2021 Year In Review

Elevating the Human Experience in Healthcare
The Beryl Institute is a global community of healthcare professionals and experience champions committed to transforming the human experience in healthcare. As a pioneer and leader of the experience movement and patient experience profession for more than a decade, the Institute offers unparalleled access to unbiased research and proven practices, networking and professional development opportunities and a safe, neutral space to exchange ideas and learn from others.

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. We believe human experience is grounded in the experiences of patients & families, members of the healthcare workforce and the communities they serve.
As we entered 2021, we did so with hope, with aspiration and with a commitment to action for all we learned in the year gone by. As 2020 challenged us to be agile, 2021 became a year to check ourselves at our core and to find and build on our resilience. I do not think we fully anticipated the continuation of the pandemic to follow us up to and through 2021’s back door, but it has. This calls on us to truly recognize all that we have accomplished in the last year.

We ended 2020 talking about how we stood together, we bolstered one another and came together as a community in searching for answers and creating solutions. 2021 became a year of using that connection for something greater. We were determined in words but more so in action to turn the lessons of 2020 and the lingering pandemic into something bigger. That is what this community of experience champions, healthcare professionals, patients, family members and care partners, solution providers, and ultimately human beings, stood for alongside one another.

2021 was about driving deep stakes in the ground, about not being stopped and about co-creating a future. While we know this year brought incredible strain to the healthcare system, placed stress on so many of us as professionals and people and created incredible strife in our communities and, for some, in our own families, this community, The Beryl Institute community, the global experience community, found something bigger to drive it forward. That is what 2021 will forever remind me.

In building on the words and call to action for a New Existence in healthcare, our community took and continues to take a stand for something bigger than ourselves. We declared an unwavering commitment to not just elevate but to transform the human experience in healthcare. Together we
# Table of Contents

- Transform HX and Declaration ................................................. 5
- Global ......................................................................................... 6
- PX Policy Forum ........................................................................ 7
- Connections ............................................................................... 8
- Resources ................................................................................. 14
- Learning ..................................................................................... 22
- Awards ......................................................................................... 34
- Community Profile ..................................................................... 37
- Special Welcome ....................................................................... 38
- Boards & Councils ..................................................................... 39
- Partnership ................................................................................. 47
Our shared experience over the past year has shifted the foundation of healthcare forever, exposing systemic weaknesses and wounds that can no longer go untreated. Immersed in a global pandemic, we acted with agility and urgency to innovate at a pace never seen before.

Healthcare professionals and organizations never hesitated to respond to the needs of patients and the communities they serve, even as hospitals overflowed with patients, adequate staffing and supply levels grew challenging and exhaustion overwhelmed the healthcare workforce. As COVID-19 cases and deaths climbed higher, the devastating impact of systemic disparities, inequities and injustices faced by people of color and marginalized populations became painfully apparent.

While the world has been inspired by the level of compassion and care that healthcare professionals have demonstrated time and time again, this service and sacrifice has come with a heavy price. With the clouds of COVID-19 beginning to lift, the real impact of trauma and an ever-increasing demand for rapid change is looming over a healthcare workforce that was showing signs of stress and burnout years before the pandemic.

Although these issues are not new, this moment has exposed the shortcomings in our approach and the need for a fundamental shift in thinking and direction. We are now at a critical inflection point. There is no
In expanding our global community, we took on very clear efforts this year including:

- **Global Council.** We established and launched our Global Council bringing together experience leaders across six continents. The council set a number of key priorities for 2022 which focus on:
  - **Measurement:** Can we create a standardized way of measuring across countries?
  - **Assessment:** How do we help people know where they are and how to get better?
  - **Learning/Sharing Practice:** How can we better identify and share great work/successes and gather and share more global cases via Institute learning streams?
  - **Events/Collaborations:** What type of events can we create or partner with regionally/locally to highlight our work?

The Global Council was also instrumental in contributing to the paper, *A Global Perspective on Elevating the Human Experience in Healthcare*.

- **Translated Papers.** The Institute worked with supporting partner LanguageLine® to begin production of major publications and a few resources in a series of languages including Spanish, French, Portuguese, Arabic and Chinese. The following publications are now available in those languages: *Consumer Perspectives on Patient Experience 2021, Human Experience 2030, To Care is Human: The Factors Influencing Human Experience in Healthcare Today, Overview of The New Existence and The Declaration to*
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.
PX Connect 2021

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.

