# THE BERYLINSTITUTE

# 2021 Year In Review



Elevating the Human Experience in Healthcare

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

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.

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

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 said community experience matters, that we must break the hold of systemic racism in healthcare (and beyond) and do all we can to dismantle disparities in care and outcomes. Together we said our workforce experience matters, that we must commit to not just helping reaffirm purpose but to create an opportunity for healing. Together we said we must always seek to understand, respond to and act on what matters to patients, family members and care partners.

That this is grounded on our core philosophy at the Institute is no accident: "We will collaborate through shared learning within and between organizations, systems and the broader healthcare continuum." In doing so, we will forge a bold new path to a more human-centered, equitable and effective healthcare system. It is who we are as a community and who we represent in the diverse tapestry of individuals who, together, are The Beryl Institute.

What we built together in 2021 is the very foundation on which our future will rise. We declared we must transform the human experience, expanded our global community, committed to equity and inclusion, and focused on sharing, improvement, healing and building trust. I believe, more so I know, we will rise together through these commitments we make, these hopes we have and these intentions that guide us. As we look back, we turn our heads to move forward knowing that this experience of pandemic and stress will not break us but, rather, embolden us. We have big things to do ahead, and we have laid the groundwork to do just that.

I am grateful for all you have shared and taught one another and me, and I am boundlessly inspired by the next steps we will take together. On we go.

JASA

Jason A. Wolf, PhD, CPXP President & CEO

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## transformHX.org

### **Signatures**

In 2021, **73 Organizations** and **898 Individuals** signed the Declaration for Human Experience, aligning their words and actions to move this cause forward, committing to excellence in the human experience for patients, the healthcare workforce and the communities we serve.

### **Declaration for Human Experience**

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 normal to which to return; and those who slide back, either intentionally searching for the comforts of the past or due to lack of clarity on how to push forward, are likely to become obsolete in a new world.

Our current realities call us to forge a new existence that begins with looking beyond the distinct silos of patient experience, employee engagement or community health to focus on the common thread that binds each of these areas together—the human experience. By elevating and transforming the human experience in healthcare, we can create a more effective, responsive and equitable healthcare system that results in better experiences and outcomes for patients of all backgrounds, a more supportive, energizing and collaborative environment for healthcare professionals and healthier communities that break down barriers to care.

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.

In making this declaration personally and publicly, we stand for all we can and must be in healthcare. In aligning our words and actions to move this cause forward, we commit to transforming the human experience in healthcare for all patients, the healthcare workforce and the communities we serve.



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## Global Efforts

In 2021, we expanded our global efforts at the Institute in significant ways.

Institute speakers participated in events on the continents of Asia, Europe, North

& South America and Australia.

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
  Transform Human Experience.
- Global Affiliate Network. At the close of the year, the Institute introduced the Global Affiliate Network and its inaugural member Sociedade Brasileira de Experiência do Paciente e Cuidado Centrado na Pessoa (SOBREXP) in Brazil. We established the Global Affiliate network to identify and recognize organizations around the world that are aligned in values and purpose with the Institute and its global efforts. Through the network, the Institute is committed to fostering a growing global network of organizations who are working to elevate the conversation on human experience in healthcare; ensuring a broader and deeper regional focus on experience knowledge and practice; and expanding a web of shared learning to support all in achieving experience excellence. Experience related institutes and associations are now in the process of joining the network as we start 2022.

Many more efforts await in integrating our global community while acknowledging and learning from both our similarities and distinctions. In the last year, we were able to see how truly connected the global experience movement truly is, and we look forward to leading the way into next year and beyond.



