tanana Chiefs Conference
- Tift Regional Health System
- UNC Health
- University of Arkansas for Medical Sciences
- VSys One



## Partnership

In 2020, The Beryl Institute continued to include all voices in the conversation on patient experience improvement, including the voices of consultants and other solution providers who are developing strategies and tools to help healthcare organizations deliver the best possible experiences.

### Vision Meeting

In July 2020, we held a Visioning Meeting with over **40 participants from 35 solution provider organizations** to better understand the current environment we faced and to explore how we can best help solution providers engage with our patient experience community in a meaningful way. Based on discussions in that meeting and community feedback, we were able to develop new offerings to increase solution provider engagement with our community.

### Solution Providers Videos

The Solution Provider Video series, launched in 2020, showcases leaders in the patient experience community sharing how they prefer to interact with solution providers.

- We often receive questions from solution providers such as:
- How does your community like to be approached?
- How should I introduce my solutions to patient experience leaders?
- How do your members best consume information from solution providers?
- Videos in this series answer these questions to provide insights that will help you most effectively achieve your goals.

We released **4 solution provider videos** in 2020:



Cherie Lytle



Kim Pedersen



Nicole Cable



Joan Kelly

## Supporting Partners

Special thanks to our 2020 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

inmoment

Medallia

acare  
Wired to Care

SIEMENS  
Healthineers

smg  
service  
management  
group

SONIFIhealth

### Platinum

qualtrics.<sup>XM</sup>

### Gold

CipherHealth

HURON

ImageFIRST<sup>™</sup>  
HEALTHCARE LAUNDRY SPECIALISTS

Ipsos

StuderGroup

Language of Caring

MDM  
Healthcare

nobl  
Empowering Care

Sr Health

Wolters Kluwer

## Boards and Councils

The Beryl Institute's boards, councils and committees continued to bring valuable insights to guide the Institute forward as the independent, central voice and global community of practice for experience improvement.

In 2020, we introduced a new board and council structure, implementing co-chairs and term limits for each group to provide a structured leadership model with rotation in implementing new voices and perspectives. In addition, we were excited to launch the Ambulatory Care Council creating a space for leaders to engage with one another, share ideas and expanding the engagement of their peers in The Beryl Institute Community.

### 2020 Board Members

#### Strategic Advisory Board

##### Members

- **Michael Bennick, MD**, Medical Director of the Patient Experience, Chairman, Patient Experience Council, Yale-New Haven Hospital
- **Joanne Carrocino**, President and CEO, Cape Regional Medical Center
- **Isabela Castro**, PX & QI Consultant, Rede Dor Sao Luis
- **Neil Churchill**, Director for Patient Experience, Participation and Equalities, NHS England
- **Denise Durgin**, Executive Coach, Backbay Leadership
- **Rick Evans**, SVP and Chief Experience Officer, New York-Presbyterian Hospital
- **Sven Gierlinger**, Chief Experience Officer, Northwell Health
- **Pam Guler**, Vice President, Chief Experience Officer, AdventHealth
- **Wendy Leebov**, Partner, Language of Caring
- **Victoria Niederhauser, PhD**, Dean & Professor, University of Tennessee Knoxville, College of Nursing
- **Bill Roberts**, VP of Sales, ImageFIRST Healthcare Laundry Specialists
- **Colleen Sweeney**, Founder, Sweeney Healthcare Enterprises

#### PX Advisory Board

##### Co-chairs

- **Pam Guler**, Vice President, Chief Experience Officer, AdventHealth
- **Sven Gierlinger**, Chief Experience Officer, Northwell Health
- **Cheryl Call**, CAVS/Manager of Volunteer, GS, Hospitality, Chapla, Utah Valley Hospital/ Intermountain Healthcare
- **Kathi Cox**, SVP, Integrated Experience, Texas Health Resources
- **Linda Fisher**, Regional Director, Guest Services, UCHealth
- **Sonya Fleming**, Director Patient Experience, Catawba Valley Health System
- **Bryanna Gallaway**, System Director, Patient and Family Engagement, Sutter Health
- **Joan Kelly**, Chief Experience Officer, Yale New Haven Health
- **Tammy Marshall**, Chief Experience Officer, Thrive Senior Living
- **CJ Merrill**, Vice President, Care Experience, Mission Health / North Carolina Division HCA
- **Tony Padilla**, Vice President, Patient Experience, City of Hope