We have a total of 35,338 Members with PX Connect accounts, 694 new discussion threads/conversations and 2,594 total posts (these include original posts & responses on old ones)

Popular discussion topics included:

- How our health systems can better connect with families of patients
- Health disparities
- How Language Services can increase patient outcomes
- Communicating increased wait-times in ED to patients & family
- Rethinking surveys, tracking PX, HCAPS
- Patient Experience Liaison’s – how & when to hire for this role
- Training staff on the Patient Experience “Bundle” - how all actions across the continuum of care (from greeting to discharge) affect the outcome
- Navigating & upskilling staff on service recovery
- Addressing increased workplace violence concerns from both patients & families
- Using Patient Belonging tracking as another opportunity to increase PX satisfaction
- Overall PX Strategy & the topics that matter most
Combining learning opportunities with social gatherings, motivational keynotes and a virtual exhibit hall, ELEVATE PX (our re-branded Patient Experience Conference) provided four days of connections to support and re-energize our community of experience champions and took place during Patient Experience Week. ELEVATE PX included over 65 breakout and poster sessions from presenters around the globe and offered up to 23.25 CE credits for both live and recorded sessions.

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

For the first time ever, ELEVATE PX offered all keynote and breakout sessions in two distinct time blocks, making it just as convenient for our members.
Special Interest Communities

Special Interest Communities serve as a connection among healthcare leaders committed to improving the patient experience in an identified role or area of interest. They foster collaboration and offer a venue for sharing ideas, practices, challenges and opportunities.

Each community offers:

• A library of curated content supporting the community theme, including white papers, webinar recordings, PX Learning Bites, blogs and other resources
• An online community discussion platform and resource library available through the PX Connect Community
• Events and networking opportunities, including an annual gathering at the global patient experience event, Elevate PX
• A regular email newsletter highlighting new resources and upcoming events

In 2021, we were proud to offer the following communities:

• Ambulatory Care Community
• Patient Advocacy Community
• Patient and Care Partner Community
• Pediatric Community
• Volunteer Professionals Community
• Long-Term Care Community*

*Added in 2021

The Experience Leaders Circle again adjusted to the realities of the year, bringing together almost 40 Chief Experience Officers (CXOs) and Senior Experience Leaders for a year long dialog on what was impacting experience strategy and outcomes in 2021.

Over a series of weekly calls and quarterly meetings, the XLC focused on addressing the realities of the -
Launched in April 2020 in response to the COVID-19 pandemic and continued in 2021, Community Conversations shared key headlines and reflections from our community on current events and relevant topics. We offered 12 Community Conversations with over 1,100 registrations.

Community Conversations in 2021:

- End of Year Community Reflection
- Member Focus Group
- Mindfulness: Caring for Yourself and Your Colleagues
- The Impact of Telehealth on the Patient and Human Experience
- Infusing the voice of patients and families across your organization
- The State of Patient Experience 2021: Transforming the Human Experience
- Reexamining 'Designing Patient Experience': The Human Experience in Healthcare
- Transforming the Human Experience in Healthcare
- Elevating the Human Experience in Ambulatory Care
- Conversations on Consumer Perspectives
- Ensuring Positive Staff and Provider Experience
- Setting a Path for Experience Advocacy

PX Book Club

PX Book Club provided an opportunity for members of The Beryl Institute to gather virtually for facilitated discussions.
As the pandemic persisted throughout the world, The Beryl Institute team continued to provide unique expertise and insights on patient experience, primarily virtually.

Speakers from the Institute presented at **29 events** across the globe:

- AGE-u-cate
- American Association for Respiratory Care
- Amtec Kazan
- Authora Care Collective
- Central California Faculty Medical Group University Centers of Excellence
- Chestnut Hill
- Dartmouth College
- Dignity Health/Yale
- Fundación Santa de Bogatá
- Genentech
- Hospital Management Asia
- IHI
- Jobvite
- Keck Medicine of USC
- Lovelace Medical Group
- MD Anderson
- Microsoft Masters Group
- Nairobi Hospital
- National Association for Proton Therapy
- National Hospice and Palliative Care Organization
- NSW Health
- Parkland Hospital
- Safer Care Australia
- Saudi Commission for Health Specialties (SCFHS)
- Shared Patient Experience
- Studer Gratitude Symposium
- The Commission on
PX Week

In 2021, we celebrated PX week virtually by encouraging our community to engage via social media using the hashtag #PXWeek2021 and tagging our accounts @TheBerylInstitute in their posts. Each day of the week, we offered a new social media challenge and chose a winning post to receive an item from our PX store.

PX Week 2021 Social Media Challenges:

- **Monday, April 26:** Recognize a co-worker who went above and

Healthcare Volunteer Week

National Volunteer Week was established in 1974 to recognize and celebrate the efforts of volunteers across the country. It is a time to honor and thank hospital volunteers for their commitment to patient care and their compassion toward patients, staff and the community. Volunteers are known for their work in supporting emergency departments, cardiac care areas, neonatal intensive care units, wayfinding areas, physical therapy departments and community health services. These volunteers also make an impact within risk management arenas, in hospice care, and within transportation, food pantries, lending closets and gift shops.

