



State of Human Experience 2023: Fundamentals and the Future of Experience

April 25, 2023

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Our Speaker



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The Beryl Institute
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The State of Human Experience 2023: Fundamentals and the Future of Experience

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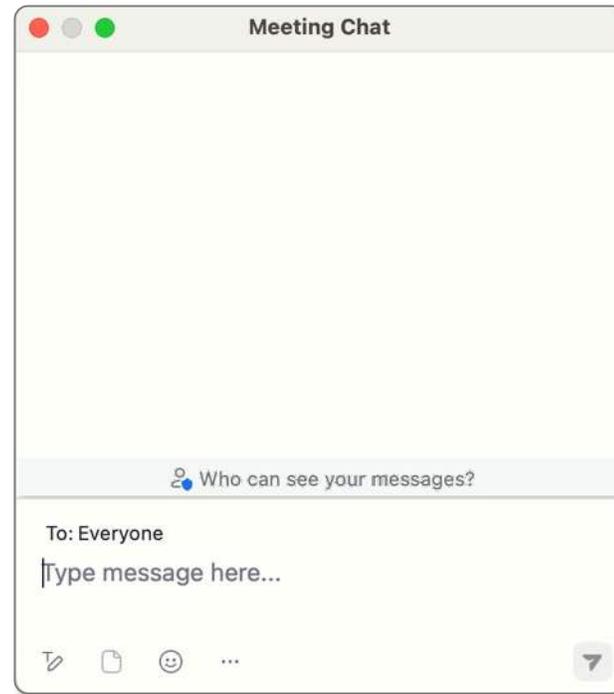
24 April 2023

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PATIENT EXPERIENCE WEEK 2023

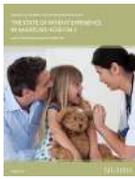
Please take a moment to **introduce yourself** via the chat box and let us know what you hope to discover.





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.

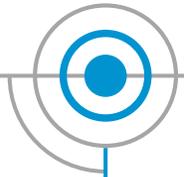


Trending the State of Patient/Human Experience



Formed GPFAB Integrated SHCA

2010



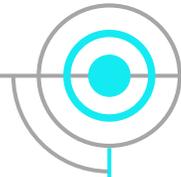
Introduced Definition of PX
Launched Membership Community

The sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

2011



2012



Instituted the Body of Knowledge



2013



Published PXJ to Expanded Evidence



2014





Established PXI and Professional Certification



Introduced the Experience Framework
Published *Consumer Perspectives & To Care is Human*

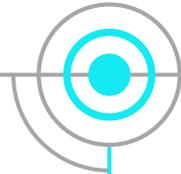
2015



Introduced Guiding Principles for Experience Excellence



2017



Announced PXPF to Advocate for Change



2016



2018



2019



Launching First Post Grad in PX





Announced *Declaration for Human Experience*
Established SCEI

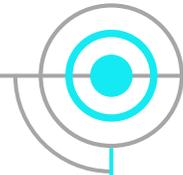
2020



Released *HX2030*
Initiated *PX Pulse* and
Integrated AHVRP



2022



Launched Global
Affiliate Program



FHX

Introduced *Fellow in HX*
Leading Global
Experience Measure Effort



2023

...



The future awaits...

The **human experience** – encompassing patient, workforce and community experiences – is not a move away from the foundational definition of patient experience but rather the positive and natural expansion of it.



Wolf, Jason A. PhD; Niederhauser, Victoria DrPH, RN; Marshburn, Dianne PhD, RN, NE-BC; and LaVela, Sherri L. PhD, MPH, MBA. (2021) "Reexamining "Defining Patient Experience": The human experience in healthcare," Patient Experience Journal: Vol. 8: Iss. 1, Article 4. Available at: <https://pxjournal.org/journal/vol8/iss1/4>)

In our intent to **transform the human experience in healthcare**, we are called to lead courageously with the understanding that we are, first and foremost, human beings caring for human beings. In answering this call, we commit to:

Acknowledge and **dismantle systemic racism** and prejudice, tackle disparities and provide the highest-quality, most equitable care possible.

Understand and act on the **needs and vulnerabilities of the healthcare workforce** to honor their commitment and reaffirm and reenergize their purpose.

Recognize and maintain a **focus on what matters most to patients, their family members and care partners** to ensure unparalleled care and a commitment to health and well-being.

Collaborate through shared learning within and between organizations, systems and the broader healthcare continuum to forge a bold new path to a more human-centered, equitable and effective healthcare system.

A Declaration for Human Experience

Join the global commitment to transform the human experience in healthcare

 Sign the Declaration

Download the Declaration 



Share this video:



Join us. Sign the Declaration for Human Experience by visiting transformHX.org

Purpose & Methodology

The overall purpose of this study was to determine what healthcare organizations are doing to address the Human Experience (HX) across the continuum of care.

Survey conducted January 24 to February 24, 2023

7th biennial State of the Human Experience inquiry

585 respondents represented organizations headquartered in over 25 different countries. Most commonly responding countries included: United States of America, Australia, Canada, Brazil, and Spain

Average of 22 minutes and approximately 60 questions

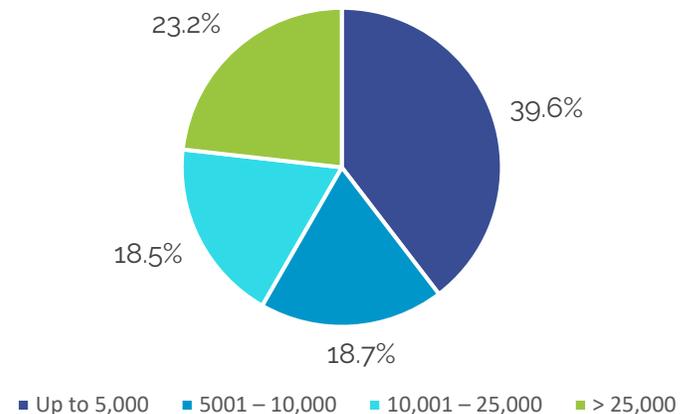
- Including a mix of closed and open-ended responses

Study and pending written report made possible with the support of Press Ganey.

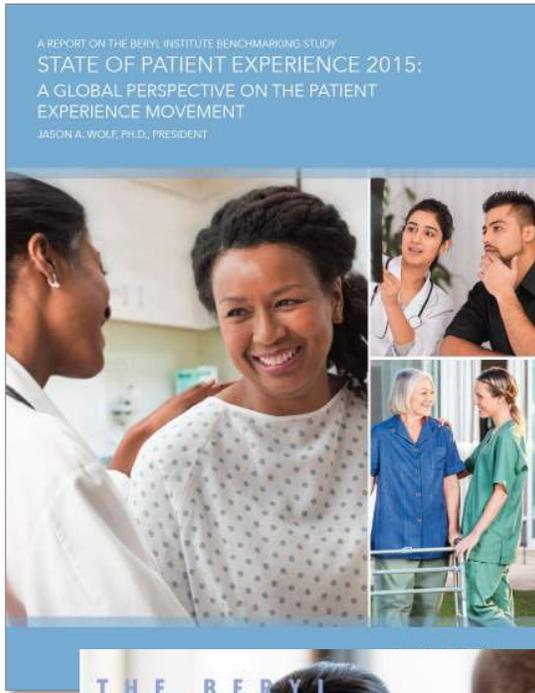
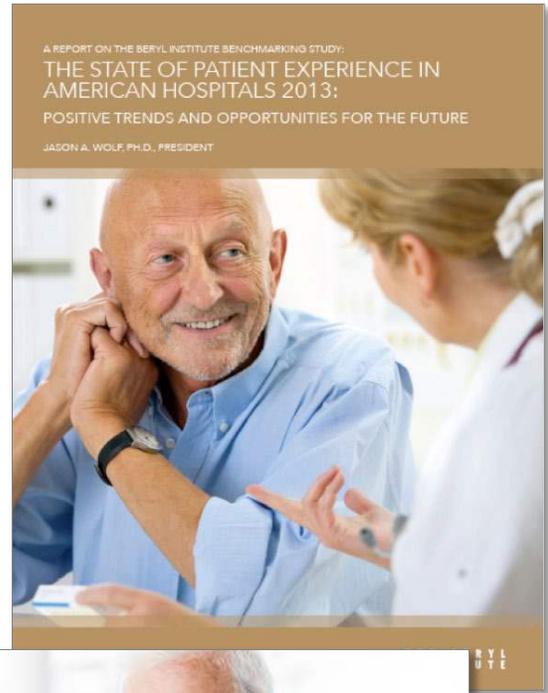
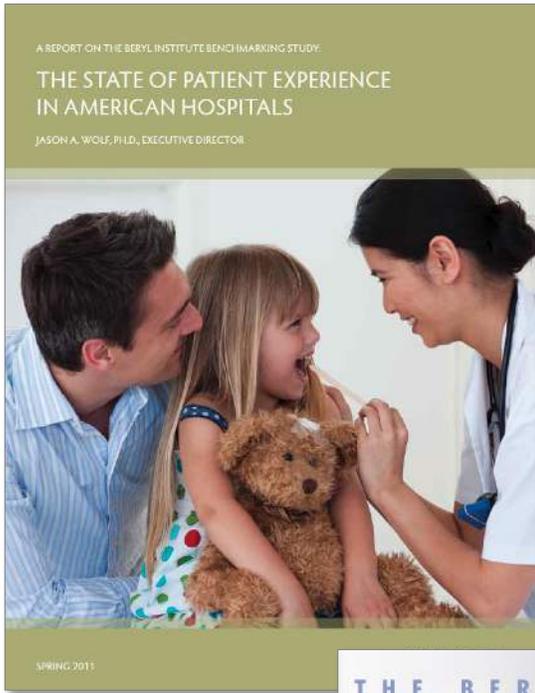
Webinar sponsored by of Empathetics.

Respondents represented varying sizes of organizations

Number of FTEs



Individuals have been previously engaged with The Beryl Institute



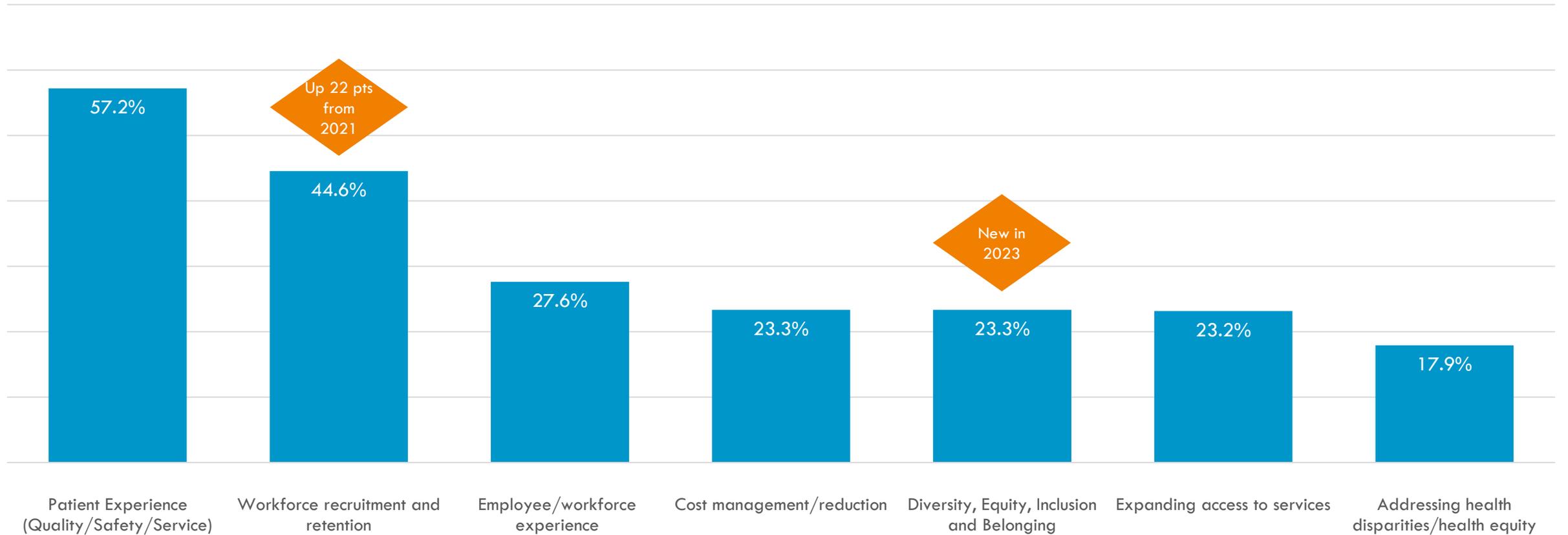
Our Journey Today

- Priorities & focus
 - Chat: *What have been the **most critical areas of focus** for your experience efforts, especially as we work to move beyond the challenges of the last few years?*
- Experience Structure
 - Chat: *In what ways has your organization's **experience structure evolved**? Where do you see the **greatest opportunities for growth**?*
- Impact & Perception
 - Chat: *What is your **key takeaway** from today and what **actions will you take** based on what we discovered together?*

State of Human Experience 2023

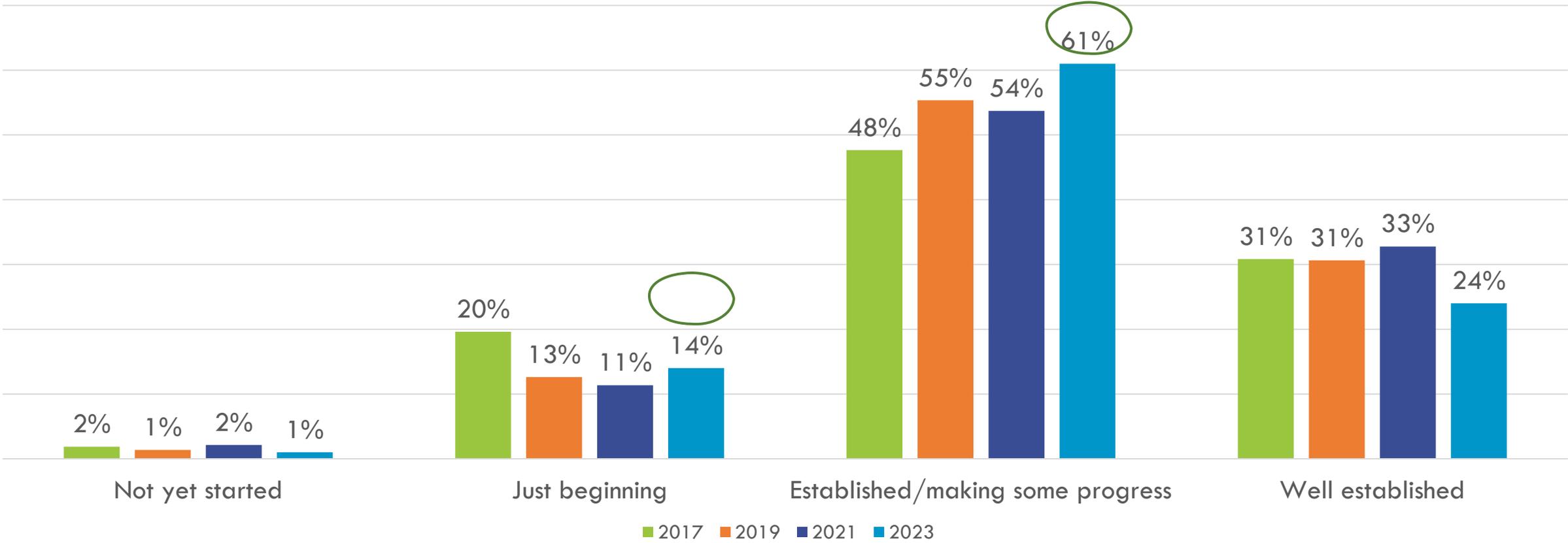
Priorities & Focus

Experience remains top priority as commitment to workforce sees rapid rise. DEIB efforts expand.