##### Members

- **"Dexter" Janet Borrowman**, Operational Excellence Coach, Performance Improvement, Kaiser Permanente
- **Nicole Cable**, Chief Experience Officer, Innovacare Health

- **Elizabeth Paskas**, Vice President, Human Experience, Hackensack Meridian Health
- **Kim Pedersen**, Director, Patient Relations, MarianJoy Rehabilitation Hospital, Northwestern Medicine
- **Eileen Pelletier**, Director of Volunteer Services, Hartford Hospital
- **Jennifer Purdy**, Executive Director for VA Patient Experience, U.S. Department of Veteran Affairs, VEO
- **Muneera Rasheed**, Director Patient Experience of Care, Aga Khan Hospital and Medical College Foundation
- **Walter Rojenko**, Director, Customer Care, Ontario Workplace Safety and Insurance Board.
- **Tiffany Rooks**, Director, Patient Experience, OneOncology
- **Carol Santalucia**, Director, Business Development, Patient Experience, Cleveland Clinic
- **Paul Sommer**, Sr. Director, Customer Relationship Management, Geisinger Health System

### Global Patient and Family Advisory Board

#### Co-chairs

- **Isabela Castro**, PX and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil
- **Denise Durgin**, Executive Coach, Back Bay Leadership, McLean, VA

#### Members

- **Rosie Bartel**, Patient Advisor
- **Victoria Baskett**, Director of Patient Experience, Texoma Medical Center
- **Jonathan (Jono) Broad**, Asst. Director for Patient and Public Involvement, South West Academic Health Science Network, PX Lead, NHS England South West Region
- **Jim Castellone**, Medical Director, Department of Emergency Medicine, Eastern CT
- **Isabela Castro**, PX & QI Consultant, Rede Dor Sao Luis
- **Jeff Cousins**, Family-Centered Care Consultant, AdventHealth for Children, Orlando, FL
- **Denise Durgin**, Executive Coach, Back Bay Leadership
- **Kathryn Empson**, Director, Quality Assurance & Standardization, Livanta
- **Marie Ennis-O'Connor**, Health Care Social Media Monitor, Dundrum
- **Sydney Graham**, Engagement Specialist and Educator, Ontario Family Caregiver Advisory Network, Board Member, Toronto, Canada
- **D'Anna Holmes**, Assistant Director of Patient Experience, Astellas Pharmaceuticals
- **Corey Kimpson**, Chair, Patient and Family Advisory Council, Community Ambassador (COVID-19), Cambridge Memorial Hospital, Ontario, Canada
- **Tanya Lord**, Director of Patient and Family Experience, Foundation for Healthy Communities
- **Nikki Montgomery**, President, Patient and Family Partnership Council, Hospitals Rainbow Babies & Children's
- **Steph Newell**, Experience Innovator, People & Goolwa
- **Tony Serge**, Patient Advisor
- **Cristina Serrao**, Lived Experience Ambassador (Patient Experience Professional Ambassador Fellow), Experience of Care, NHS England and NHS
- **Ai Ling Sim-Devadas**, Co-Chair, SingHealth Patient Advocacy Network, SingHealth, Singapore
- **Maryanne Sterling**, EVP, Caregiver Experience, Livpact
- **Janepher Wabulyu**, Research and Advocacy Officer, Uganda Alliance of Patient's Organizations
- **Herb Werner**, Patient and Family Advisory Council Member and Spinal Cord Injury Peer Support Volunteer, Cleveland, OH



## Solutions Advisory Board

### Co-chairs

- **Bill Roberts**, VP of Sales, ImageFIRST Healthcare Laundry Specialists
- **Colleen Sweeney**, Founder, Sweeney Healthcare Enterprises

### Members

- **Marcelo Alvarenga**, Physician, Patient Experience Leader, CEO, & Co-Founder, ConnectaExp Consulting
- **Darrell Atkin**, VP, Marketing, Medical EarlySign
- **Samir Batra**, Founder & CEO, BAHA Enterprises