## Advocacy

In 2021, 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 2021, we published four PXPF Policy News articles:

- Patient Experience Policy Forum (PXPF) Calls for Action on Pending Telemedicine Legislation Before Congress
- PXPF Comments on Closing the Equity Gap in CMS Hospital Quality Programs

Shari Berman, Patient Advisor and PXPF Co-Chair

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

Jason A. Wolf, President & CEO, The Beryl Institute  Virtual and Telehealth Recommendations

> Rick Evans, SVP and Chief Experience Officer, NewYork-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, MD, Medical Director of Patient Experience, Yale-New Haven Health System

Courtney Nataraj, Patient Advisor, New York Presbyterian Listening To The Voice Of All Patients To Help Heal Health Disparities In A Post-COVID-19 World

Francis A. Fullam, MA, PXPF Member

Robert Parrish, Patient Advisor and PXPF Co-Chair

Nicole Cable, PXPF Member and CEO, Innovacare Health

Esther Burlingame, Patient Advisor and PXPF Member

#### **Executive Board Co-Chairs**



Shari Berman Patient Advisor, Boston, MA The Beryl Institute



Rick Evans SVP and Chief Experience Officer NewYork-Presbyterian



Charisse (Nikki) Montgomery,
MA, MEd, GPAC
PXPF Program Coordinator,
Parent President
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 again in 2021 for the health and safety of our community, the Institute continued to provide a variety of virtual connections for the community to engage and network with others, share ideas and gain perspectives from other likeminded individuals.

#### 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)



- 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



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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 in Asia or Australia to participate as it was for those in North or South America. Participants were able to select A or B session times to design the best schedule for themselves.

In addition, we were able to offer a great opportunity for participants to explore an array of

experienced-focused solutions in our virtual exhibit hall. Participants had the ability to roam an online exhibit hall and make one-to-one connections with PX Marketplace exhibitors through virtual booths and appointments.

We know nothing replaces the opportunity to physically be together as peers committed to building the experience movement, but the Institute was excited to better meet the needs and desires of the community by designing and offering an event that was sure to be like no other virtual experience.

#### 753 participants represented across 19 countries

- Australia
- Brazil
- Canada
- Chile
- Colombia
- Germany
- Ireland
- Latvia
- Mexico
- Pakistan
- Philippines
- Portugal
- Qatar
- Singapore
- Thailand
- Turkey
- Uganda
- United Kingdom
- United States (46 states + DC)



### **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

### **Experience Leaders Circle**

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 pandemic from setting visitation and guest policies, to managing vaccination requirements, to workforce and staffing issues. The group also explored a critical issue that surfaced through the pandemic: the future of experience measurement. Through a series of conversations and workgroups, XLC is finalizing a clear and purposeful call to action on what experience measurement can and must be as we lead the experience movement forward.

#### **Participating Organizations Include:**

- AdventHealth
- Ascension
- Atrium Health
- Barnes-Jewish Hospital
- Baystate Health
- Boston Children's Hospital
- CareMax
- CHRISTUS Health
- City of Hope
- Cleveland Clinic
- Cone Health
- Cook Childrens

- El Camino Health
  - Froedtert Health
- Jefferson Health Enterprise
- Johns Hopkins Health System
- Maine Medical Center
- Massachusetts General Hospital
- MD Anderson Cancer Center
- Medical Center Health System
- Methodist Health System
- NewYork-Presbyterian

- Northwell Health
- Sharp Healthcare
- Stanford Health Care
- Sutter Health
  - The University of Chicago Medicine
  - UC Health
- UCSF Health
- UNC Health
- University of Maryland -Upper Chesapeake Health
- University of Maryland -Saint Joseph Medical Center

- University of Missouri Health Care
- Vanderbilt University Medical Center
- Veteran's Health Administration
- Vidant Health
- Walter Reed National Military Medical Center
- Washington Hospital
- Zuckerberg San Francisco General Hospital



### **Community Conversations**

Launched in April 2020 in response to the COVID-19 pandemic and continued in 2021, Community Convesations shared key headlines and reflections from our community on current events and relevant topics. We offered 12 Community Conversations with over 1,100 registrations and over 500 people attending.

#### Community Conversations in 2021:

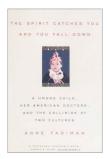
- End of Year Community Reflection
- Member Focus Group
- Mindfulness: Caring for Yourself and Your Colleagues
- The Impact of Telehealth on the Patient and Human Experience
- Infusing the voice of patients and families across your organization
- The State of Patient Experience 2021:
   Transforming the Human Experience

- Reexamining 'Defining 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

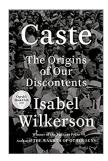
#### **PX Book Club**

PX Book Club provided an opportunity for members of The Beryl Institute to gather virtually for facilitated reflections, questions and lessons gathered from reading a book related to today's healthcare system. This year, the PX Book Club discussed two books that focused on systemic racism and health disparities and one that illuminated the dysfunction in disconnection between caregiver and patient.