Theme ideas for celebrating this year included:

- Volunteering a Work of Heart
- We Can't Mask Our Gratitude
- Making the World of a Difference
2021 State of Patient Experience: Transforming the Human Experience

The State of Patient Experience 2021: Transforming the Human Experience engages voices from 33 countries across the globe providing a robust and diverse perspective on understanding operational priorities and how people are executing on patient experience in their organizations.

Since the launch of its first biennial benchmarking study in 2011, the Institute continues to expand the conversation on experience. The study reinforces that patient experience is now a recognized field of practice supported by a diverse and rich community of professionals and clinicians, patients, family members and care partners who stood together in leading this growth.

The study reveals relevant and practical data and insights, providing clarity on the state of patient experience across the continuum of care. According to the research:

- Experience efforts are increasingly driven by a desire to provide better outcomes, and addressing health disparities is now an essential factor.
- Employee engagement and culture remain top priorities for investment, as telemedicine and addressing health disparities see rapid rise.
- Experience efforts continue to mature, and a formal mandate for experience has never been higher.
- Organizations continue to most often adopt or adapt the foundational definition of patient experience.

•
Consumer Study

Consumer Perspectives on Patient Experience 2021

*Consumer Perspectives on Patient Experience 2021 evaluates responses from over 2,000 consumers in the United States, Canada, the Philippines, Australia and the United Kingdom to reveal the qualities consumers look for in their healthcare experience. A follow-up to The Beryl Institute’s 2018 Consumer Report, the study’s findings remain largely consistent with the findings from two years prior, even throughout the COVID-19 pandemic.*

The goal of this global inquiry was to identify what matters most to healthcare consumers and provide tangible takeaways to help healthcare organizations improve experience. The overarching message from consumers is organizations must do better at listening, communicating and partnering with patients and their families and the healthcare workforce in order to succeed.

The report illustrates key considerations for healthcare organizations and leaders to excel at improving patient experience:

- Build processes to ensure consumers feel listened to and communicated with effectively.
- Commit to and ensure an integrated approach to experience.
- Equip and empower everyone in your organization to deliver a consistently exceptional experience.
- Remember that the continuum of care expands far beyond facility walls.
- Connect experience to outcomes, brand loyalty and the bottom line.

PX Pulse

Consumer Perspectives on Patient Experience in the U.S.

In 2021, we were excited to release three issues of PX Pulse.
Learning

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 variety of learning programs to sustain your organizational experience strategy and to develop skills and knowledge of team members at all levels.

In 2021 we added BOK for your LMS, an on-demand training and development tool for organizations to deploy

**LEAD WITH YOUR KNOWLEDGE**
- Certificate of Advanced Experience Leadership
  - CPXP Exam Preparation
  - CAVS Exam Preparation

**APPLY YOUR KNOWLEDGE**
- Emerging Leaders: Operationalize The Experience Framework

**BUILD A FOUNDATION OF KNOWLEDGE**
- For You
  - Certificate of Patient Experience Leadership
  - Certificate of Patient Advocacy
  - BOK Essentials
  - Foundations of Volunteer Management
- For Your Organization
  - PX 101
  - BOK for Your LMS
Emerging Leaders

The Emerging Leaders Program was designed to help participants operationalize the eight lenses of the Experience Framework. Four cohorts with a total of 56 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.

- Kimberlee Alvari, Washington Hospital
- Katie Arnett, King’s Daughters
- Matt Byrd, Unity Point Health-Grinnell
- Mackenzie Davidson, IU Health
- Carolyn Donaghy, NSW Health WNSLHD
- Carol Dunn-Hale, Alaska Native Medical Center

October - November Cohort

- Corey Adams, St. Vincents Hospital Sydney
- Amy Barzen, St. Vincents Hospital Sydney
- Travis Brown, St. Vincents Health Network, Sydney
- Adriana DeLeon, Sound Physicians
- Katherine George, Kaiser Permanente
- Samantha John, St. Vincents Health Australia
- Heather Lazarides, BJC Healthcare
- Diana Lu, UCSF Health
- Rubie McIntosh, St Vincents Health Australia
- Deisy Ruiz, UCSF Medical Center
- Marlon Scott, Piedmont Healthcare
- Rachel Scott, Children’s Hospital Foundation
- Keren Stronach, UCSF Medical Center
- Kris Tennant, Sparrow Health System
We were excited to recognize **127 certificate recipients** in 2021 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.