- **Richard Corder**, Managing Director, TIER1 Healthcare
- **Dustin Fennell**, COO, Language of Caring
- **Anne Freeman**, Consultant, Press Ganey Associates, Inc.
- **Janiece Gray**, CEO, Founding Partner, DTA Associates, Inc.
- **Susan Haufe**, Chief Industry Advisor, Qualtrics
- **Joe Inguanzo**, President and CEO, Professional Research Consultants, Inc.
- **Julie Keller**, Solutions Consulting, Medallia

- **Jason Macedonia**, VP Healthcare and Patient Experience, InMoment
- **Gautum Mahtani**, Founder and CEO, Care Experience LP
- **Susan Mazer**, President/CEO, Healing Healthcare Systems
- **Jake Poore**, President and Chief Experience Officer, Integrated Loyalty Systems LLC
- **Avi Ratnanesan**, CEO, Energesse
- **Lisa Romano**, CNO/VP Clinical Services, CipherHealth
- **Ed Shin**, CEO, Quality Reviews, Inc.
- **Christina Triantafyllouer**, Head of Improving Patient Experience, Siemens Healthineers

## PXPF Board

### Members

- **Shari Berman**, Patient Advisor, Boston, MA
- **Rick Evans**, SVP and Chief Experience Officer, New York Presbyterian
- **Charisse (Nikki) Montgomery**, PXPF Program Coordinator, Parent President, University Hospitals Rainbow Babies and Children's Hospital Patient and Family Partnership Council
- **Michael C. Bennick**, Medical Director of Patient Experience, Yale-New Haven Health System
- **Chrissie Blackburn**, Principal Advisor, Patient and Family Engagement, University Hospitals & University Hospitals Cleveland Medical Center

- **Esther Burlingame**, Patient Advisor, CA
- **Susan Edgman-Levitan**, Executive Director, Mass General Hospital Stoeckle Center for Primary Care Innovation, Co-chair, Partners Healthcare System Patient Experience Leaders Committee, Executive Director, Mass General Hospital Stoeckle Center for Primary Care Innovation, Co-chair, Partners Healthcare System Patient Experience Leaders Committee
- **Sheila Delaney Moroney**, Senior Director and Patient Experience Officer, Hennepin County Medical Center
- **Courtney Nataraj**, Patient Advisor, New York Presbyterian

- **Dale Shaller**, Principal, Shaller Consulting Group
- **Sara L. Toomey**, Chief Experience Officer, Boston Children's Hospital, Director/PI, Center of Excellence for Pediatric Measurement, Boston Children's Hospital
- **Lisa Winstel**, Chief Operating Officer, Caregiver Action Network
- **Jason Wolf**, President & CEO, The Beryl Institute, Founding Editor, Patient Experience Journal, President & CEO, The Beryl Institute

## 2020 Council/Committee Members

### Nurse Executive Council

#### Co-chairs

- **Karen Drenkard**, Associate Dean, Clinical Practice & Community Engagement, The George Washington University School of Nursing
- **Victoria Niederhauser**, Dean and Professor, University of TN, Knoxville College of Nursing

#### Members

- **Debra Albert**, Senior Vice President for Patient Care Services and Chief Nursing Officer, NYU Langone Health
- **Rachel Armstrong**, Principal Health Systems Engineer, Center for Veterans Enterprise Transformation, The MITRE Corp.
- **Joyce Batcheller**, President/Adjunct Professor, JBatcheller Consulting/TX Tech Univ Health Scs Ctr School of Nsg
- **Dale Beatty**, VP PCS / CNO, Stanford
- **Dr. Cole Edmonson**, Chief Experience and Clinical Officer, AMN Healthcare

- **Jane Englebright**, Senior Vice President & Chief Nurse Executive, HCA Healthcare
- **Karen Grimley**, Chief Nursing Executive and Assistant Dean School of Nursing, UCLA
- **Cheryl Hoying**, Chief Nurse Executive and Patient Care Services Officer, The Ohio State University Wexner Medical Center
- **Cheri Hunt**, Senior Vice President of Patient Care Services / Chief Nursing Officer, Children's Mercy, Kansas City
- **Barbara Jacobs**, VP Nursing/CNO, Anne Arundel Medical Center
- **Anna Kiger**, System Chief Nurse Officer, Sutter Health
- **Mary Beth Kingston**, Executive Vice President and Chief Nursing Officer, Aurora Health Care
- **Linda Knodel**, Senior Vice President/CNE, Kaiser Permanente Health System
- **Kirsten Krull**, VP Quality and Performance & Chief Nursing Executive, Hamilton Health Sciences
- **Jerry Mansfield**, Chief Nursing Officer, Mount Carmel Health System