Please identify your organization's TOP 3 priorities for the next 3 years (select top 3).

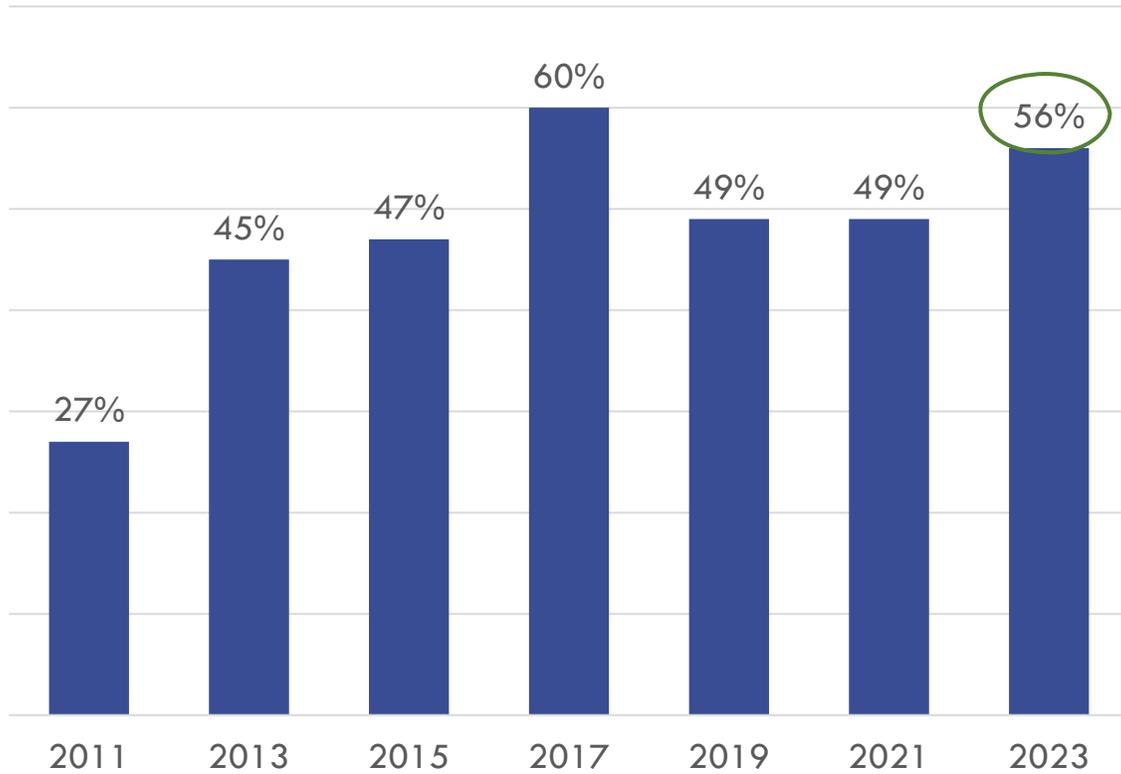
Experience efforts continue to mature, with some reset occurring



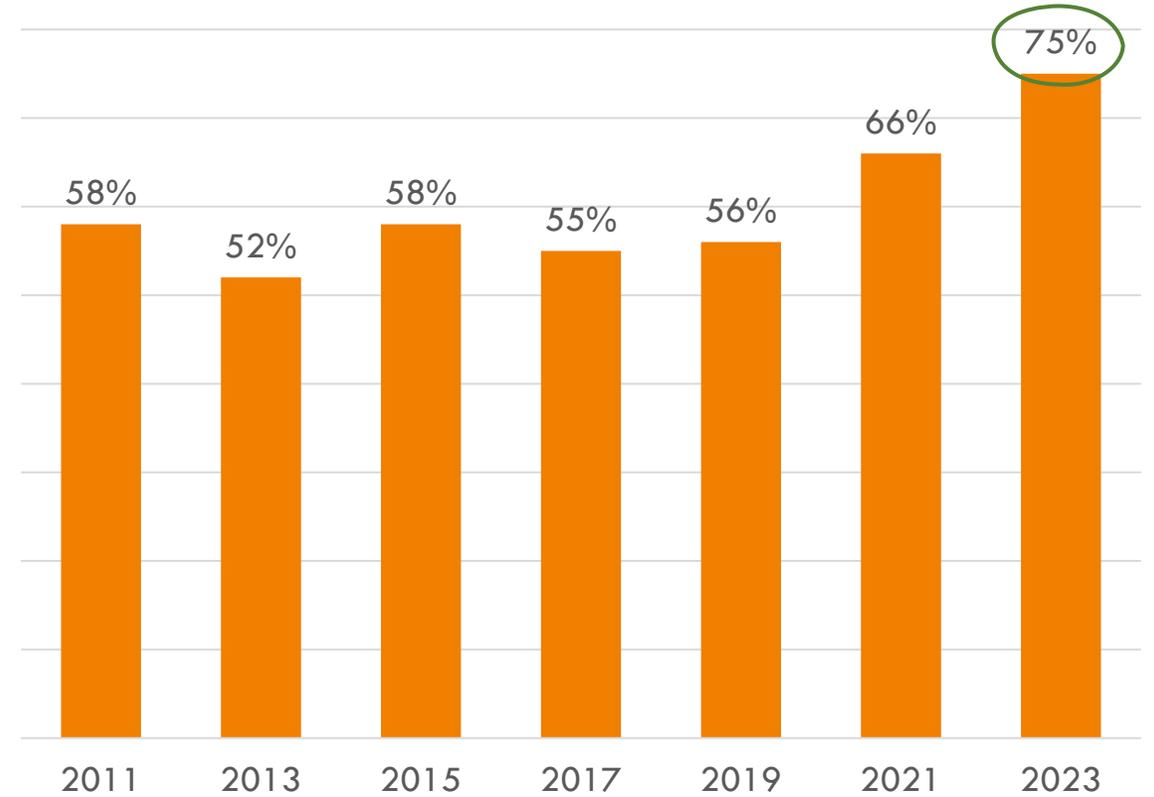
Which of the following stages best describes the current state of your organization's patient experience efforts?

Definition rebounds, while mandate for experience continues to climb

Formal Definition for Experience



Formal Mandate for Experience



Does your organization have a formal definition for experience?

Does your organization's Patient Experience effort have a formal mandate?

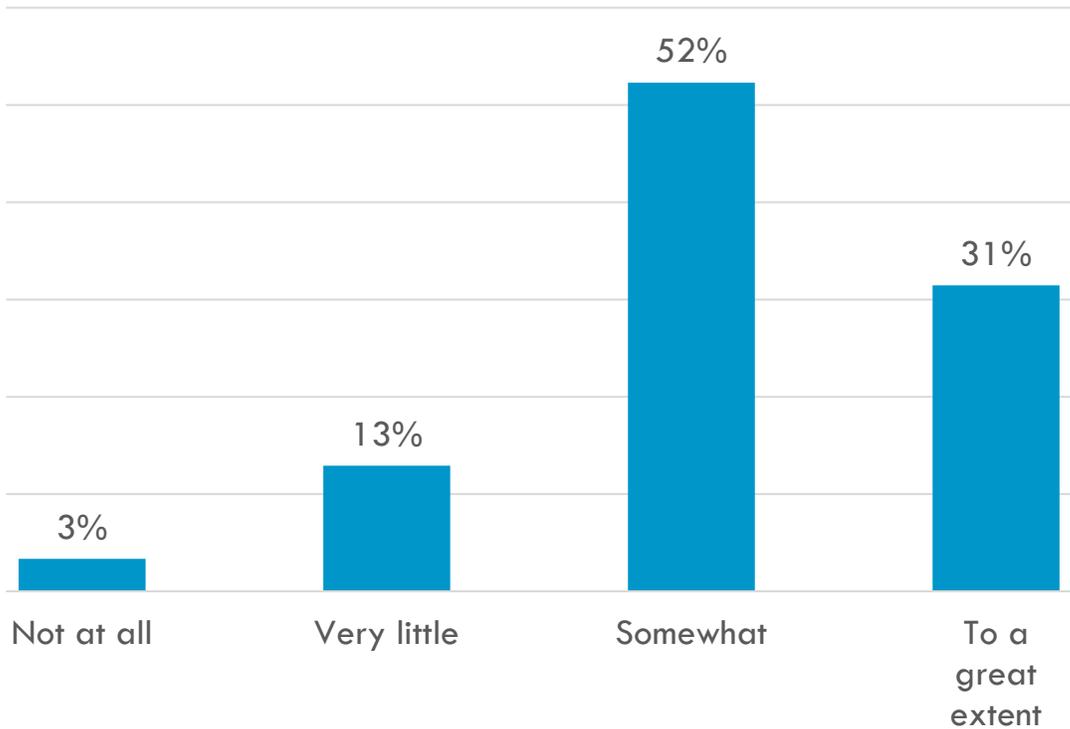
Organizations offer they most often adopt or adapt the foundational definition of patient experience

The sum of all **interactions,** shaped by an
organization's **culture,** that influence
patient **perceptions**
across the **continuum** of care.

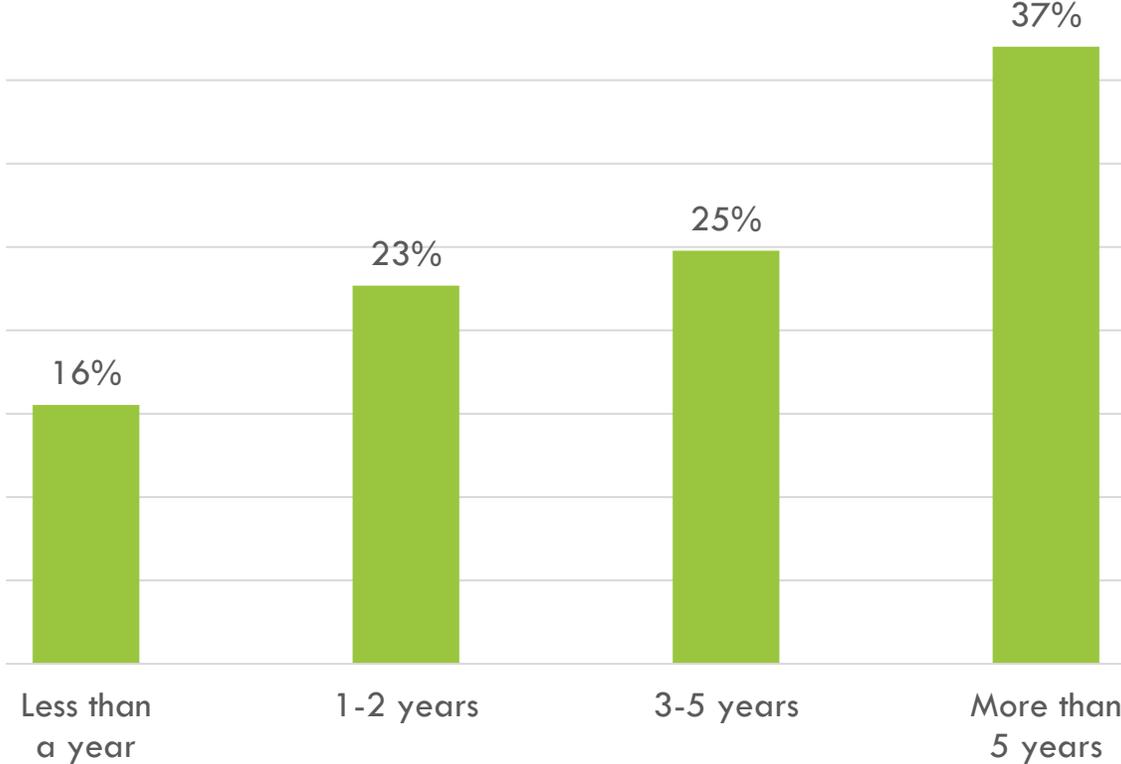
- The Beryl Institute

A focus on human experience has solid footing

Working to Address Human Experience



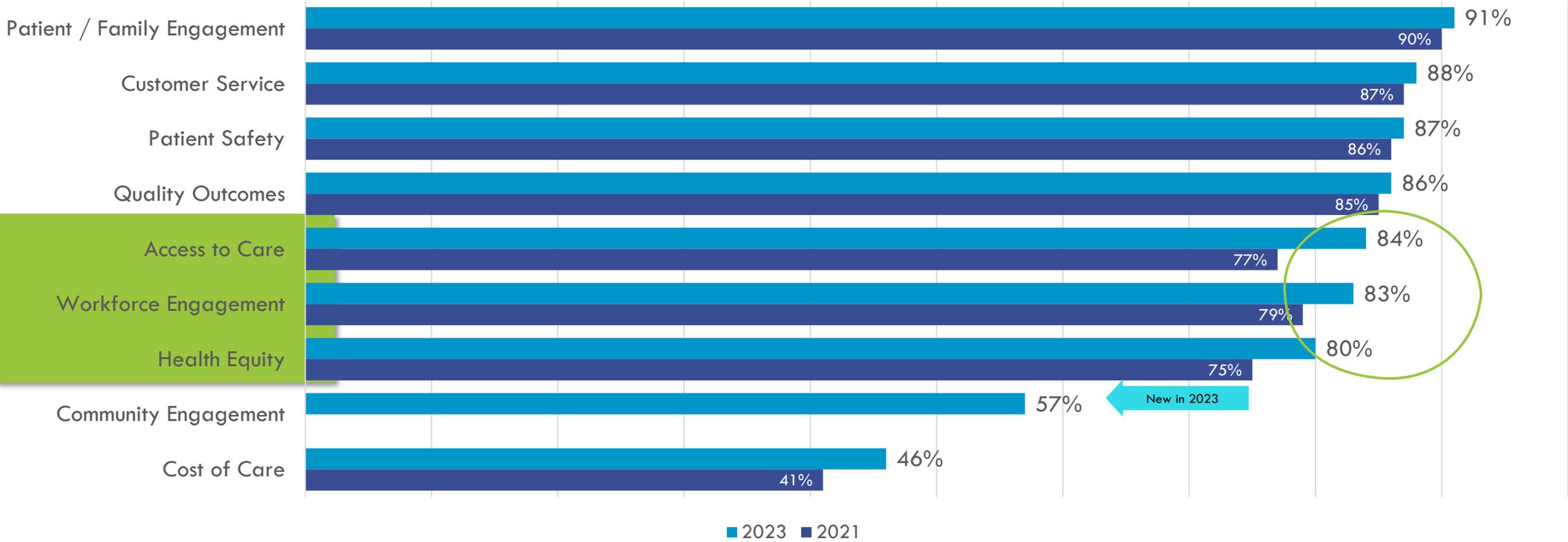
Time Focused on Human Experience



To what extent does your organization formally work to address the human experience?