- Samer Abughazaleh, International Medical Center
- Abdulrahman Al Lenjawi, Sidra Medical and Research Center*
- Masomah Hasan Al ocean, Ministry of Health - Saudi Arabia
- Manal Al-Ali, Sidra Medical and Research Center*
- Mashael Alageedi, Sidra Medical and Research Center*
- Abdullah Albrahim Alarfaj, Ministry of Health - Saudi Arabia
- Noura Fahad Alazaima, Ministry of Health - Saudi Arabia
- Ibrahim Dhaher Alenaze, Ministry of Health - Saudi Arabia
- Ayat Abdullah Algamdi, Ministry of Health - Saudi Arabia
- Khalid Ali Alharbi, Ministry of Health - Saudi Arabia
- Seham Awad Alharbi, Ministry of Health - Saudi Arabia
- Mossa Jaber Alhfaf, Ministry of Health - Saudi Arabia
- Amna Al-Khayat, Sidra Medical and Research Center*
- Ameen Almajed, Ministry of Health - Saudi Arabia
- Mohammed Mosaed Almaqbol, Ministry of Health - Saudi Arabia
- Amani Mobarak Alqahtani, Ministry of Health - Saudi Arabia
- Abeer Al-Shamian, Sidra Medical and Research Center*
- Asma Moatad Alshammary, Ministry of Health - Saudi Arabia
- Hanna Alsomali, Royal Commission Health Program Services Jubail*
- Ahmed Ebrahim Alzahrani, Ministry of Health - Saudi Arabia
- Wejdan Sultan Alzaidi, Ministry of Health - Saudi Arabia
2021
Year In Review

- Rafael Lopes, Access Hope / City

Certificate in Patient Advocacy

- Doaa Asraf, MNGHA - Saudi Arabia
- Emma Ayojiak, Alaska Native Tribal Health Consortium
- Rachel Bickel, UnityPoint Health Methodist
- Teresa Bordeaux, National Blood Clot Alliance
- Kim Byrd, Sharp HealthCare
- Cordelia Carter, UNC Health
- Cassandra Cleary, Upstate University Hospital
- Tinita Cole, Dayton VA Medical Center
- Barbry Deavers, Valley Health System
- Sandra Gonzalez, Methodist Health System
- Tailor Howe, Hartford Healthcare
- Susan Kemp, Arkansas Children’s Hospital
- Debbie Peyton, DRH Health
- Suzanne Phillips
- John Polcini, Shore Medical Center
- Laura Rosas, Gonzaba Medical Group
- Megan Sims, Firelands Regional Medical Center
- Kathleen Tontarski, Shore Medical Center
- Keryn Veripapa, Burke Rehabilitation Hospital
- Victoria von Fritschen, Sunovion Pharmaceuticals Inc.
- Sara Wagner, Valley Health System
- Catherine Whitmore, UCHC - Metro Denver
- Dawn Yates, Alaska Native Medical Center
Foundations of Volunteer Management

Designed for those new to volunteer management or those looking for ways to enhance a current program, Foundations of Volunteer Management (formerly Principles of Volunteer Management) is a 4-part virtual workshop covering foundational aspects of leading an effective healthcare volunteer program. Participants will explore key concepts and practices central to the role of a volunteer manager including recruiting, tracking and training volunteers, building a volunteer program that meets your organization’s needs and ensuring your volunteer program is in compliance with policies and regulations.

In 2021, we offered 3 cohorts with 63 participants.

- Marie Berthou, Holy Name Medical Center
- Colleen Borrelli, Burke Rehabilitation Hospital
- Lydia Grace Boyle, Barnes-Jewish Hospital
- Sherree Bryant, Barnes-Jewish Hospital
- Natalie Cook, Virginia Mason
- Samantha Flees, UVM Medical Center
- Jana Freeman, Baptist Hospitals of Southeast Texas
- Lisa Freund, Northwestern Medicine
- Melissa Haber, Montefiore Medical Center
- Pinar Kochar, Lehigh Valley Health Network
- Renee Langue, Kootenai Health
- Abby Miller, Memorial Medical Center
- Cynthia Mills, Children’s Hospital of The King’s Daughters
- Merritt Reed, Providence St. Peter
It was exciting to see engagement grow since PX 101 became available in July 2018 with 62 organizations using this educational resource. Organizations continue to explore this exciting resource and are in various stages of the implementation cycle.

In response to discussion with organizations using PX 101, we added implementation support options. Current and new users are offered a 30-minute implementation session to support the staff preparing to deliver PX 101.