- **Charlotte Mather**, Vice President - Nursing, Seasons Hospice and Palliative Care
- **Robin Newhouse**, Dean and Distinguished Professor, Indiana University School of Nursing
- **Nancy Shendell-Falik**, President, Baystate Medical Center and SVP Hospital Operations, Baystate Health
- **Rose Sherman**, Editor in Chief, Nurse Leader, Florida Atlantic University
- **Charleen Tachibana**, Senior Vice President, Quality & Safety, CNO, Virginia Mason Health System
- **Linda Talley**, Vice President and Chief Nursing Officer, Children's National Health System
- **Cathleen Wheatley**, President, Wake Forest Baptist Medical Center & System Chief Nurse Executive, Sr. Vice President of Clinical Operations
- **Laura Wood**, SVP Patient Care Operations & CNO, Boston Children's Hospital

### Pediatric Council

#### Co-Chairs

- **Jan Althouse**, Co Chair, Patient Experience Manager, Cook Children's Health Care System
- **Barbara Burke**, Co Chair, Senior Director, Engagement, Ann & Robert H. Lurie Children's Hospital
- **Sandra Schultz**, Customer Service Manager, CHOC Children's

#### Members

- **Anna Ahrens**, Director, Mary Bridge Transformation and Experience,

- **Mary Bridge Children's Hospital & Health Network**
- **Tina Arcidiacono**, Senior Director, Patient-Family Experience, Nemours Children's Health System
- **Darlene Barkman**, Family Consultant, Children's Hospital of Philadelphia
- **Megan Chavez**, CPXP, Vice President, Patient and Family Experience, Cook Children's Health Care System
- **Darla Cohen**, Project Manager Patient Experience, Riley Hospital for Children

- **Janet Cross**, Administrative Director, Pt.& Family-Centered Care, Monroe Carell Jr. Children's Hospital at Vanderbilt
- **Anjalee Galion, MD**, Section Chair / Assoc Dir Comprehensive Sleep Prog, CHOC Children's Hospital
- **Susan Gilland**, Asst Manager, Patient & Family Experience, Connecticut Children's Medical Center
- **Elena Gonzalez**, Experience Improvement Manager, Stanford Children's Health, Lucile Packard Children's Hosp

# 2020 Year In Review

- **Erika Holliday**, Past President , Ann and Robert H. Lurie Children's Hospital of Chicago
- **Brennan Lewis**, Director, Patient Family Education & Engagement, Children's Health
- **Cherie Lytle**, Patient Experience Manager, Children's Hospital & Medical Center
- **Laura McDonagh**, Director, Northwell Health Cohen Children's Medical Center
- **Leslie Moore, CPXP**, Specialty Nurse, Arkansas Children's Hospital
- **Janine Patton**, Certified Child Life Specialist, Texas Children's Hospital
- **Teresa Prouty**, Family Partnership Coordinator, Patient Relations, Dayton Children's Hospital
- **Lisa Schiller**, Director, Patient Relations/Service Excellence, Children's Hospital Los Angeles
- **Taylor Sewell, MD, MBA, FAAP, CPXP**, Assistant Professor of Pediatrics at CUMC, Columbia University, Pediatric Hospitalist, NYP/Morgan Stanley Children's Hospital, Associate Medical Director - Patient Experience, NYP/ CUIMC
- **Hilary Spurgeon, CPXP**, Patient Family Experience Program Manager, Arkansas Children's Hospital
- **Katie Taff**, Manager, Patient & Family Engagement, Children's Mercy Kansas City

## Physician Council

### Co-chairs

- **Harris Baden, MD**, Medical Director of Experience , Seattle Children's Hospital
- **Justin Bright, MD, CPXP**, Assistant Medical Director for Patient Experience, Henry Ford Hospital
- **Alison Tothy, MD, CPXP**, Associate Professor, University of Chicago

### Members

- **Elizabeth Brady, MD, FACS, MBA, FACHE, MHCDS, CPXP, CPHQ**, Provider Leader, Patient Experience, Baystate Medical Center
- **James Callahan, MD**, Physician Advisor, Patient and Family Experience, Children's Hospital Of Philadelphia
- **James Castellone, MD, MBA, CPE, FACHE, FACEP, CPXP**, Medical Director, Eastern CT Health Network