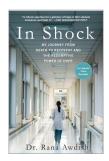
We read, reviewed and discussed:



"The Spirit Catches You and You Fall Down" Anne Fadiman



"Caste: The Origins of Our Discontents" Isabel Wilkerson



"In Shock: My Journey from Death to Recovery and the Redemptive Power of Hope" Rana Awdish



#### **Connection Calls**

Connection Calls provide opportunity for networking and idea sharing with peers. In addition to a discussion on a pre-announced topic, each call includes time for general discussion on the issues relevant to the community. In 2021, we recorded **14 connection calls** with members of the Institute. We covered topics related to ambulatory care and volunteering during the pandemic.

## Ambulatory Care Connection Call Recordings

- Measurement in the Ambulatory Care Environment
- Staff Training and Development

#### Patient Advocacy Connection Call Recordings

- Lost Belongings
- Because of COVID
- Addressing Workplace Violence

## Volunteer Professionals Connection Call Recordings

- The Changing Face of Hospital Gift Shops through the Pandemic
- Adapting Junior Volunteer Programs to Safely Engage Students
- Retaining Volunteers when They Can't be On-site
- Phasing Volunteers Back (Addressing Safety, Training and Recruiting)

- The Future of Healthcare
  Volunteer Programs Where do
  we go from here?
- Gaining Leadership Support for Volunteer Professionals
- Supporting the Declaration for Human Experience as Volunteer Professionals
- Return of Pet Therapy for Patients, Caregivers and Families
- Embracing New Traditions In Care: Volunteer Baby Cuddler Program

### **Speaking**

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

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- 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

- The Commission on
  Accreditation of Healthcare
  Management Education (CAHME)
- University of Kansas
- Veteran Administration



Connections

#### 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 beyond in the past year to provide an exceptional experience for patients, colleagues or staff. Tag them and share their story.
- Tuesday, April 27: Upload a short video about what elevating the
- human experience in healthcare means to you and your team.
- Thursday, April 29: Tag a patient experience related non-profit that is meaningful to you and describe their mission.
- Friday, April 30: Share a picture of how you and your team are celebrating #PXWeek2021.

### 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



## Resources

Patient experience remained a top priority for healthcare in 2021.

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.



# **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.
- Experience continues to be seen as a holistic effort, and experience outcomes are influenced by an integrated focus with expanded recognition of the role of technology, policy and structure.
- Top supports and roadblocks for experience hold steady, while a focus on leadership and concerns for caregiver burnout rises.





#### **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.

May - The first report reveals that consumer ratings for the quality of healthcare in America has dropped by ten-percentage points since Q4 2020, with less consumers who state that healthcare quality is "very good" or "good."

September - The second report explores the impact COVID has had on consumer decision-making and perspective. In addition, the realities of health disparities and health equity are examined a year after these questions were first explored.

December - In the third report, the impact of COVID-19 continues to be explored along with such topics as health system perceptions and trust, comfort in seeking care and consumers' ratings for quality of care and experience.

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

#### **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 **seven white papers** in 2021.



Consumer Perspectives on the Patient Experience 2021



Improving Outcomes: The Impact of Experience in Ambulatory Care



Reexamining "Defining Patient Experience"



A Global Perspective on Elevating the Human Experience in Healthcare



Becoming The Best Place To Be: Elevating the Human Experience in Senior Living



The Role of Revenue Cycle in Elevating the Human Experience



The Power of Self-Healing: Improving Experience Through Mindfulness

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#### **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 nine healthcare organizations and three scholars in 2021:

#### **Grant Recipients**

- Northwell Health, New Hyde Park, NY A qualitative study examining descriptive characteristics of a patient experience leader within a hospital setting
- University of Maryland St. Joseph Medical Center, Towson, MD - Improving the patient experience for hospitalized patients through a recreational art program
- Providence Institute for Human Caring, Dana Point, CA - Improving health equity, patient engagement and the care experience with storytelling
- Maimonides Medical Center, Brooklyn, NY -Leveraging the Patient Experience to Enhance Resident Joy in Work
- Southwestern Health Resources, Mansfield, TX

   What matters to patients? Assessing the quality of the patient journey through questionnaires or interview instruments that capture patients' perceptions of satisfaction
- Centura Health, Parker, CO Do patient comments gathered by digital two-way texting provide more relevant insights into patient satisfaction and experience than comments offered in HCAHPS and ED CAHPS surveys?
- GROW Niagara Health, St. Catharines, ON, Canada - Exploring the impact of digital visit preparation on patient satisfaction with prenatal care at an obstetrics clinic
- Banner Health, Phoenix, AZ Can a PX minigrants program lead to greater engagement of employees in improving patient-reported outcome metrics in acute and ambulatory settings?

Ascension Valley Residence, Chattanooga, TN A study on how the Reading2Connect® Program
impacts the social/emotional well-being of longterm care residents and the level of stress and of
job satisfaction of staff

#### **Scholar Recipients**

- Claire Hutchinson, PhD in Nursing, Sydney Local Health District / University of Sydney (Susan Wakil School of Nursing & Midwifery), Emerald Beach, NSW, Australia - Will implementing an improved communication protocol improve nursing stress levels and improve patient safety outcomes related to pressure injuries?
- Gloria Sanmartín Antolín, PhD in Business, University of Barcelona Business School and Patient Experience Coordinator, Quironsalud
   Defining the outpatient patient experience in a real hospital through the definition of a Case Study
- Tammy Thompson, AIA, CPXP, EDAC, EdD (c), Doctor of Education, Charleston Southern University and Director of Experience Design, Vidant Health - How might design and creative thinking facilitation serve as useful tools for nurse innovation?

The 2021 Grant and Scholar Program Sponsored by:

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## Medallia





#### **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 2021:

- Enhancing Patient Experience through use of Empathetics® Program, Sutter Gould Medical Foundation (SMGF),
- Improve First Impressions at Your Front Door – Patient Ambassador Rounders Enhance the Patient Experience of a Busy Emergency Department, NOBL\*
- Responding to the COVID Pandemic: Developing the "COVID-19 Safe" program to reduce the risk of transmission & increase patient and staff safety, Temos International Healthcare Accreditation (Temos)
- Enhancing the Patient Experience for People with Disabilities through Diversity & Inclusion Practices, Mount Sinai Health System

- Optimizing The Telehealth Patient Experience During COVID-19: Insights From an Expanded Telehealth Testing Model, PWNHealth
- Patient & Family Advisory Council Leader Workshop: Creating a Meaningful Experience on a Virtual Platform, Children's Mercy Kansas City
- The Ministry of Health Saudi Arabia Patient Experience Measurement Program: A step toward improving quality of care based on patient views, Ministry of Health, Saudi Arabia, Riyadh
- \* 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**VP, Experience Excellence
The Beryl Institute



Stacy Palmer, CPXP Senior VP & COO The Beryl Institute

The Beryl Institute continued the To Care is Human Podcast series in 2021, 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 14 episodes in 2021:

- Terrible Healthcare System Made
   Me Shine Isabela Castro
- A Conversation with Chris Woleske, President & CEO of Bellin Health -Chris Woleske, President & CEO of Bellin Health
- It's an honor and a privilege to come and get a little vulnerable... -Ryan Fowler
- Living beyond expectation, no barriers unbroken - Jono Broad
- A Conversation with Jacqueline Herd, Chief Nursing Officer, Grady Health System - Jacqueline Herd, Chief Nursing Officer, Grady Health System
- Grief found my voice and improved my purpose - Tanya Lord