Certification Preparation Courses

Certified Patient Experience Professional (CPXP) Exam Prep

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
Webinars

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

- Caring for Staff: Lifting Spirits during Difficult Times
  Alex Seblatnigg, CAVS | Director of Volunteer Services and Internal Engagement, Shepherd Center

- Effective Ambulatory Quality Initiative Improves Patient Experience
  Mary Washburn MD | Care Experience Physician Champion, Kaiser Permanente
  Natalie Whitlock MSHCA | Care Experience Leader, Kaiser Permanente

- The Power and Impact Behind Asking One Simple Question: Shifting From ‘What’s The Matter’ to ‘What Matters to You’
  Joan Chaya, MA, SHRM-SCP | Sr Director Workforce Development and Management, Montefiore Hudson Valley Collaborative
  Damara Gutnick, MD | Medical Director, Montefiore Hudson Valley Collaborative
  Kristin DeLorenzo, MPA, CPXP | Director of Patient Experience, Montefiore Nyack

- New Existence Series - Care Teams: Redefine the Care Team
  Jason A. Wolf, PhD, CPXP | President & CEO, The Beryl Institute

Presenters:
“Dexter” Janet Borrowman,
• Penn Medicine Listening Lab: Listening as a Form of Care
  Stephanie Kindt | Senior Consultant for the Patient Experience, Penn Medicine
  Aaron Levy | Senior Lecturer in the Departments of English and the History of Art, University of Pennsylvania

• Addressing the Failure Points in Care Coordination: Ways to Redefine Patient Engagement For Today’s Consumer
  Dave Bennett | Chief Executive Office, pCare
  Carina Edwards | CEO, Quil

• New Existence Series - Care Teams: Commit to Care Team Well-being
  Jason A. Wolf, PhD, CPXP | President & CEO, The Beryl Institute
  Karen Looper, BSN, RN, CPN, CPHON | Patient Safety & Quality Improvement Specialist, St. Louis Children’s Hospital
  Rosie Bartel, MA | Patient Advisor
  Chris Woleske | President & CEO, Bellin Health
  Ashley Lyman | Director of Nursing & Clinical Practice, Bellin Health

• Creating a Virtual Junior Volunteer Program
  Andrea Kennedy-Tull, MSBM, CPXP | Director, Patient Experience and Operations, Harris Health System
  Kimberly Brown | Volunteer Manager, Ambulatory Care Services, Harris Health System
  Bianca de Leon | Volunteer Manager, Lyndon B Johnson Hospital, Harris Health System
  Courtney Hoyt | Volunteer Manager, Ben Taub Hospital, Harris Health System
  Ian Todd | Volunteer Manager, Harris Health System
· A Culture of Inclusion and Teamwork Drives Patient Experience*
  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

· Driving Better Real-World and Evidence-based Policy Outcomes Through Patient + Public Experience
  Nina Bianchi | Public Sector, Solutions Principal, Medallia
  Samantha Finstad | Senior Health Science Policy Advisor/President’s Cancer Panel, National Cancer Institute (NCI)
  Michelle Holko | Presidential Innovation Fellow (PIF), Technology Transformation Services
  Renee Lobanovsky | Director, Partner Services and Partnership Development, HHS Grant Solutions
  Alex Wilson | Director of Health+, OASH – Office of the Assistant Secretary of Health

· The Power of PFAs: Patient Voices Can Drive Change
  Maia Hendrickson, BAN, RN, CPXP | Sr. Consumer Experience and Strategy Advisor, Allina Health
  Caroline Stacey | Founder and CEO, Caroline Stacey and Co.
  Claude Gilmore, MSSW, MHSA | Patient Family Advisor, University of Wisconsin Hospitals and Clinics
  Nicholas Kuehnel, MD | Medical Director, Pediatric Emergency Medicine, University
• New Existence Series - Models of Care & Operations: Co-design Intentional, Innovative and Collaborative Systems
  Jason A. Wolf, PhD, CPXP | President & CEO, The Beryl Institute
  Alongside Communities - the Solent approach to engagement and inclusion.
  Sarah L Balchin, R.N., BA, MSc | Associate Director, Community Engagement and Experience, Solent NHS Trust, UK
  Mentorship, human-centered care and theory of change to improve family experience
  Muneera A. Rasheed | Former Director Patient Experience of Care, Pediatric service line, AKUH, Pakistan
  Babar S. Hasan | Associate Professor and former Service Line Chief, Pediatric service line, AKUH, Pakistan

• Headliner - Three Powerful Stories of Women Leading the Future of Healthcare
  Stacy Palmer, CPXP | Senior Vice President & COO, The Beryl Institute
  Rana Awdish, MD, FACP, FCCP | Director Pulmonary Hypertension Program, Medical Director Care Experience Henry Ford Health System; Associate Professor, Clinician Educator FTA
  Maureen Bisognano | President Emerita and Senior Fellow, Institute for Healthcare Improvement
  Karen Frush, BSN, MD, CPPS | Senior Advisor, Safe and Reliable Healthcare; Adjunct Clinical Professor of Emergency
• New Existence Series - Policy & Systemic Issues: Research, Measure and Dismantle the Structures and Systems that Lead to Disparities