- **Liza DiLeo Thomas, MD CPXP FAAEM FACEP**, Medical Director of Patient and Provider Advocacy, Ochsner Health System
- **Anne Marie Hadley, MBBS, CPXP, CXO**, Monash Health
- **Chadi Ibrahim**, Chief Experience Officer, CPXP, MD, Beaumont Health, Troy
- **Alpana Kharkar, MD**, Dr, Kaiser Permanente
- **Paul Lansdowne, M.D., CPE**, Medical Director for Physician Service Excellence, Methodist Health System
- **Swati Mehta, M.D**, Executive Director of Patient Experience , Vituity
- **Holly Mintz, MD**, Chief Medical Officer, Ambulatory Services, Elliot Health System
- **Amanda Montalbano, MD MPH FAAP**, Medical Director, Patient and Family Engagement, Children's Mercy Kansas City
- **Sofie Morgan, MD MBA**, Associate Chief Quality Officer for Patient Experi. University of Arkansas for Medical Sciences
- **Brandon Parkhurst, MD, CPXP**, Medical Director, Adult Primary Care Service Line, Marshfield Clinic
- **Sachin Patel, MD**, Pulmonary & Critical Care Physician, Wakemed Health & Hospitals
- **Kyle Rehder, MD**, Physician Quality Officer, Duke University Health System
- **Jonathan Ross, MD**, Professor of Medicine, Dartmouth Hitchcock Medical Center
- **Shehzad Saeed, MD, FAAP, AGAF**, Associated Chief Medical Officer, Dayton Children's Hospital
- **Donna Smith, MD, MBA**, Executive Medical Director, Virginia Mason Medical Center
- **Prashant Vaishnava, MD**
- **Michael Witt, MD, MPH, CPXP**, Physician, N/A
- **Syed Ahmed, MD, MMM, MS, CPXP**, Physician, Northwest Community Hospital

## Patient Advocacy Community

### Co-chairs

- **Kate Clarke**, Manager, Patient Relations/Interpreter Services, Northwestern Medicine
- **Kim Pedersen**, Director, Patient Relations, MarianJoy Rehabilitation Hospital, Northwestern Medicine
- **Carol Santalucia**, Director, Business Development, Patient Experience, Cleveland Clinic

### Members

- **Corey Adams**, Manager, Patient Experience, St Vincents Hospital
- **Miguel Arenas**, Senior Director, Patient Relations, Mount Sinai Health System
- **Elizabeth Begley**, Director of Human Centered Care, Hartford Healthcare
- **Sarah Benavides**, Supervisor Patient Representatives, University of Colorado Health

- **Jennifer Bergstrom**, Patient Advocate, Sentara Healthcare
- **Andrea Cook**, CPXP, Patient Relations/Risk Management Specialist, Katherine Shaw Bethea Hospital
- **Lauren De La Torre**, Director, Patient Advocate Department, Children's Mercy Kansas City
- **Elizabeth Deacon**, Patient Experience Manager, Ochsner Health System
- **Jamie Di Piazza-Rodriguez**, Manager of Patient Experience, Language Services, Ardent Health
- **Ann E. Doran**, Executive Director, Office Patient Advocacy
- **Ashley Doyle, RN/** Patient Advocate Manager, The University of Vermont Health Network-CVPH
- **Jodi Gross**, Manager of Patient Support Services, Sharp Grossmont Hospital
- **Michael Hansen**, Patient Relations Representative, Metrohealth Medical Center

- **Kelly Holland**, Manager Patient/Family Experience, UVM Medical Center
- **Keenila Johnson**, Quality Service Coordinator, AU Medical Center
- **Linda Kajtazi**, Director, Patient Relations & Language Services, White Plains Hospital
- **Mecciya Majrashi**, Assistant Manager Patient Empowerment, Saudi Patient Safety Center
- **Laura Mcneely**, Director, Patient Experience, Atrium Health
- **Brenda Radford**, Director, Member Engagement, AmeriHealth Caritas North Carolina
- **Roseanna Ryan**, Director Patient Guest Relations, Stony Brook University Hospital
- **Lorna Tirman**, Patient Experience Specialist, Tahoe Forest Hospital District
- **Crystal Took**, Patient Relations Manager, Ann & Robert H. Lurie Children's Hospital of Chicago