How long has your organization formally been focused on addressing the human experience?

Experience continues to be seen as an integrated effort, with access, engagement and equity rising in importance



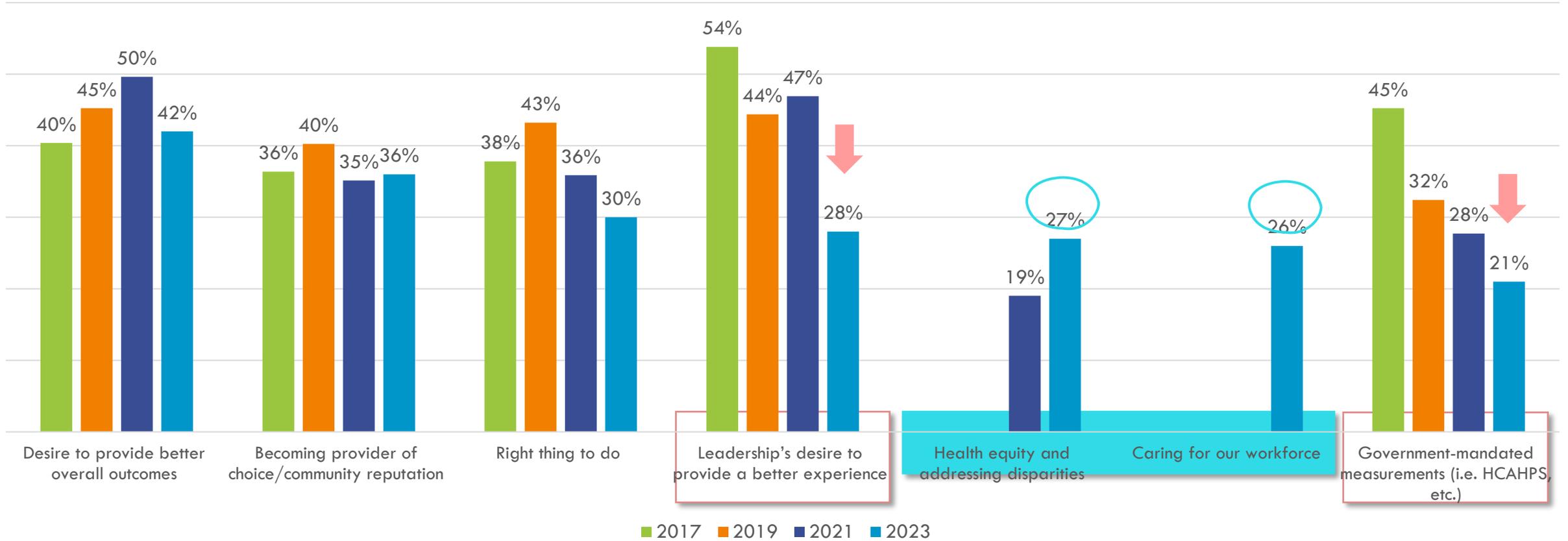
To what extent should patient experience encompass each of the following:? (% to a great extent)

And experience outcomes continue to be seen as influenced by an integrated focus



To what extent do you believe the following influence patient experience outcomes? (To a great extent)

Desire to provide better outcomes remains top factor, while leadership desire and measurement mandates fall



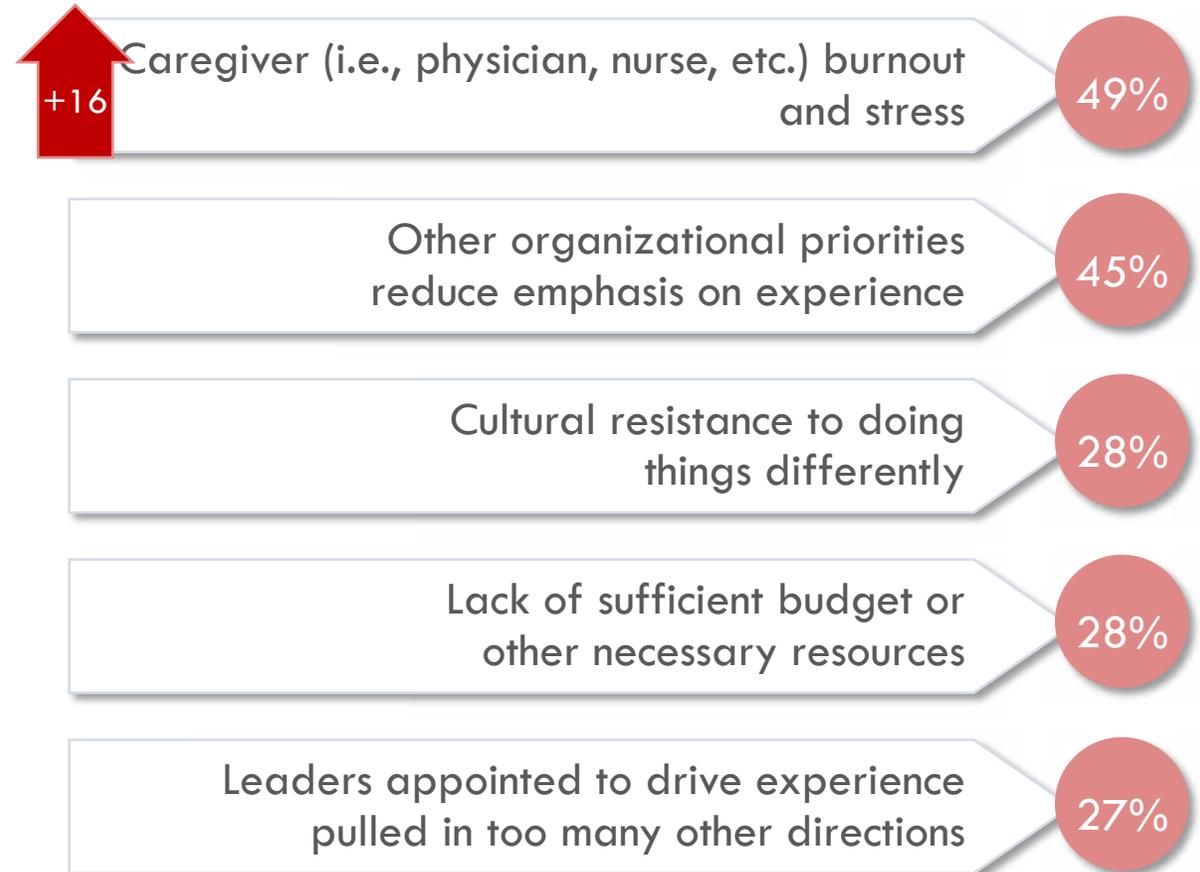
Please select the **top three factors** that are driving your organization toward taking action on Patient Experience:

Top supports and roadblocks hold steady, while concern for caregiver burnout and stress climbs higher

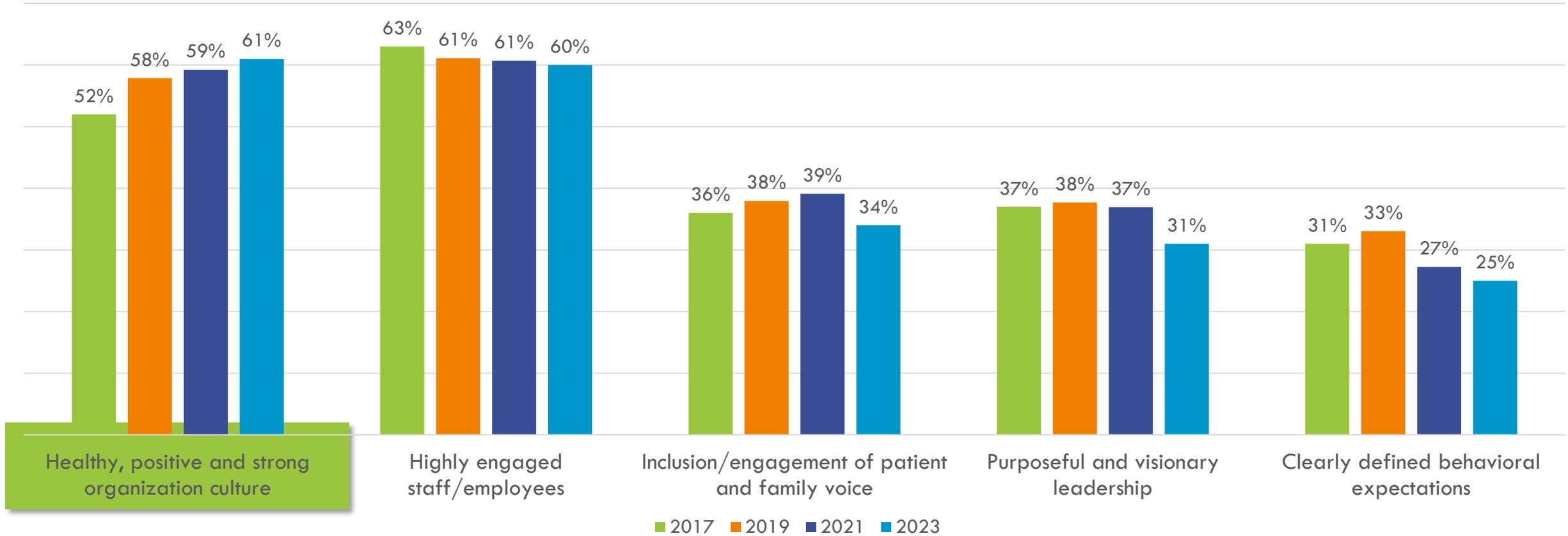
SUPPORTS



ROADBLOCKS

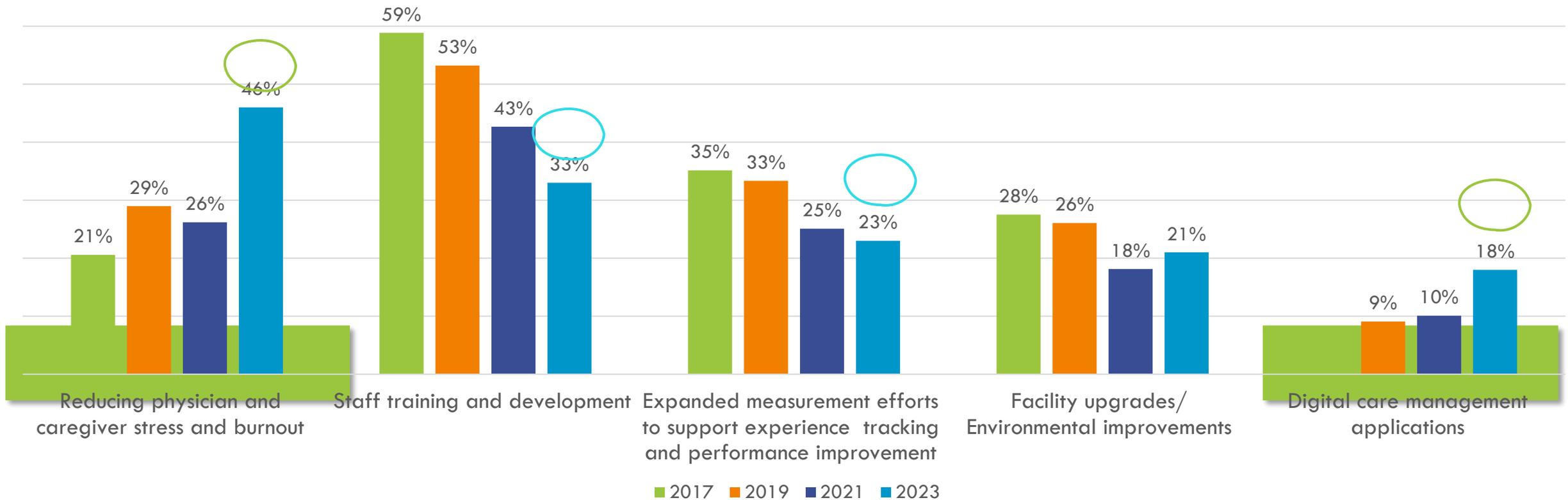


Culture takes top spot in importance for first time



Which of the following are most important for achieving a positive Patient Experience? Please select the top 3.

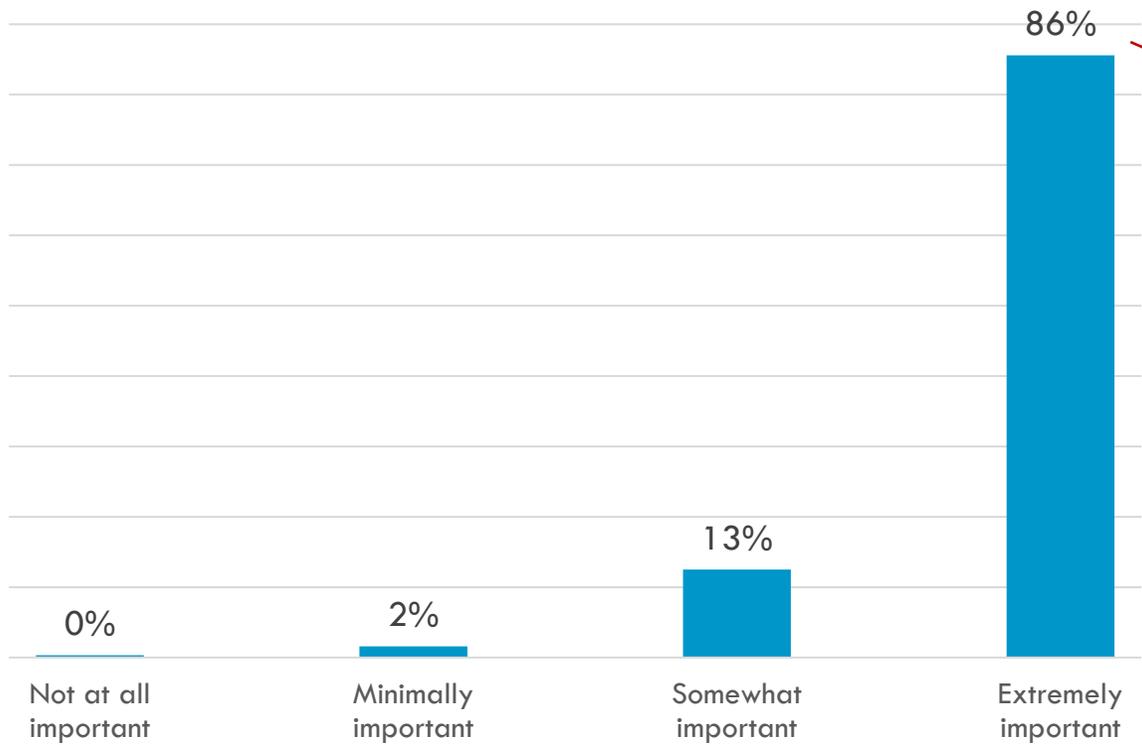
Commitments to address workforce stress and digital care jump, while other investments tempered by current healthcare environment