• The Critical Role of Revenue Cycle in Elevating the Human Experience in Healthcare*

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

  Tiffany Huston, CRCR, OCI | Director, Financial Services, Door County Medical

  Marie Judd | FACHE, SPHR, CPXP, National Vice President, Patient and Consumer Experience Operations, Ascension

  Todd Nelson | FHfMA, MBA, Chief Partnership Executive, Healthcare Financial Management Association

  Corrie Quaranto | VP, Financial Services, Customer Experience, Northwell Health

  Tina Thomson, RN, MPA, CEM | Director, Business Development, Specialty Markets, Sales and Marketing, HealthPrime

• Making Meaningful Change: How One Brazilian Organization Transformed Experience for a Specific Patient Population

  Daniella M. Bahia, MD, PhD, MBA | Medical Director, Grupo Fleury | Sao Paulo, Brazil

• When the Patient is Always Right: Using Surveys for Service Recovery and PX Improvements

  Marjorie Lavin, MHA, RN-BC | Director, Clinical Informatics, Lehigh Valley Health Network

  Nadine Opstbaum, MBA | Director, Technology Division, Lehigh Valley Health Network

• Blessing of the Buildings: Crean-US
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 patient experience.

We released **12 learning bites** in 2021:

- **Anyone Can Co-design?**
  Tara Dimopoulos-Bick, Agency for Clinical Innovation, New South Wales, Australia

- **Is Text Messaging the Future of Patient Communication?**
  Lea Chatham, Director of Marketing Programs, SR Health

- **A Prepared Patient is a Successful Patient: Six Ways to Improve Discharge Outcomes**
  Patti Lael, RN, BSN, CPXP, Clinical Education Specialist at SONIFI Health

- **The Changing Language of Burnout**
  Stephanie “Stevi” Shively, PhD, Medical Burnout and Traumatization Consultant

- **Deescalation Strategies for a Challenging Healthcare Environment**
  Linda Van Der Voort, Director of Patient Relations at White Plains Hospital

- **Ralph’s Story**
  Matthew D. Schulz, M.A., Physician Relations Manager, Marketing & Communications Department, Central California Medical Group at University
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.

Organizational Innovation Award
Awarded to a healthcare organization dedicated to innovations that improve the human experience in healthcare.

Innovative Healthcare Professional Award
Awarded to a healthcare professional who created or led an innovation which resulted in positive change.

Innovative Patient/Family Advisor Award
Awarded to a PFA who led or inspired an innovation which resulted in positive change.

NYC Health + Hospitals Jacobi, Bronx, NY
Dr. Gita Lisker, Northwell Health
Christina Bane
Wendy Leebov Championing Experience Award

The Wendy Leebov Championing Experience Award 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.

We were pleased to honor Carol Santalucia with the 2021 Wendy Leebov Award.

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 Linda Van der Voort with the 2021 Ruth Ravich Award.

Volunteer Professionals Award for Excellence

The Volunteer Professionals Award for Excellence recognizes individuals who have demonstrated exemplary service and contribution to the profession of healthcare volunteer management. The award began under the Association for Health Care Volunteer Resource Professionals (AHVRP) in 2006. With the transition of AHVRP into The Beryl Institute community in 2020, we are honored to carry on this tradition of recognition.

We were pleased to honor Maura Campbell with the 2021 Volunteer Professionals Award.
Patient Experience Journal (PXJ) Awards

The Patient Experience Journal (PXJ) Awards celebrate powerful contributions to the literature and articles of impact in research and practice and introduce rising stars who are working to expand evidence and insights on patient experience and the human experience in healthcare. In 2021, we recognized the winners of the 2020 awards.

Article of the Year Award

Patient feedback: Listening and responding to patient voices

Simon J. Radmore, South Western Sydney Local Health District
Kathy Eljiz, Australian Institute of Health Service Management
David Greenfield, Australian Institute of Health Service Management

Best Article Award- Emerging Scholar

Lead author has completed a doctorate within the last 5 years

Cancer patient perspectives during the COVID-19 pandemic: A thematic analysis of cancer blog posts

Matthew A. Hintermayer, McGill University
Mark Sorin, McGill University
Joan M. Romero, McGill University
Sarah M. Maritan, McGill University
Owen J. Chen, McGill University
Surabhi Rawal, McGill University

Best Article Award- Practitioner

Lead author is a professional from a healthcare delivery organization.

Development and reliability of a patient experience inventory tool for hospitals

Agnes Barden, Northwell Health
Nicole Giammarinaro, Northwell Health
Natalie Bashkin, Northwell Health
Larry Lutsky, Northwell Health

Most Impactful Article Award

Selected from all articles published over the last five volumes.