## Ambulatory Care Council

### Co-chairs

- **Nicole Allen**, Assistant Vice President, Patient Experience, HCA
- **Nancy Stueland-Adamski**, Patient Experience Director, Marshfield Clinic

### Members

- **Uriel Aguirre**, Project Manager, University of Alabama at Birmingham Health System
- **Kristie Andrews**, Director Customer & Physician Engagement, Emory Healthcare
- **Anita Brazill**, Healthcare Quality/Comms, Tandigm Health
- **Anne Brown**, Executive Director, Patient Experience, Cone Health

- **John Cunningham**, Senior Vice President, Premise Health
- **Sondi Fiegel**, Director, Patient Care, Methodist Health System
- **Amanda Fox**, Manager, Ambulatory Customer Experience, Tampa General Hospital
- **Nicolette Kerns**, Service Line Director, Children's Hospital & Medical Center
- **Christina Martin**, Director Service Strategy, Kaiser Permanente
- **Cindy Mento**, Director of Operations, Crystal Run Healthcare
- **Sharmi Mukherjee**, Director of Rehab, Outpatient, Washington Hospital Healthcare System

- **Tiffany Rooks**, Director, Patient Experience, OneOncology
- **Ashley Schmit**, Ambulatory Clinical Practice Specialist, Children's Hospital & Medical Center
- **Garrett South**, Patient Experience Lead, NewYork-Presbyterian
- **Natalie Whitlock**, Ambulatory Care Experience Leader, Kaiser Permanente
- **Mary Wilkins**, Patient Experience Consultant, CoxHealth
- **Stewart Williams**, Senior Regional Manager, Patient and Care Exp, Providence St Joseph Health
- **Debbie Young**, CPXP, Manager, Service Excellence, Sutter Health

## Conference Planning Committee

### Co-Chairs

- **Sarah Gilstrap, CPXP**, Patient Experience Strategy Leader, Medallia
- **Erica Steed**, Director of Patient Experience, WellStar North Fulton Hospital

### Members

- **Syed Ahmed, MD, CPXP**, Physician, Northwest Community Hospital
- **Nicole Allen, MSHA**, Assistant Vice President, Patient Experience, Ambulatory Surgery Division, HCA
- **Marcelo Alvarenga, MD, MSC, CPXP**, Physician, Patient Experience Leader, CEO & Co Founder, ConectaExp Consulting
- **Rosie Bartel**, Patient Coordinator, University of Wisconsin School of Medicine Infectious Disease Research, Global Patient & Family Advisory Board Liaison
- **Miranda Bond, MHR, CPXP**, Director, Patient Experience, Parkland Health & Hospital System
- **Beth Daddario, CAVS**, Director Volunteers, Retail and Guest Services, Inspira Medical Centers Vineland and Elmer
- **Mary Ann Dragon, RN, BSN, MBA**, Director, Nursing and Patient & Family Services, University Hospitals Rainbow Babies & Children's Hospital, Continuing Education - Nurse Planner
- **Linda Fahey, RN, NP, MSN**, Regional Care Experience & Patient and Family Centered Care, Kaiser Permanente, Southern California Community Liaison
- **D'Anna Holmes, MSHA, CPXP**, Patient Engagement Program Manager, Astellas Pharmaceuticals
- **Maxine Legall, MBA, MSW**, Director, Patient Experience & Cultural Transformation, Mount Sinai
- **Juan Luna, CPXP**, Director, Patient Experience & Volunteer Services, Saint Vincent Hospital
- **Sue Murphy, RN, BSN, MS**, Chief Experience Officer, The University of Chicago Medicine
- **Brandon Parkhurst, MD, MBA, CPXP**, Medical Director, Adult Primary Care Service Line, Marshfield Clinic
- **Kim Pedersen**, Director, Patient Relations, MarianJoy Rehabilitation Hospital
- **Becky Ruckno, MSW, MBA**, Director, Health Literacy and Interpretive Services, Patient Experience, Geisinger
- **Garrett South, MPH, CPXP**, Patient Experience Lead, NewYork-Presbyterian



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