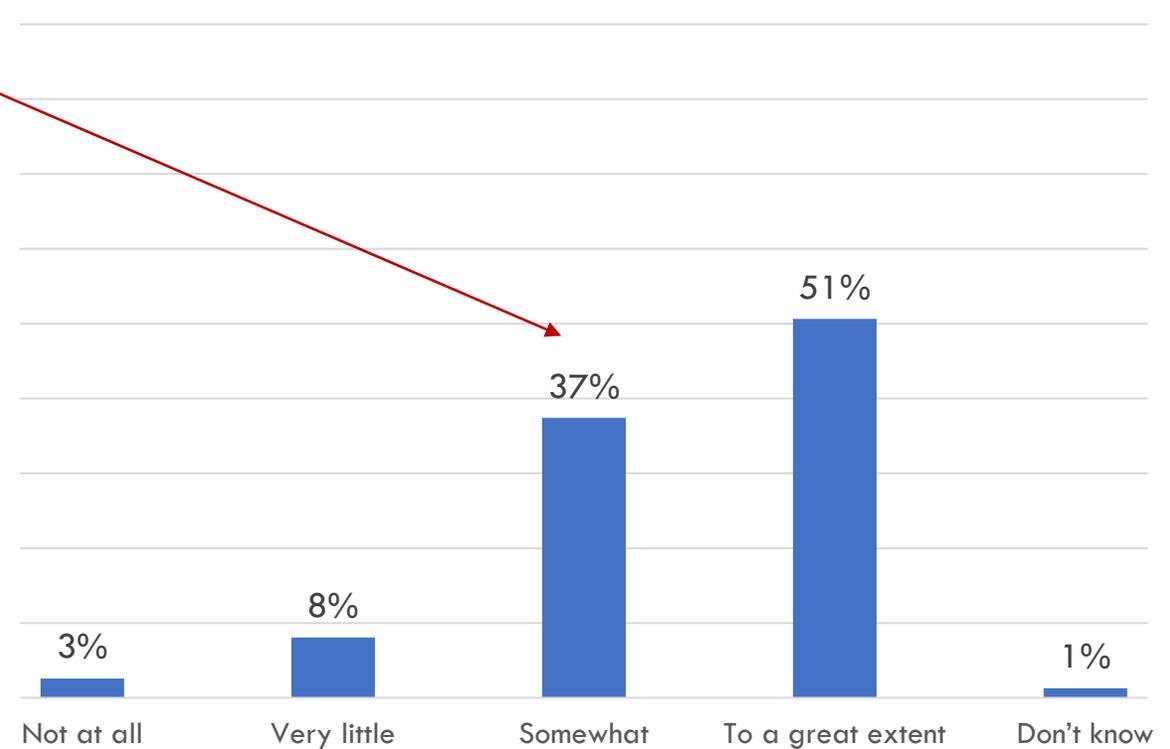
Of the following efforts, identify the top three (3) items in which you expect your organization to invest, either as a new effort or with additional resources, over the next three years to experience improvements.

Workforce experience seen as extremely importantly, while commitment lags

Importance of workforce experience to overall experience strategy



Extent workforce experience part of overall experience strategy

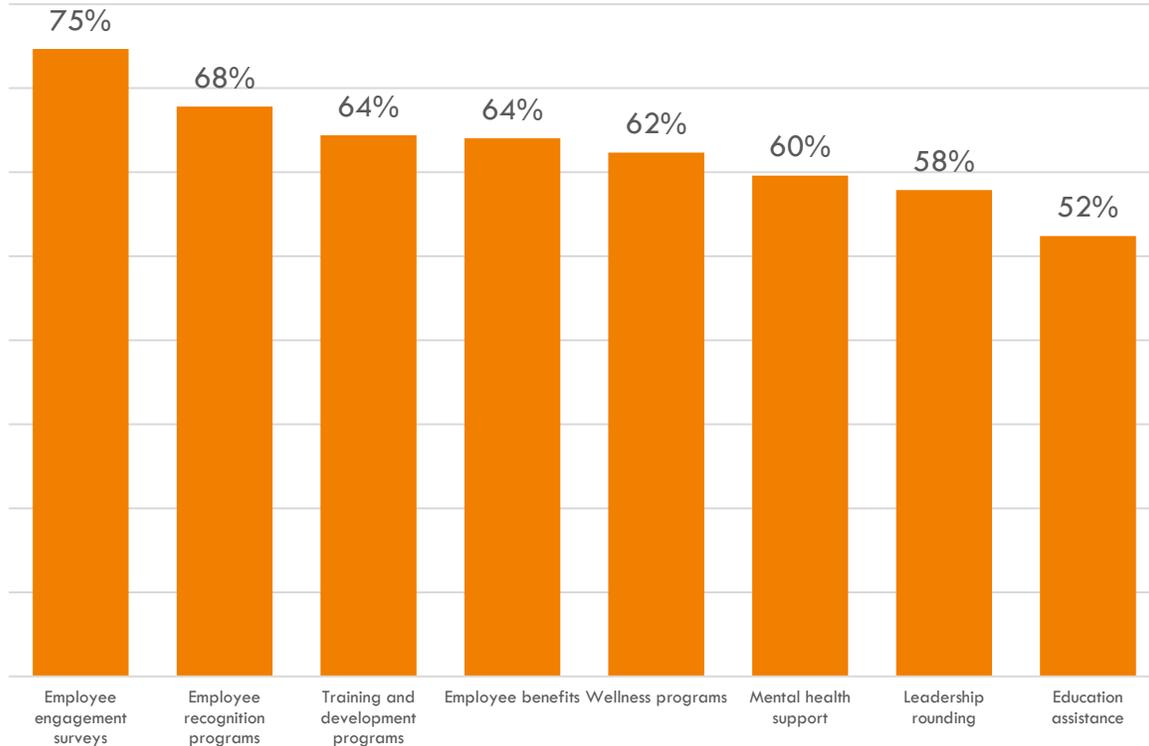


How important do you think workforce experience is to an organization's overall experience strategy?

To what extent do you think workforce experience is part of your organization's overall experience strategy?

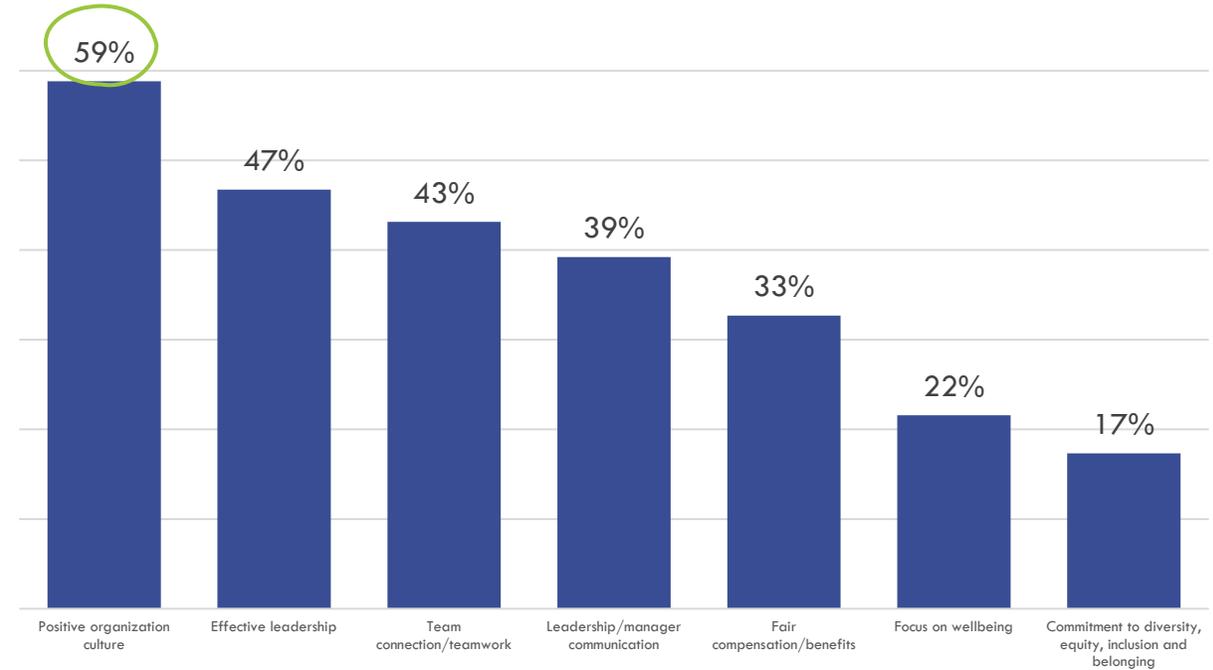
Workforce experience strategy is comprehensive, and drivers are found in culture, leadership and teamwork

Elements of workforce experience strategy



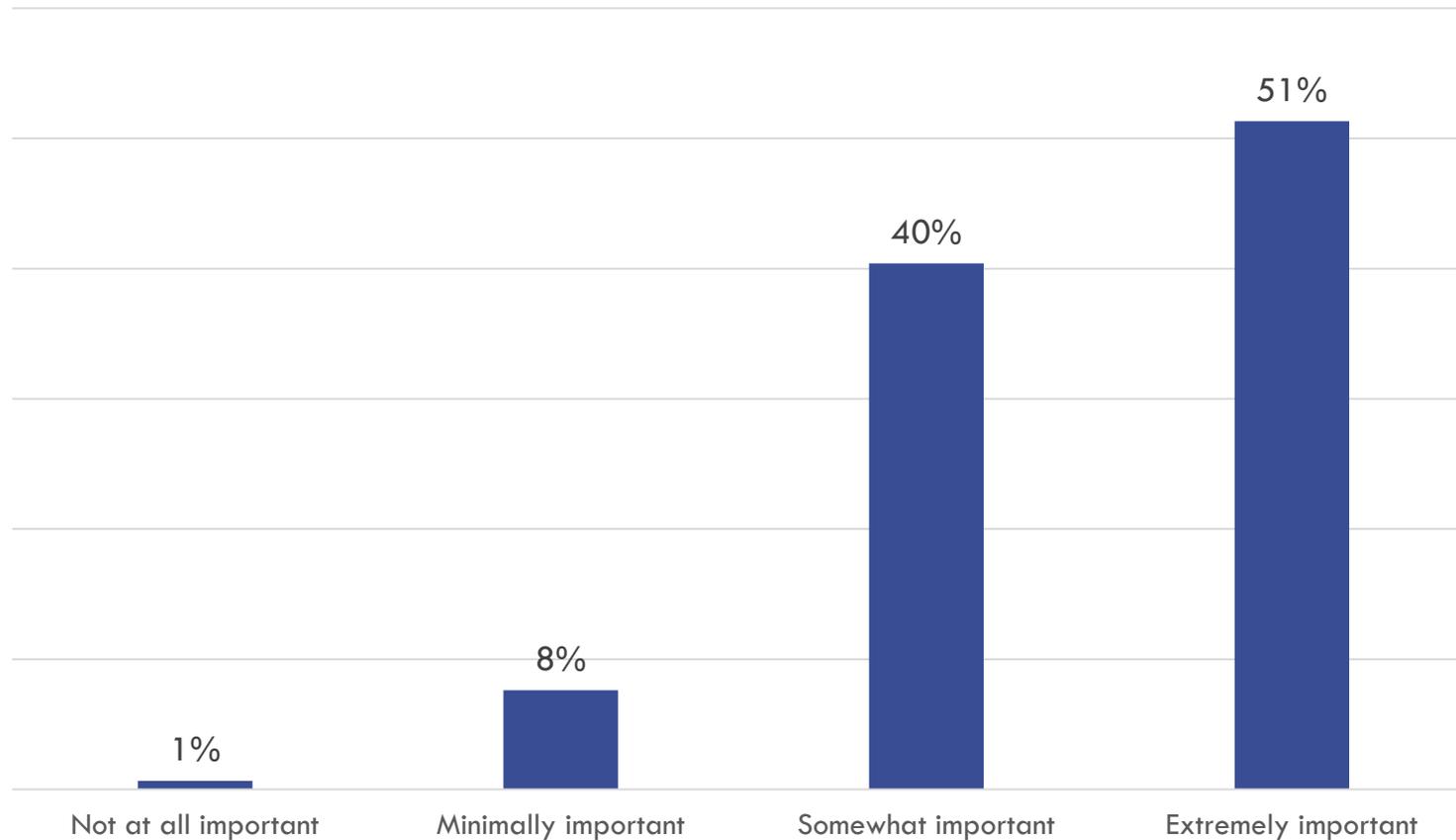
What elements are currently part of your workforce experience strategy? (Please select all that apply)

Top drivers of workforce experience



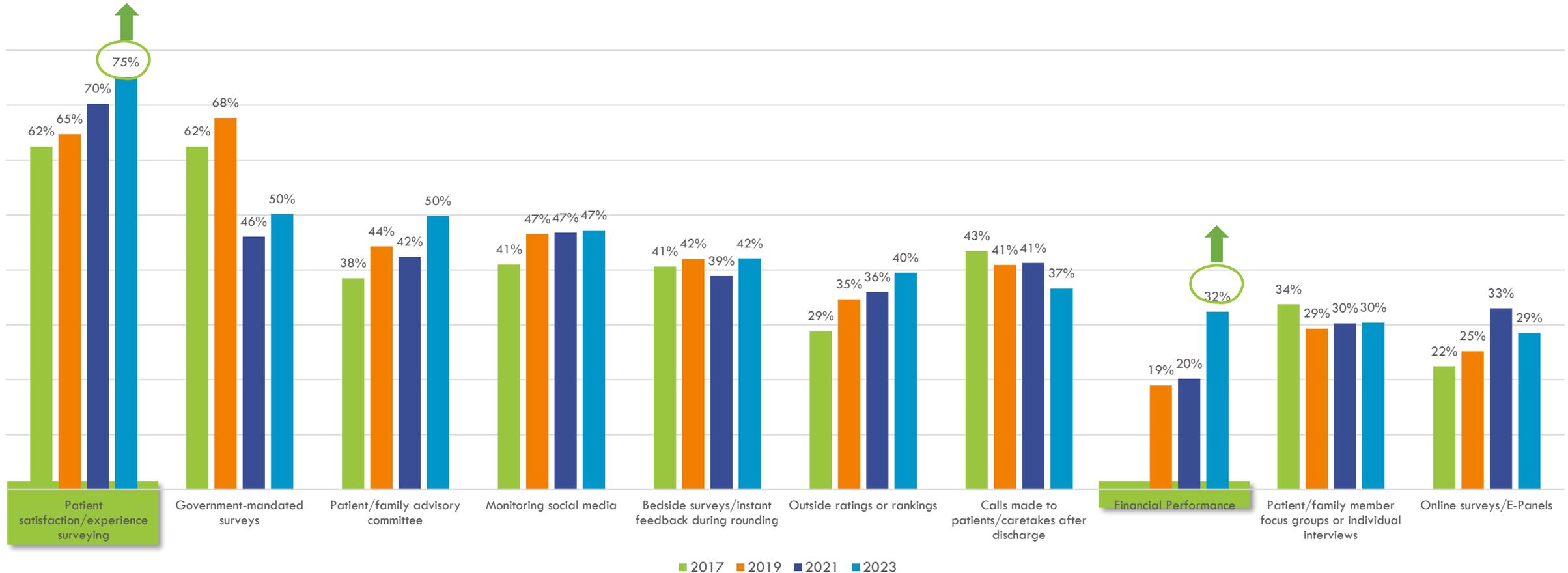
What do you believe are the top 3 factors that drive a positive workforce experience?

Community experience seen as important to experience strategy too



How important do you think community experience is to an organization's overall experience strategy?.