Relationship-centred care in health: A 20-year scoping review
Community Profile

### Organization Type
- Hospital/Health System - 60%
- Solution Provider - 13%
- Non Hosp Healthcare - 8%
- Academic Med - 4%
- Other - 14%

### Job Function
- Patient Experience - 32%
- Physician/Nurse Leadership - 25%
- Executive Leadership - 13%
- Patient/Family Advocacy & Care Partners - 2%
- HR/Operations - 4%
- Other - 22%

- AngelEye Health
- Aramark Healthcare
- Ascension-Corporate
- Berkshire Health System
Special Welcome

New Team Members

Kayleigh Bentley
Manager, Community Experience

Ola Bodurka Kirk
Manager, Marketing and Communications

Bre Maddox
Coordinator, Learning and Professional Development

Andrea Steiger
Vice President, Marketing and Communications
2021 Highlights:

- Reinforced role of ambassadors by identifying target healthcare segments for outreach

Co-chairs

- Nicole Cable CPXP, Chief Experience Officer, CareMax, Inc.
- Bryanna Gallaway, CPXP, System Director, Patient and Family Engagement, Sutter Health

Members

- Vishal Bhalla, Chief Experience Officer, Parkland Health & Hospital System
- “Dexter” Janet Borrowman, CPXP, Operational Excellence Coach, Performance, Kaiser Permanente, SCAL Regional Office
- Cheryl Call, Manager Volunteers, Gift Shop, Hospitality and Chaplaincy Services, Utah Valley Hospital/ Intermountain Healthcare
- Jennifer Carron, Patient Experience Officer, BJC Healthcare
- Amanda Casillas, Director Service Excellence, Stanford Healthcare
- Lynn Charbonneau, Manager Patient Relations/ Guest Services, Tampa General Hospital
- Linda Fisher, Regional Director, Guest Services, UCHealth
- Sonya Fleming, CPXP, Director Patient Experience and Transformation, Vytalize Health
- Sven Gierlinger, Chief Experience
2021 Highlights:

- Published four white paper reflections
- Shared “Tiny Stories” in the *Humans in Healthcare* podcast series

Co-chairs

- Isabela Castro, PX and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil
- Tony Serge, Patient Experience Advisor and Former PFAC Co-Chair

Members

- Rosie Bartel, Patient Advisor
- Victoria Baskett, CPXP, Director of Patient Experience, Texoma Medical Center
- 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 Health Network
- Jeff Cousins, Family-Centered Care Consultant, AdventHealth for Children
- Denise Durgin, Patient Experience Performance Advisor, Inova Health System
- Kathryn Empson, Director, Quality Assurance & Standardization, Livanta
- Sydney Graham, Engagement Specialist and Educator, Ontario Family Caregiver Advisory Network, Board Member
- Corey Kimpson, Chair, Patient and Family Advisory Council, Community Ambao
2021 Year In Review

- Cate Murphy, Corporate Relations & Client Engagement, Samaritan Technologies, Inc.
- Jake Poore, President and Chief Experience Officer, Integrated Loyalty Systems LLC
- Ed Shin, CEO, Quality Reviews, Inc.
- Colleen Sweeney, Founder, Sweeney Healthcare Enterprises
- Antoinette “Toni” Thomas, US Chief Experience Officer & Industry Executive, US Health and Life Sciences

Global Council

2021 Highlights:
- Contributed to A Global Perspective on Elevating the Human Experience in Healthcare white paper

Co-chairs
- Marcelo Alvarenga, President, Brazilian Society of Patient Experience SOBREXP Brazil
- Irene Chan, Director, Office of Patient Experience, KK Women’s & Children’s Hospital Singapore

Members
- Maria Elvira Aldeco, Deputy Director of Patient Experience, Fundación Santa Fe de Bogotá, Colombia
- Nuria Diaz Avendano, Quality Improvement and Patient Experience Leader, Quironsalud Spain
- Serena Bertoli-Haley, Quality Improvement and Patient Experience Leader, Vancouver Coastal Health Canada
2021 Highlights:

• Held Nurse Executive Summit on workplace safety
• Published PXJ Article, “Rebuilding a Foundation of Trust”

Co-chairs

• Barbara Jacobs, VP/ CNO, Anne Arundel Medical Center
• Jerry Mansfield, Chief Nursing Officer - Ohio Region, Mount Carmel Health System - Trinity Health

Members

• Debra Albert, Senior Vice President for Patient Care Services and Chief Nursing Officer, NYU Langone Health
• Rachel Armstrong, Principal Health Systems Engineer, The MITRE Corp.
• Joyce Batcheller, Adjunct Professor, CEO, CNO Space, Texas Tech, CNO Space and AMNN Healthcare
• Dale Beatty, Chief Nurse Executive / Vice President, Stanford Health Care