- View from the front lines. Stepping it up for the greater good. Jim Castellone, ER physician and CMO for Eastern Connecticut Health Network
- A Conversation with Dr. Julia
  Iyasere, Executive Director for the
  Dalio Center for Health Justice at
  New York-Presbyterian Dr. Julia
  Iyasere, Executive Director for the
  Dalio Center for Health Justice at
  New York-Presbyterian
- Microsoft's Commitment to Address Health Equity and Disparities\* - Antoinette Thomas, US Chief Executive Officer and Industry Executive for US Health and Life Sciences at Microsoft

- Hacking Healthcare is the Only Way Out - Dr. Grace Cordovano, Enlightening Results
- A Digital-first Strategy to Engaged Patients and Improved Outcomes\*
   Jeff Fallon, chairman and CEO at eVideon Healthcare
- Born unhealthy, died, revived by medicine and music, now alive -Glenda Sirota
- The Critical Integration of Patient Experience and Employee Experience\* - Brett Brende, Vice President of Customer Engagement for Healthcare at SMG.
- 2021 Year in Review Reflections



<sup>\*</sup> Sponsored episode

### 2021 Year In Review



#### **Patient Experience Blogs**

The PX blog highlights the diverse expertise of our community, with 27 blogs posted in 2021:

- When Sharing Experience Data, First Do No Harm - Jeffrey Millstein, MD, FACP
- Standing Together: The Essence of Human Experience - Jason A. Wolf, PhD, CPXP
- Helping Patients Feel Closer to their Loved Ones during COVID-19
   Michelle Spencer, patient advocate at Westchester Medical Center
- My Mind Wanders: A conversation with myself, alone in the room waiting for my yearly examination -Melinda Crawford, patient advisor at Lakeridge Health
- Community Matters in the Human Experience - Michelle Garrison, CPXP
- Using COVID as an Excuse Robert Rahal, Veterans Patient Experience Officer at the VA Central California Healthcare System
- Oh, The Stories We Can Share Kim Pedersen, MHA, CPXP
- Learning, Connections and Maybe a Virtual Group Hug...What to Expect at ELEVATE PX 2021 - Stacy Palmer, CPXP
- Communication Skills Key to the Patient Experience Dr. Anthony Orsini
- Peer Support: A Guiding Light -Maria Nordstrom, Parent Support Program Coordinator at Children's Mercy, Kansas City
- Painful, Stressful, Beautiful: A Refection on One Year of COVID-19
   Tiffany Christensen, CPXP
- The 21st Century Cures Act A
   Positive Step in the Transparency
   Journey Jeffrey Millstein, MD,
   FACP

- The 3N's™: Strengthening
  Resilience in the Patient/Caregiver
  Relationship to Achieve Better
  Health Outcomes Barbara
  Kiyowitz. MSW
- We MUST transform the Human Experience in Healthcare: A Call to Action - Jason A. Wolf, PhD, CPXP
- Practice Makes Perfect: How Peer Coaching Improves Patient Experience - Swati Mehta, MD, FACP, CPXP
- The Value of Engagement: Contributing, Sharing, and Growing Together - Russell Senger
- Virtual and Telehealth
  Recommendations Rick Evans,
  SVP and Chief Experience Officer,
  NewYork-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, MD, Medical Director
  of Patient Experience, Yale-New
  Haven Health System; Courtney
  Nataraj, Patient Advisor, New York
  Presbyterian
- It's Time to Prioritize Emotional Safety - Quinn Franklin, PhD, CCLS and Bailey Kasten, CAE
- Three Dimensions of Patient Experience - Tiffany Christensen, CPXP
- Using Effective Communication Strategies to Address Health Disparities and Improve Patient Experience - Brittany Chambers, MPH, MCHES
- Patient Experience in Geriatric
   Dentistry Isabela Castro
- The ED Waiting Room: Lessons from a Pandemic - Nicole Apostle, Patient Experience Specialist at Baystate Wing Hospital

- The Impact of Hospital Emergency Department Delays on Patient Experience - Shana Palmieri, LCSW
- Healing the Workforce: Ways You/ Your Organization has Helped a Tired and Frustrated Workforce -Lorna Tirman PhD, MHA, RN, CPXP
- Health Concierge Services: Impact on Patient Experience -Prof. Christiano Quinan, MBA, MSc., COMEND., CEO & Founding Partner, The1 Group, Brazil
- Why Is Improving Patient
   Experiences So Difficult? Mary Kay
   O'Connor, CEO of PatientVoices®
- Call bell response times: More than just timeliness - Robert Rahal, Veterans Patient Experience Officer at the VA Central California Healthcare System







#### Patient Experience Journal (PXJ)

PXJ published 53 articles in 2021.