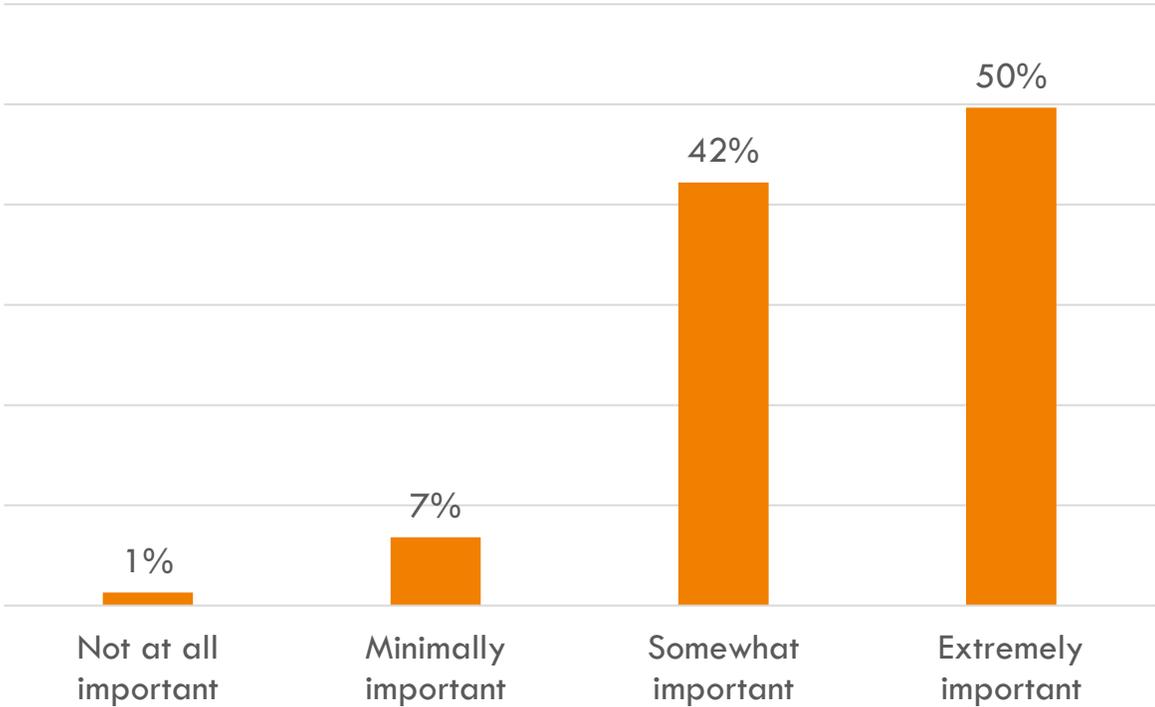
Experience measurement continues to grow outside of mandates, while financial performance climbs in connection to experience



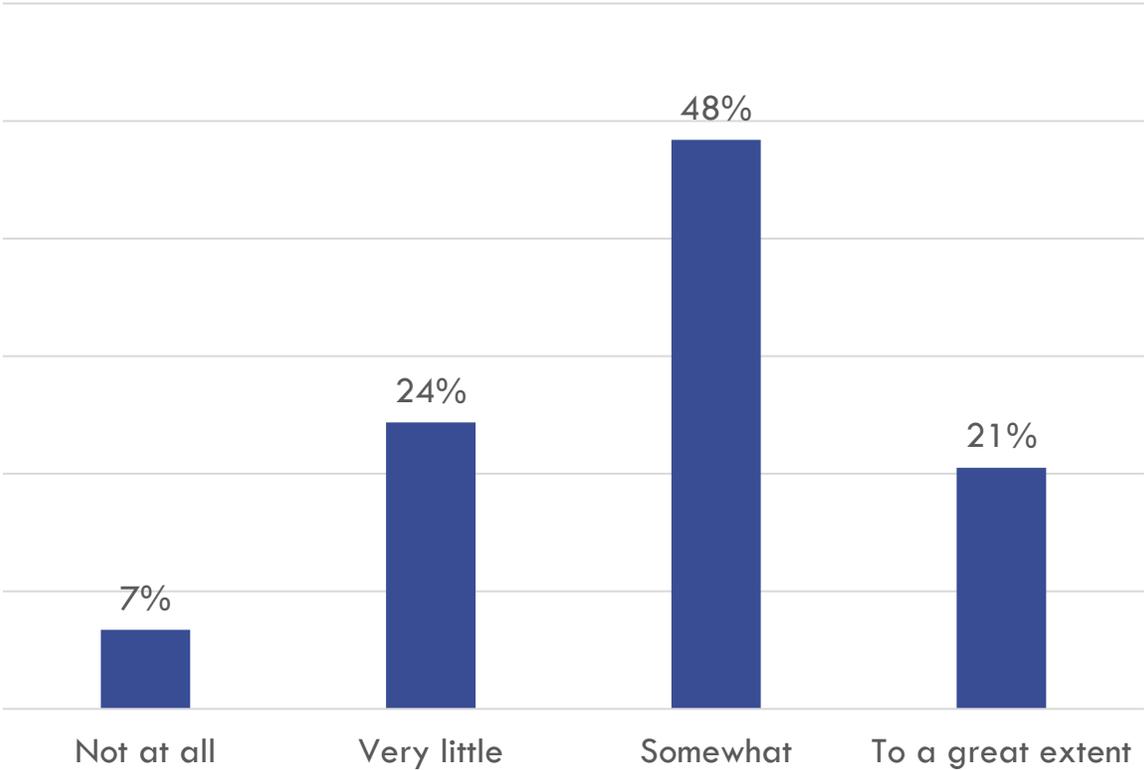
Aside from tracking the success of individual improvement activities and/or actions, which metrics is your organization using to measure overall improvement in experience? (Select all that apply.)

Greater focus on need for policy influence, not yet clear on impact

Importance of engaging in policy



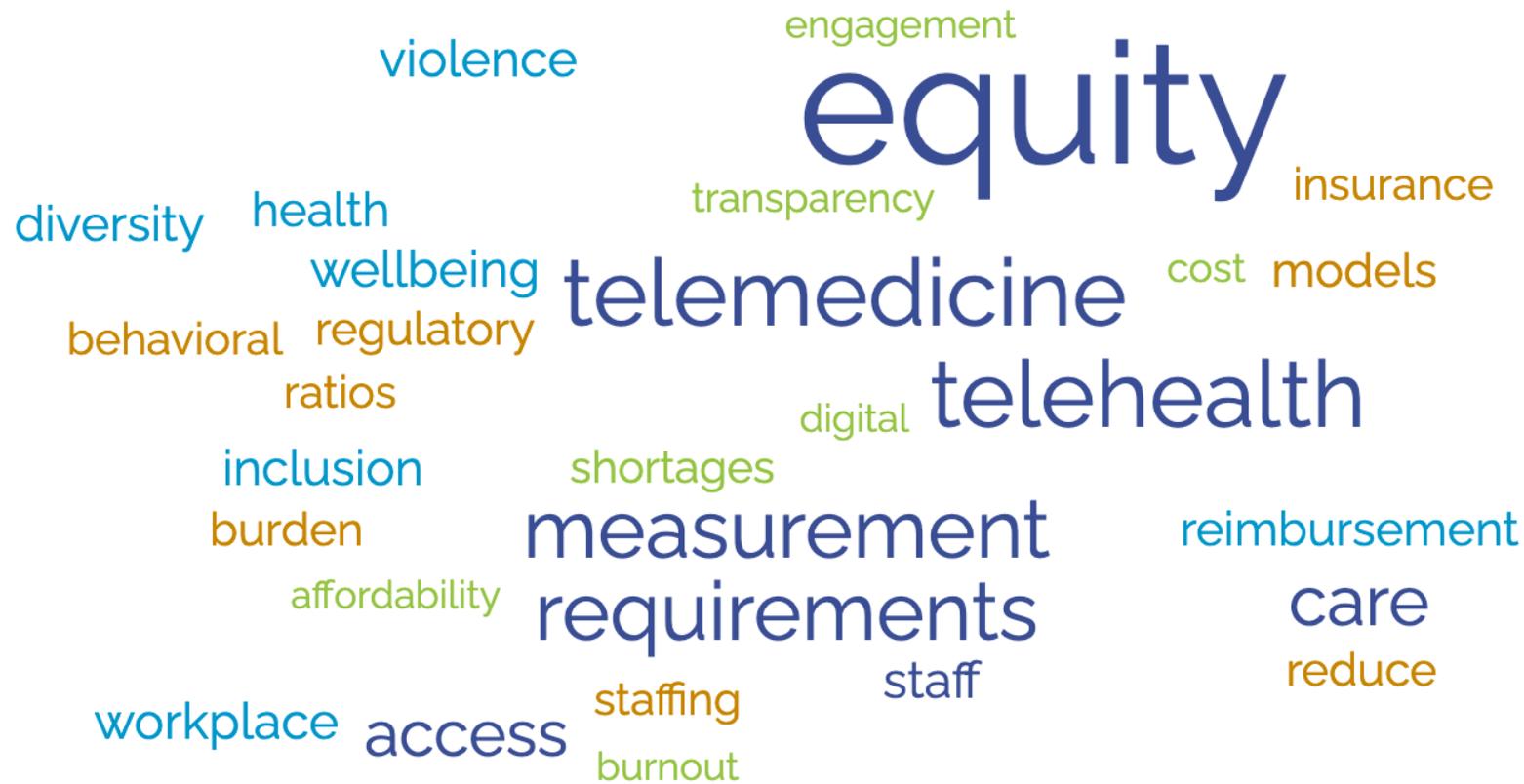
Extent policy impacts ability to address experience



How important do you believe it is that healthcare leader/organizations engage in governmental policy issues related to experience?

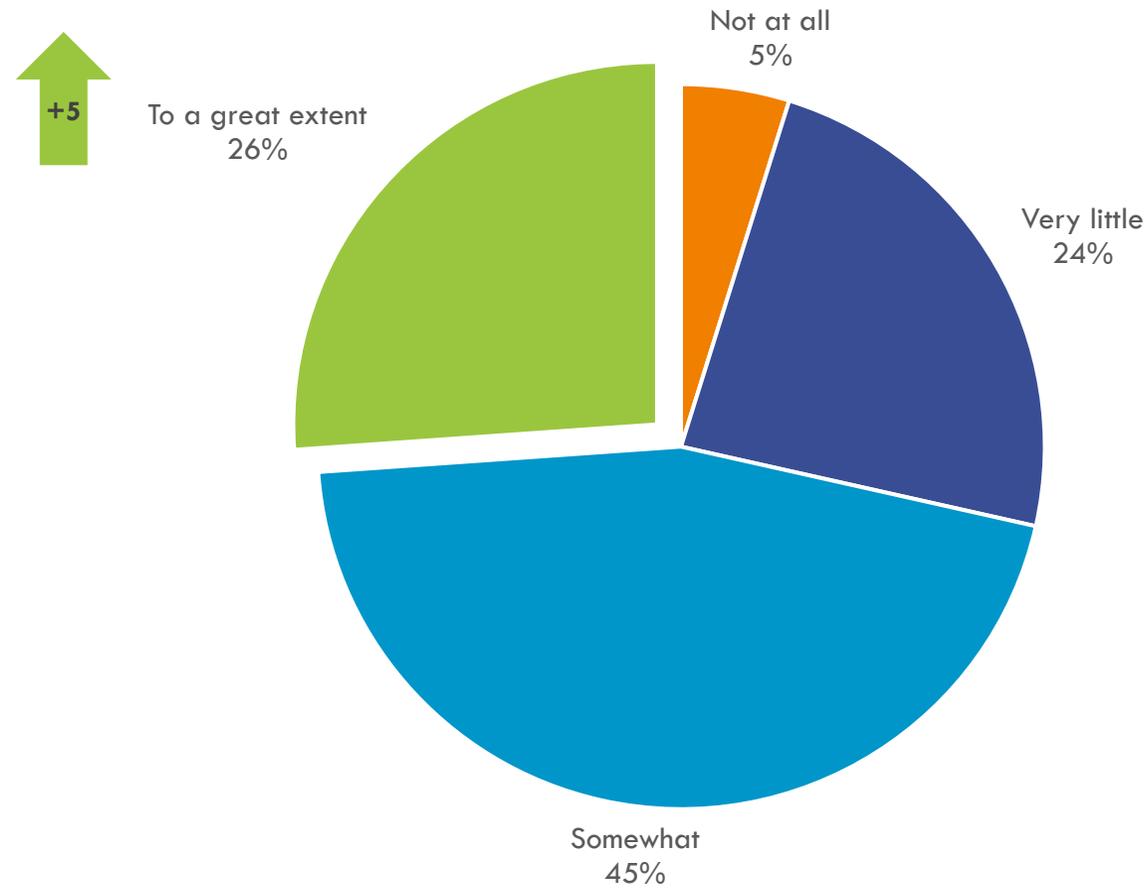
To what extent do you believe governmental policy impacts your ability to address experience in your organization?

Experience focused policy priorities are clear: Equity & access to care, telemedicine, measurement requirements, caring for workforce



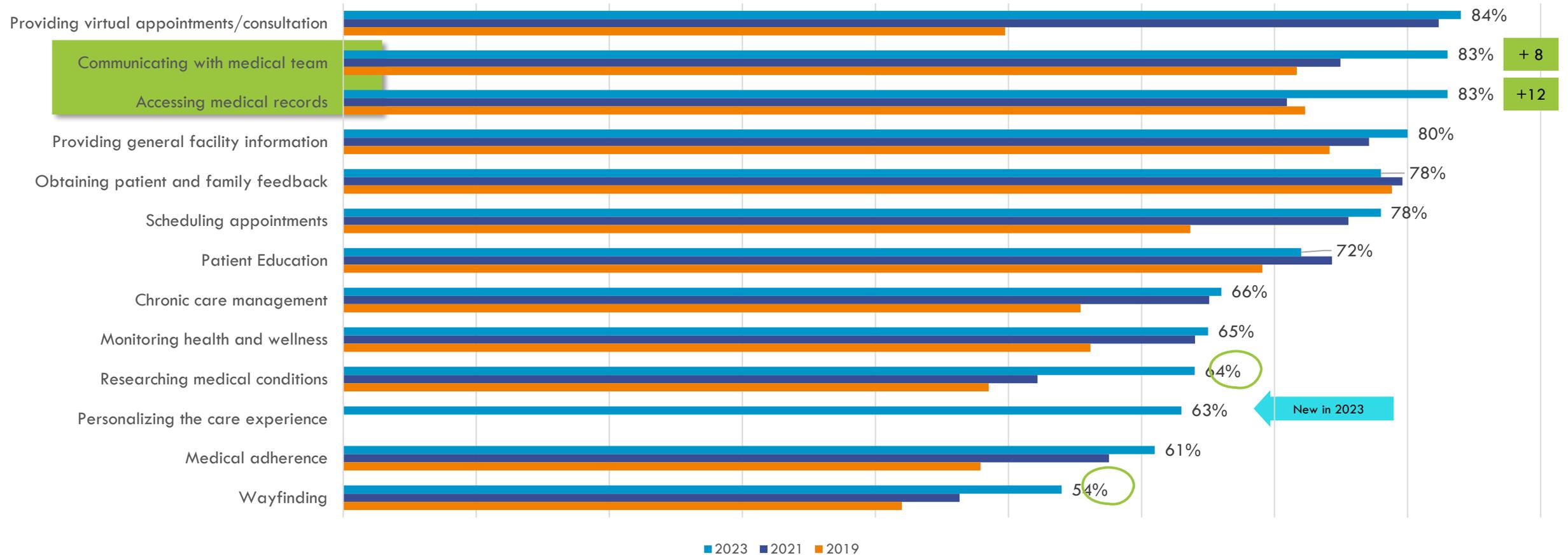
What do you believe are the top policy issues that should be addressed related to experience issues? (Please identify up to three.)