• Beth Beckman, Chief Nurse Executive - SVP, Yale New Haven Health System
• Karen Bonner, Chief Nurse & Director for Infection Prevention & Control, Buckinghamshire Healthcare NHS Trust
• Jerome Dayao, Senior Associate Administrator Chief Nursing Officer, UW Medicine Harborview Medical Center
• Karen Drenkard
2021 Highlights:

- Launched quarterly Pediatric Performance Insights Report to share unblinded metrics for benchmarking
- Formed the Lost Belongings Workgroup for connection and sharing

Co-chairs

- Jan Althouse, CPXP, Patient Experience Manager, Cook Childrens Health Care System
- Sandra Schultz, CPXP, Director, Customer Care and Patient Advocacy, CHOC Children’s
- Anna Ahrens, Director, Mary Bridge Children’s Experience & Tran, MultiCare Health
- Barbara Burke, Senior Director, Patient-Family Experience, Ann & Robert H. Lurie Children’s Hospital of Chicago
- Kamil Cak, Patient Experience Officer, Children’s Hospital of The King’s Daughters
- Megan Chavez, CPXP, Vice President, Patient and Family Experience, Cook Children’s
- Janet Cross, CPXP, Administrative Director, Pt.& Family-Centered

Pediatric Council

2021 Highlights:

- Launched quarterly Pediatric Performance Insights Report to share unblinded metrics for benchmarking

Co-chairs

- Kate Clarke, Manager, Patient Relations/ Interpreter Services, Northwestern Medicine
- Linda Van der Voort, MA, CPXP, Director, Patient Relations &
2021 Highlights:

- Emphasized peer-to-peer discussion topics to support colleagues

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

- Syed Ahmed, MD, CPXP, Physician, Northwest Community Hospital
- James Callahan, MD, Physician Advisor, Patient and Family Experience, Children’s Hospital Of Philadelphia
- James Castellone, MD, CPXP, Medical Director, Eastern CT Health Network
- Liza DiLeo Thomas, MD, CPXP, Medical Director of Patient and Provider Advocacy, Ochsner Health System
- Anne Marie Hadley, MBBS, Chief Experience Officer, NSW Health
- Chadi Ibrahim, MD, CPXP, Chief Experience Officer, Beaumont Health, Troy
- Alpana Kharkar, MD, Outpatient Co-chair, Exceptional Care Experience, San Rafael, Kaiser Permanente
- Paul Lansdowne, MD, Medical Director for Physician Service Excellence, Methodist Mansfield Medical Center
- Swati Mehta, MD, Executive Director of Patient Experience, Children’s Hospital Of Philadelphia
2021 Highlights:

- Began a connection call series to support the evolving volunteer landscape
- Advocated for PXI adoption of CAVS certification

Co-chairs

- Cheryl Call, Director of Volunteer, Gift Shop, Language and Chaplaincy Services, Utah Valley Hospital, Intermountain Healthcare
- Eileen Pelletier, Director of Volunteer Services, Hartford Hospital

Members

- Arielle Alyssa Brown, Manager of Volunteer Services and Community Outreach, Seasons Hospice and Palliative Care
- Lindy Chapman, Auxiliary Liaison/Foundation Officer, Hedrick Medical Center
- Linda Fisher, CAVS, MS, CEL, Regional Director, Guest Services, UC Health
- Jody Gallo, CAVS, MHA, AVP of Safety & Support, MedStar Health System
- Lisa Gingerich, MBA, CPXP, Manager, Volunteer Services & Gift Shop, McLane Children's Medical Center
- Frank Hrabe, Retired Database and Compliance Coordinator, Children's of Alabama
- DaVida Lee-Williams, CAVS, Director, Guest & Volunteer Services, Winship Cancer Institute of Emory University
- Becky Moldaver, CAVS, Director, Volunteer Services, Metrohealth Medical Center
- Jennifer (Jenny) Ricklefs,
2021 Highlights:

• Helped to design virtual ELEVATE PX program
• Hosted virtual networking socials and events

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
• Jan Althouse, Patient Experience Manager, Cook Children’s Health Care System
• 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 Vineyard 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 Experience Leader, CEO & Co-Founder, ConectaExp Consulting
2021
Year In Review

Supporting Partners

Diamond

Lipos
LanguageLine Solutions
Medallia
pcare
press gane
Qualtrics
siemens healthineers
Sonifi health

Platinum

CipherHealth
Evicore
HealthPrime
Nobl

Gold

Authenticx
Enlyt health
Feedtral
Genentech
Huron
Imagi
Mdm
Planetree
Quality reviews
RevSpring
Samaritan
Sr
Tier1
SurveyMonkey