Digital strategy continues to be experience focused



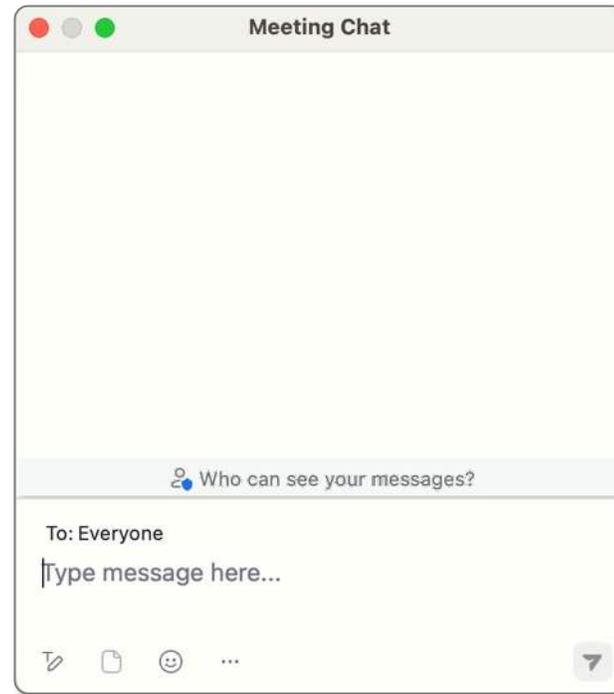
To what extent is your organization's digital strategy connected to your experience efforts?

Digital tactics continue to broaden and increase in use to address experience, especially related to communication, record access



To what extent are the following digital tactics (via app, websites, etc.) being used to improve experience in your organization? (Somewhat + To a great extent)

What have been the most **critical areas of focus** for your experience efforts, especially as we work to move beyond the challenges of the last few years?



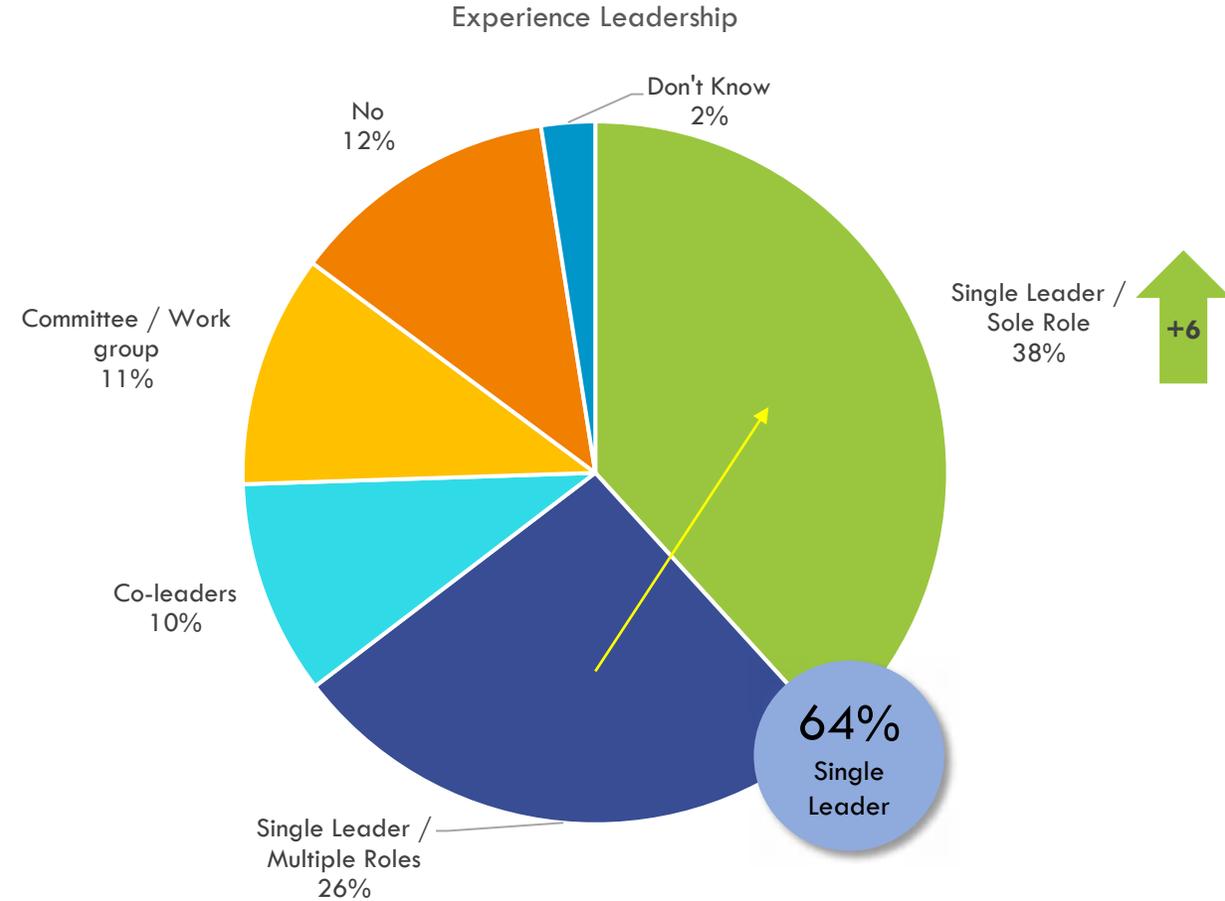
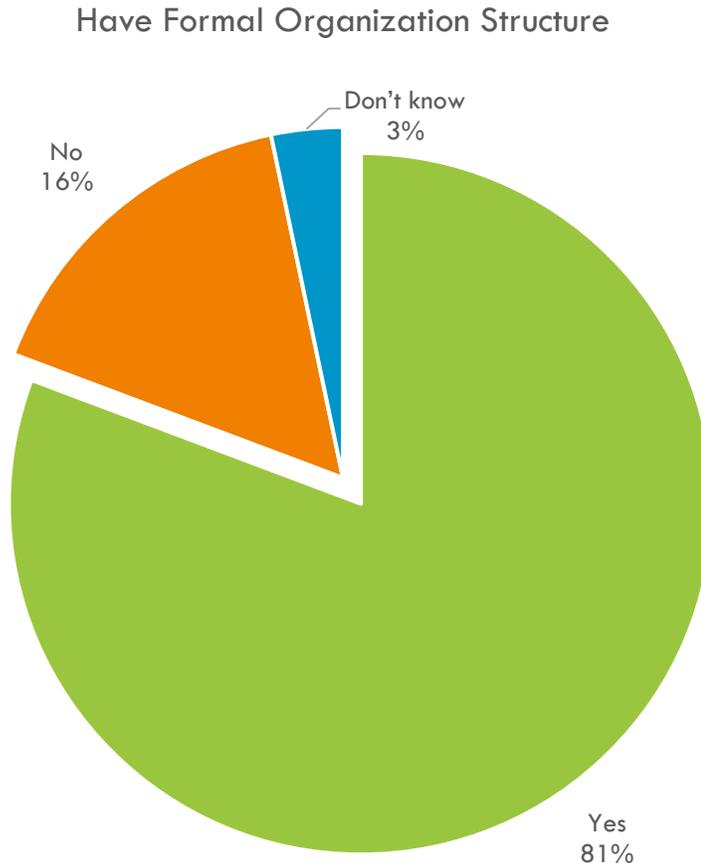
Reflecting on Trends



State of Human Experience 2023

Structure & Governance

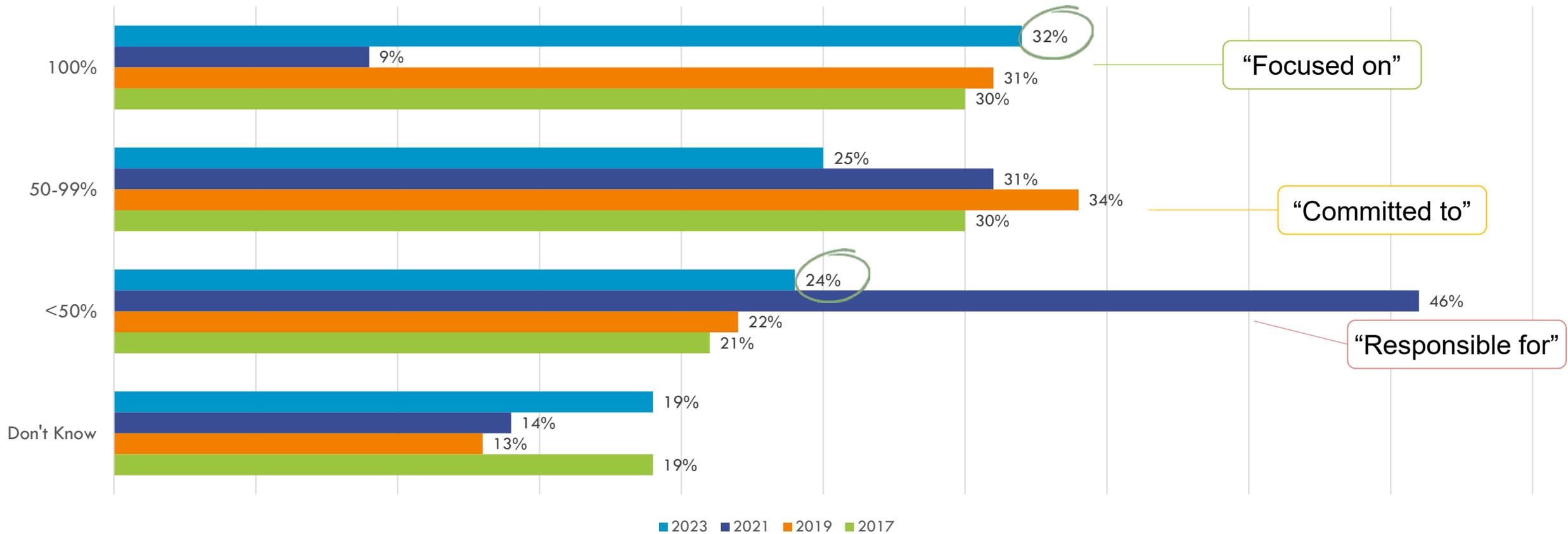
Organizations have grown experience structure & dedicated leaders



Does your organization have a formal organizational structure to ensure specific actions are being taken to address the experience you provide?

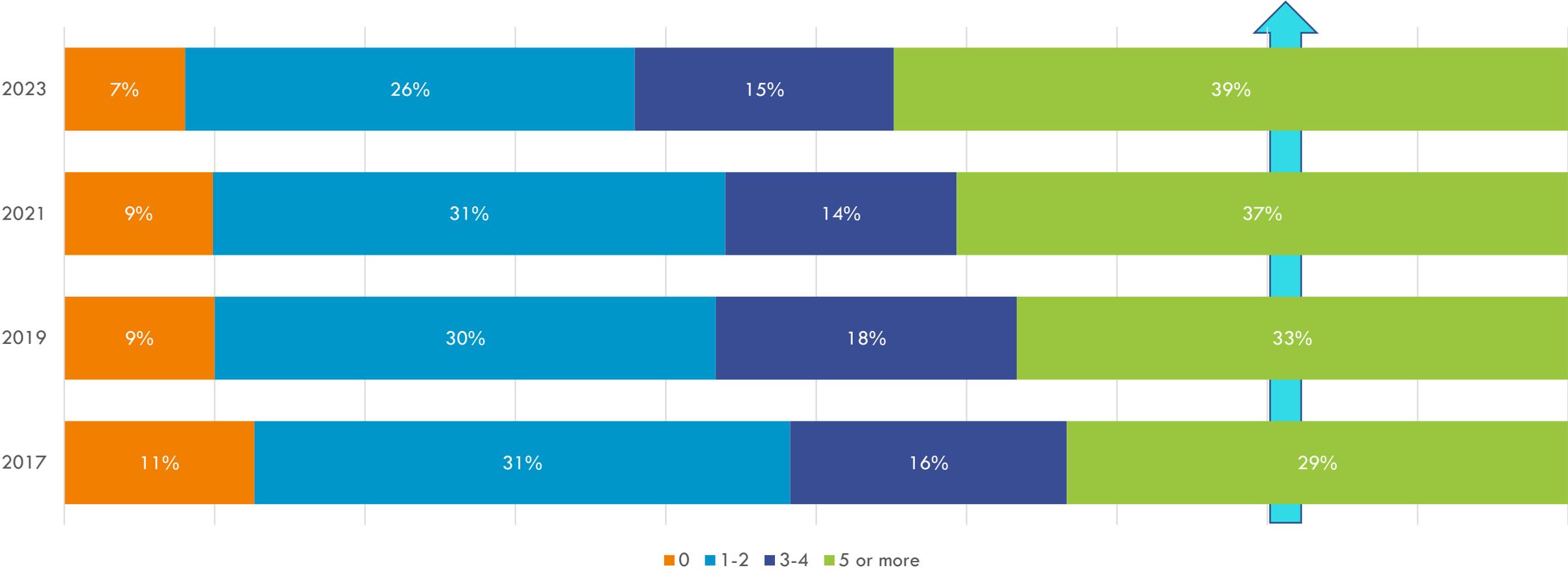
Does your organization currently have specified senior-level leadership with primary responsibility and direct accountability for addressing experience?

Experience leaders' focus rebounds significantly



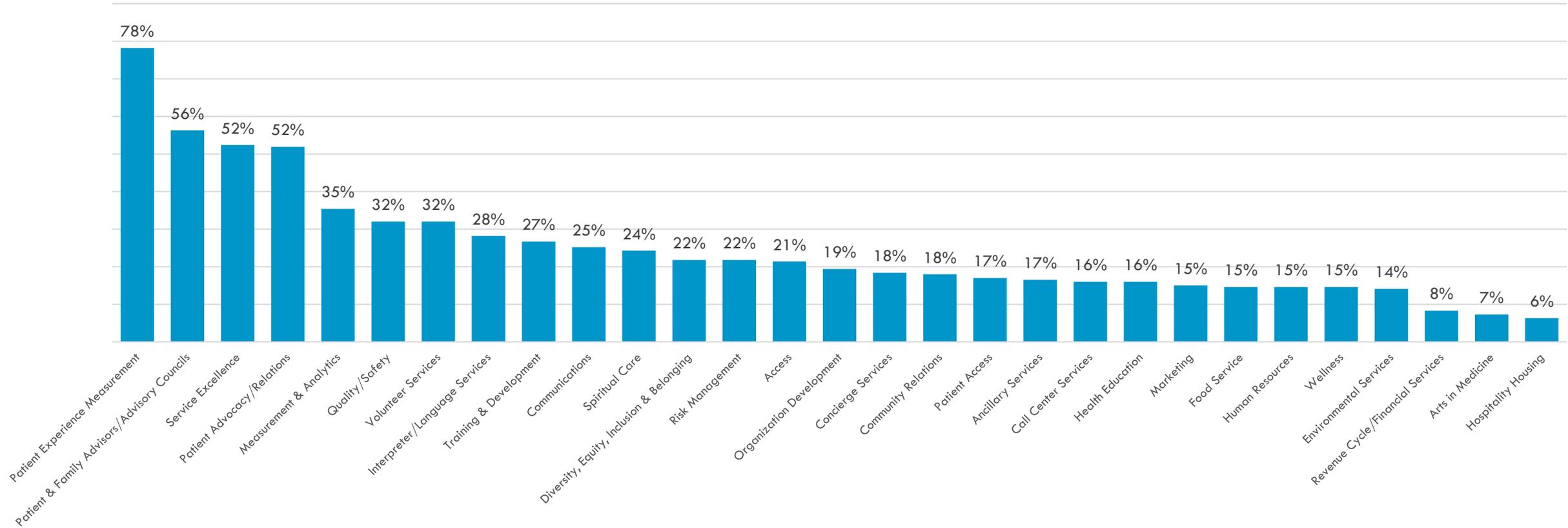
For the individual with PRIMARY responsibility, what percent of time is allocated to support experience efforts?

Experience teams continue to grow...



How many full-time staff members (or FTEs) are designated to support your patient experience efforts?

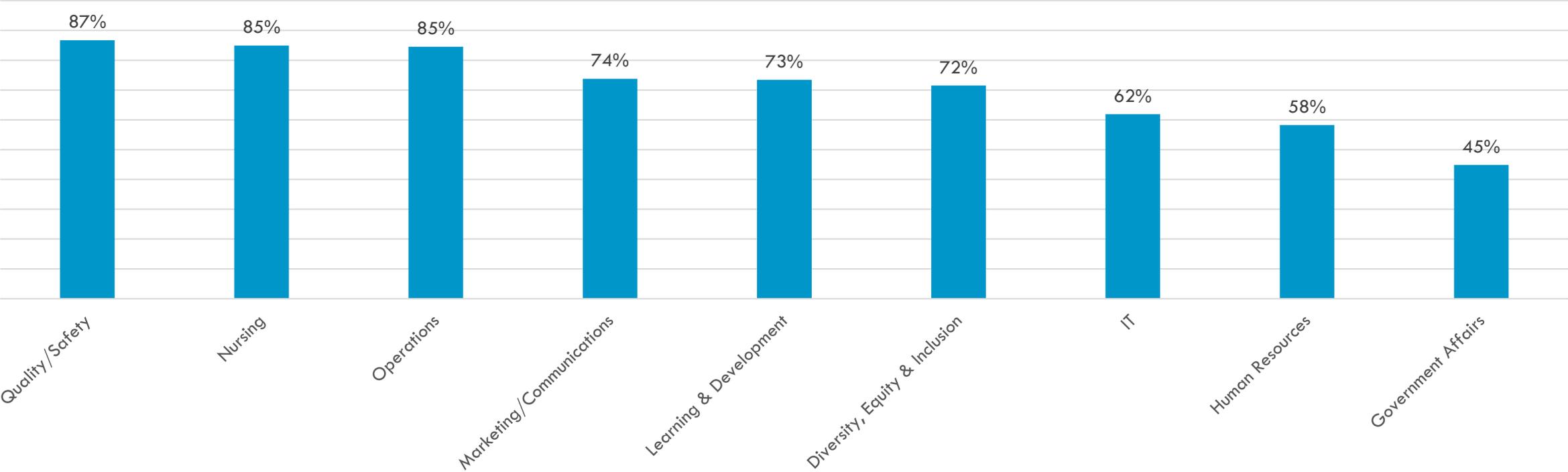
...and experience teams continue to diversity



Which of the following areas are included in your experience structure? (Please check all that apply)

Experience efforts are engaging across organization functions

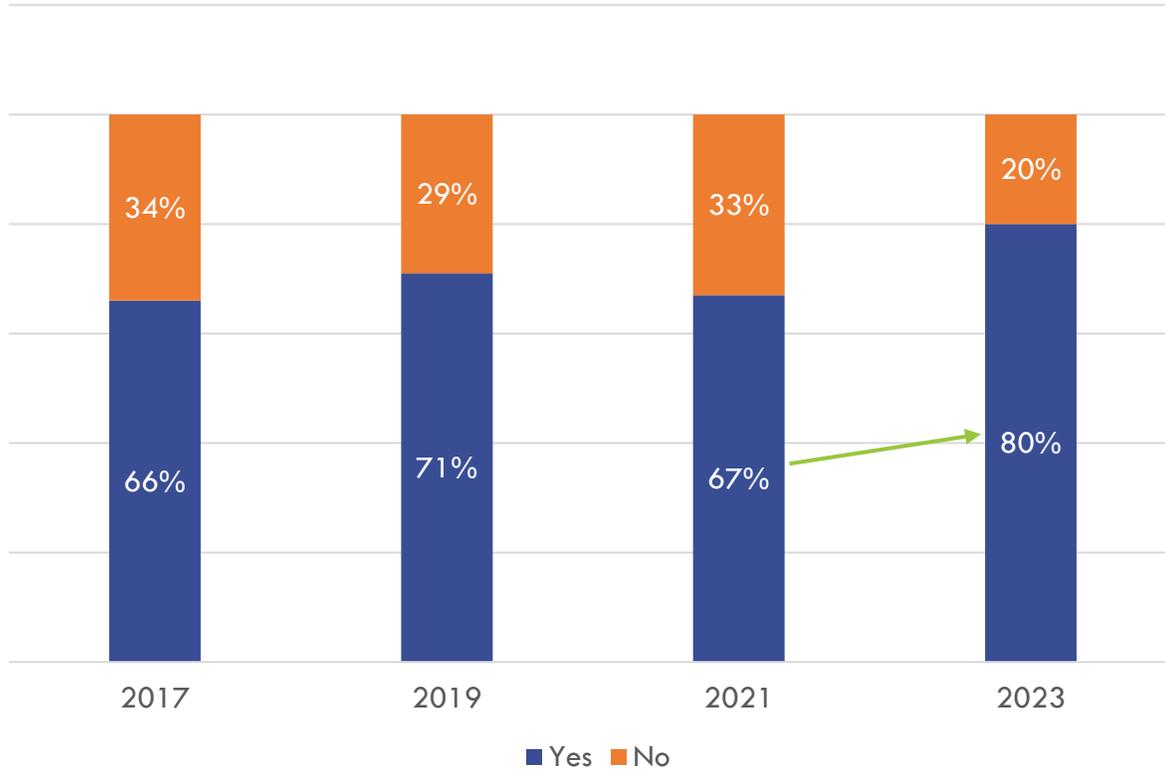
Extent engaged across organizational functions



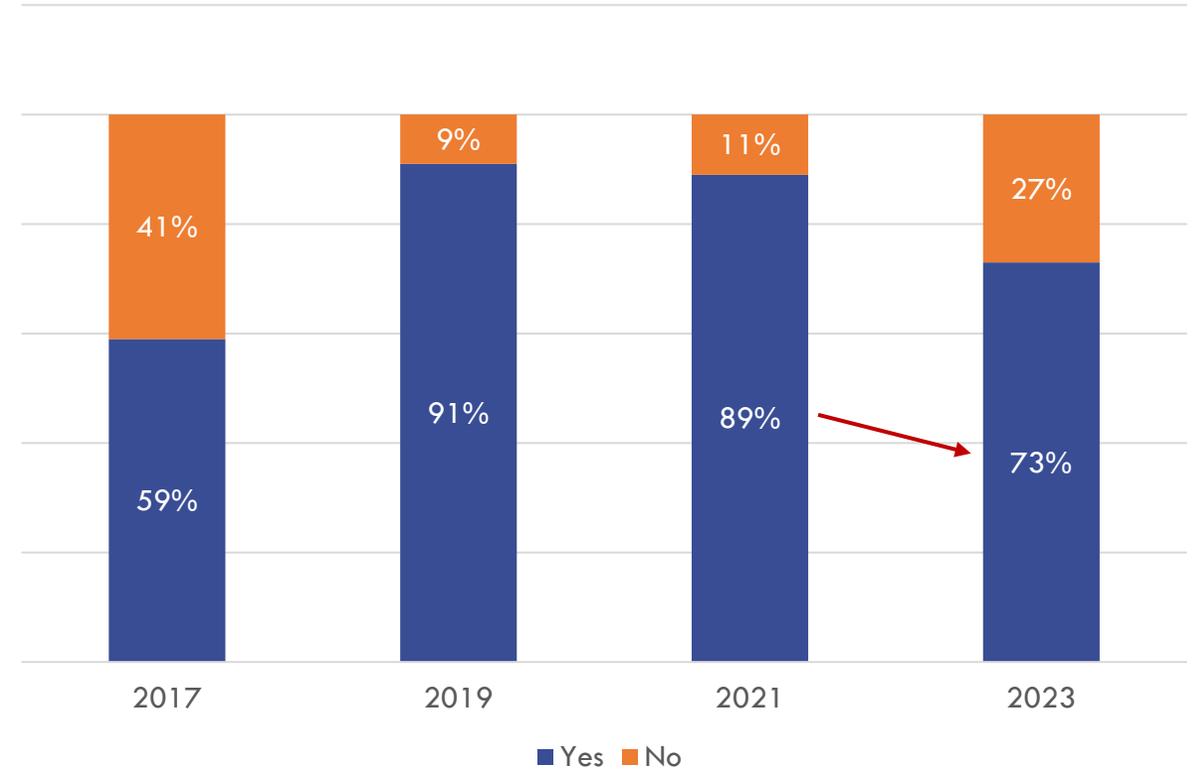
To what extent are the following functional areas engaged in your experience efforts? (Somewhat + To a great extent)

Engagement of Patient & Family Advisor rebounds, while use of PFACs slip

Engage Patient & Family Advisors



Have PFACs

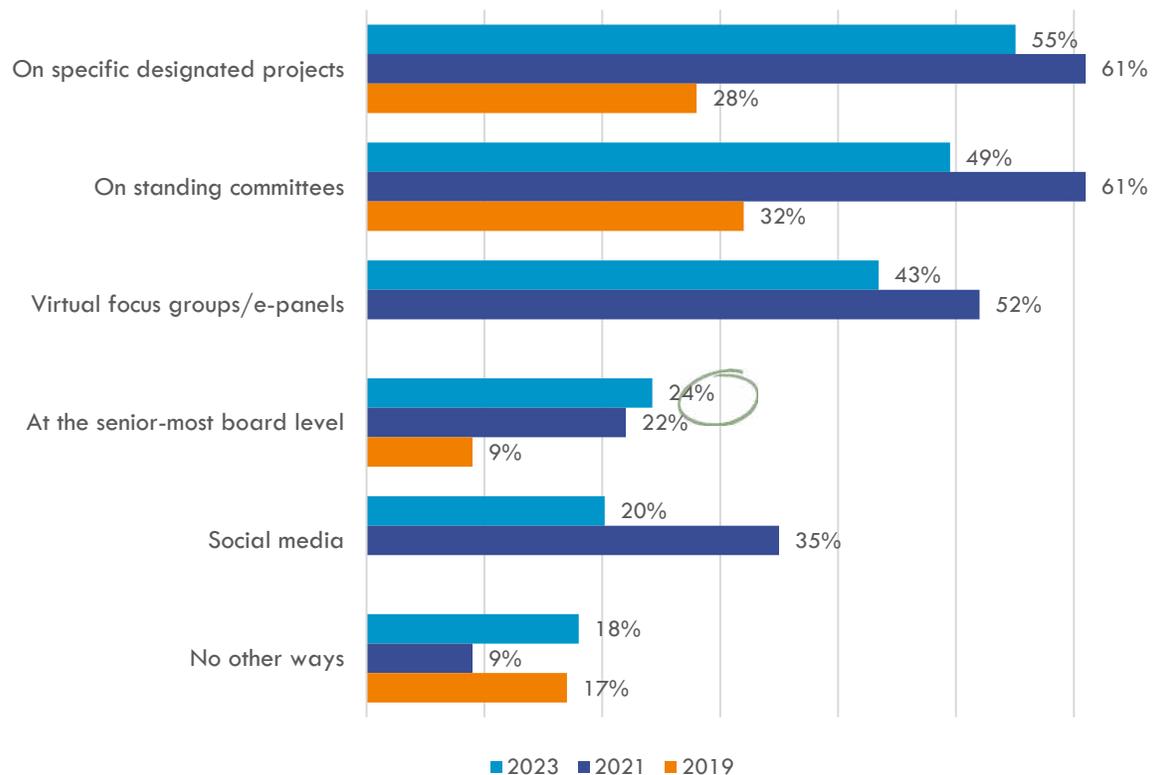


Does your organization engage Patient & Family Advisors?

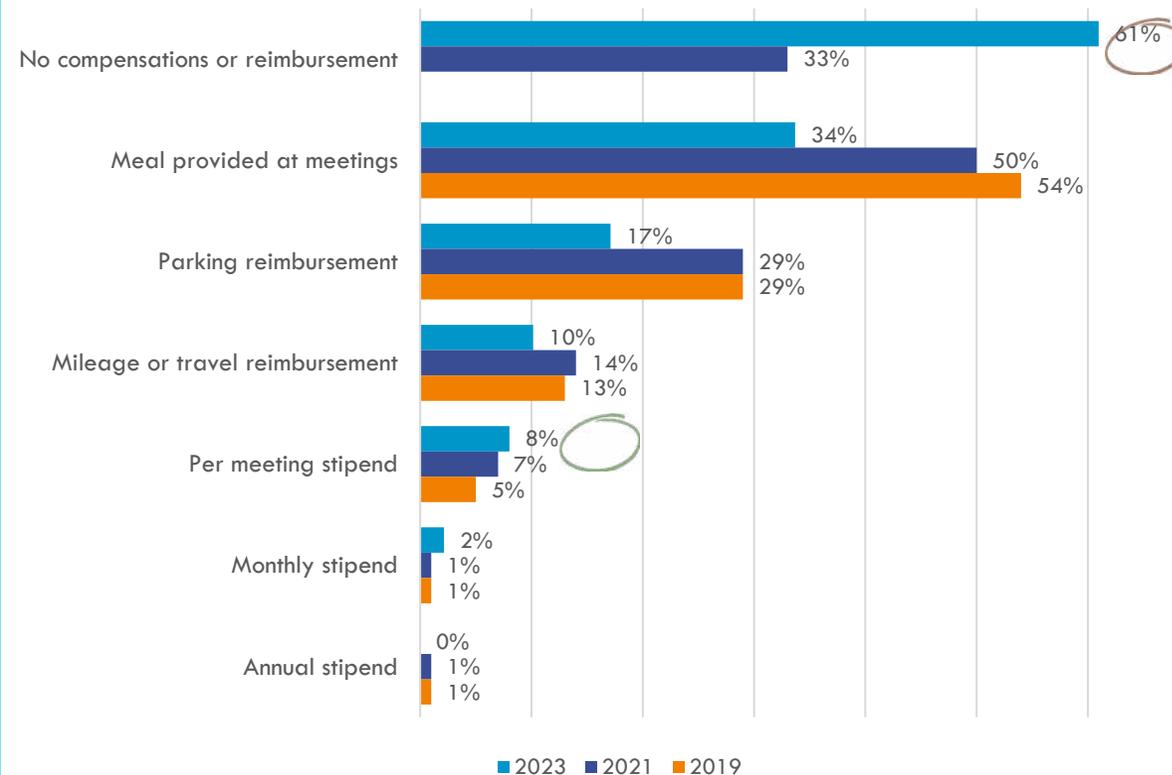
Does your organization have a formal Patient & Family Advisory Council(s)?

Engagement outside of PFACs lessens and financial support drops

Engagement outside of PFACs



Compensation/Support of PFAs

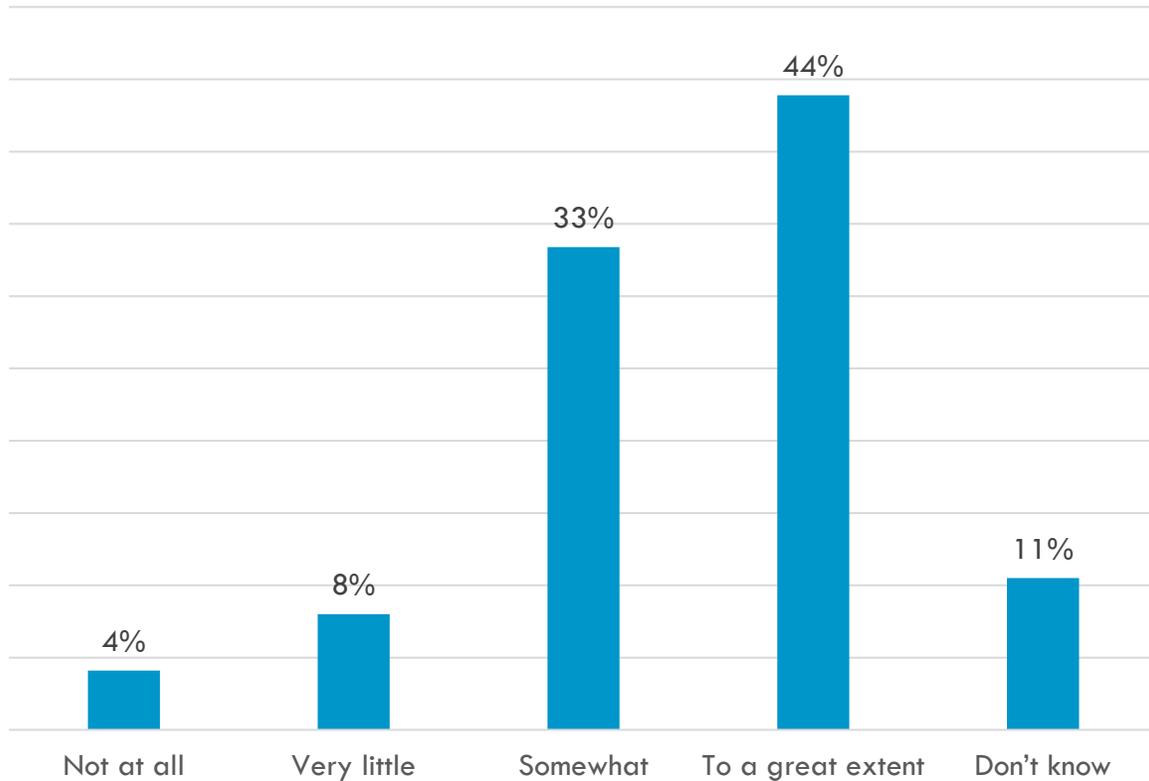


In what ways, other than a Patient & Family Advisory Council, does your organization engage patients and family advisors? (Please select all that apply)

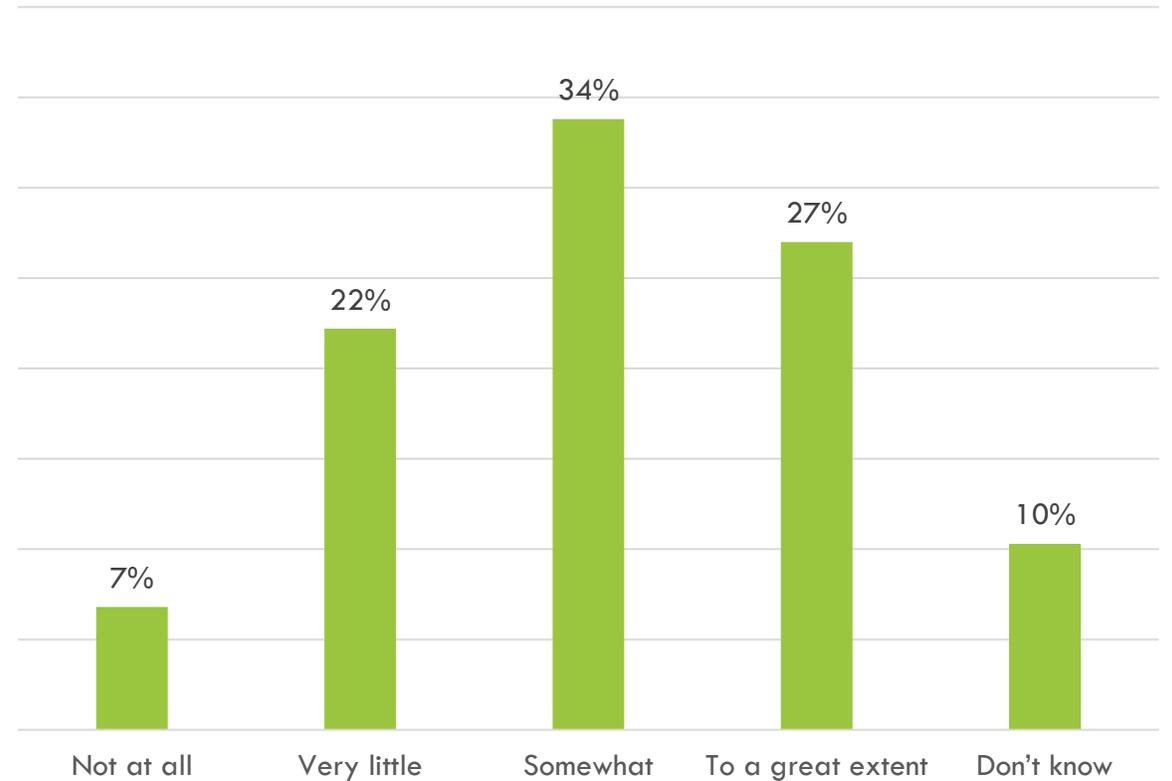
In what ways, if any, do you compensate/support PFA engagement? (Please select all that apply)

Boards are aware of, but are less active in guiding experience efforts

Board Awareness

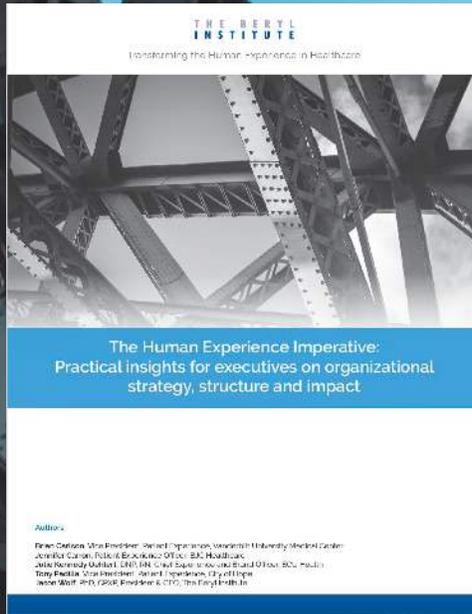


Board Guidance



To what extent is your organization's board AWARE of your experience efforts?

To what extent does your organization's board GUIDE or INFLUENCE your experience efforts?



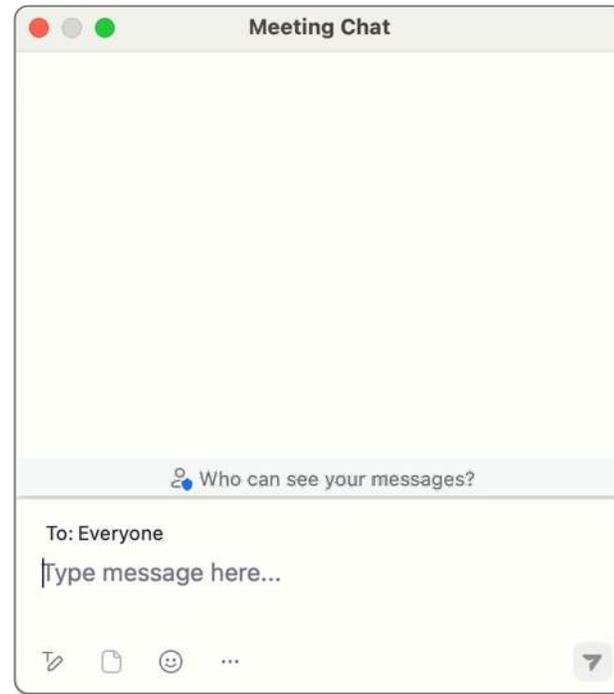
- An investment in experience leadership and structure is a must.
- An experience leader should reside in the C-suite (or have direct access to it).
- An experience leader/office should drive both the development and execution of strategy and culture.
- An experience leader/office must address more than just metrics.
- An experience leader/office must have operational accountability and reach.
- An experience leader/office serves a role of boundary spanner and champion for human experience.

The Human Experience Imperative: Practical insights for executives on organizational strategy, structure and impact



A commitment to human experience is essential to excellence in healthcare, and a clear, defined strategy and associated structure is necessary to deliver on it with consistency.

In what ways has your organization's **experience structure evolved**? Where do you see the **greatest opportunities for growth**?



Reflecting on Structure



State of Human Experience 2023

Impact & Perception

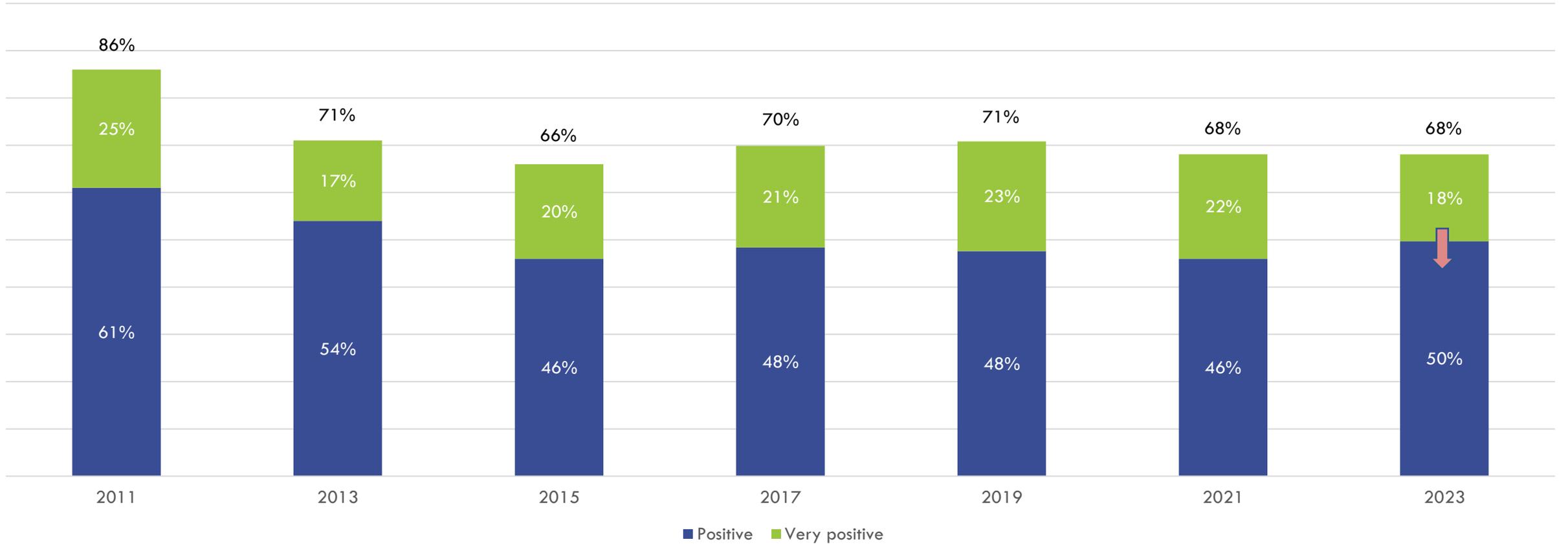
Positive impact of focus on human experience continues to broaden

HUMAN EXPERIENCE



To what extent do you believe your existing experience efforts have a positive impact on each of the following? (Somewhat + To a great extent)

Positive perception sustains, but cautiously

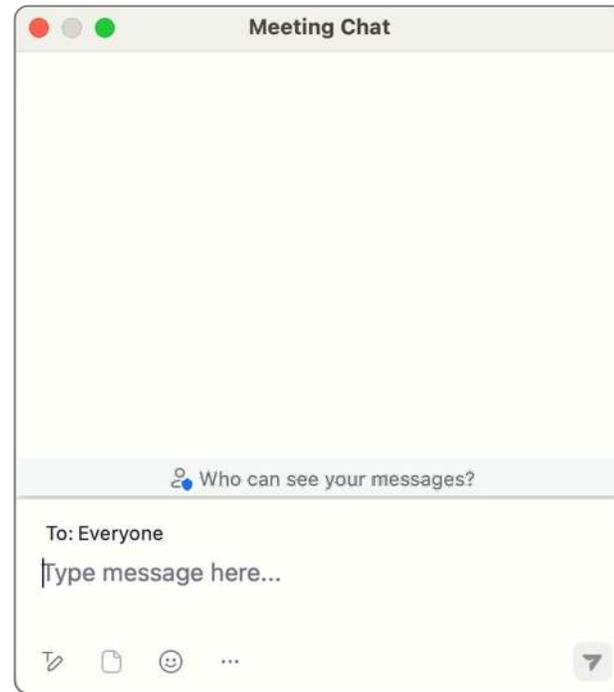


At this point, how do you feel about the progress (or lack of progress) your organization is making toward improving the experience you provide?

The Experience Moment

- A commitment to human experience is foundational in navigating healthcare today as experience mandate grows
- Critical focus now directed to supporting the healthcare workforce and addressing issues of equity and inclusion
- Formal mandated measurement continues to see decline in use
- Experience advocacy seen as a critical step in moving forward
- Structures grow and integrated approaches continue to expand
- Patient/family reengagement continues to be a challenge post pandemic
- People remain cautiously optimistic on experience efforts

What is your **key takeaway** from today and **what actions will you take** based on what we discovered?



Final Reflections



Human beings *caring* for human beings.

#humanexperience

Upcoming Events & Programs

WEBINARS

May 4 | Caring on Wheels: Staff Wellness and Motivation

May 11 | Lonely No More: Bedside Visit Programs

May 23 | Ensuring Volunteer Programs Support Patient Experience Initiatives

CONNECTION CALLS/PX CHATS

April 27 | PX Chat: Supporting the Workforce

May 12 | PX Chat: Patient, Family & Community Engagement

May 17 | Lost Belonging Workgroup

PROGRAMS

May 4-18, 2023 | CAVS Exam Preparation Course



Access our vast library
of on demand patient
experience webinars.

Scan to learn more:



*Webinars are included in membership
with the Institute.*



Thank you!