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 2021 alone, articles from PXJ were downloaded over 193,304 times, read in 5,847 organizations/institutions 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 Administration Program, University of Alabama at Birmingham



## 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.

#### **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.

#### 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

**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 57 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.

#### **January - February Cohort**

- 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
- · Ashley Evans, KDMC
- Nicole Farrell, Children's Hospital at Montefiore

- Celeste Gambla, AMITA Saint Joseph Medical Center-Joliet
- Patricia Hadick, Longmont United Hospital
- Janet Hall, King's Daughters Health System
- Claudia Hernandez, Canadian Partnership Against Cancer
- Ivey Taylor, VHA
- Jane Dakota, Planned Parenthood South Atlantic
- Courtney Johnson, UC San Diego Health
- · James Kaup, UnityPoint Health

- Shanne Keeny, Penn State Health Milton S. Hershey Medical Center
- Allison Knox, Alaska Native Tribal Health Consortium
- Stefanie Resillez, Duke University Hospital
- Sherri Schauer, Southwestern Health Resources
- Allix Smith, King's Daughters
- Jennifer Sparks, King's Daughters Medical Center
- Barbara Toohey, St. Anthony Regional Hospital

#### **May Cohort**

- John Bollinger, Henry Ford Health System - Care Experience Dept.
- · Cynthia Creger, UnityPoint Health
- Kelly Eng, Dana-Farber Cancer Institute
- Kris Francia, Lovelace Health System
- Robin Goldberg, Burke Rehabilitation Hospital
- · Annie Harris, Exeter Hospital
- · Frances Lawson, VNA

- Diedra Murphy, Blount Memorial Hospital
- Rocio Santos, SUNY College of Optometry
- Sarah Senestraro, Providence St. Joseph Health Eureka

#### **September Cohort**

- Aesha Al Neaimi, Ministry of Health
   & Prevention UAE
- Luz Ayala, Planned Parenthood of Southwest and Central Florida
- Carrie Hart, Bayhealth Medical Center
- Jennifer Johnson, Northwestern Medicine
- Kwasi Nyantakyi, Mindpath CareCenters
- Nam Dang, BJC Health
- Rachel Guerrera, Centura Littleton Adventist Hospital
- Shawna Grissom, Children's Hospital Colorado
- · Tracy Everett, Christian Hospital

#### **October - November Cohort**

- · Corey Adams, St. Vincents Hospital
- 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
- Lisa Sutherland, UT MD Anderson Cancer 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.

#### **Certificate in Patient Experience Leadership**

- 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 Alaqeedi, Sidra Medical and Research Center\*
- Abdullatif Ebrahim Alarfaj, Ministry of Health - Saudi Arabia
- Noura Fahad Alazaima, Ministry of Health - Saudi Arabia
- Ibrahem 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-Shamlan, 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
- Noreen Amolong, Texas Health Resources
- Jacklyn Bantam, Department of Veterans Affairs
- Elizabeth Baron, Vancouver Coastal Health
- Soraya Barreto
- Cristina Beebe, Kaiser
   Permanente Panorama City
   Medical Center
- · Charity Brown, Baystate Health
- Wilma Bunch, Shepherd Center
- Dawn Capraun, Sodexo Health Care
- Whitney Carter, Texas Health Resources
- Katina Collins, VA VISN 20: Northwest Healthcare Network
- Sarah Cranston, Roseburg HCS
- Therese DeLeon, Planned Parenthood Mar Monte
- Rene Dumont,, St. Mary's Health System
- · Sarah Duncan Bedford VAMC
- Carol Dunn-Hale, Alaska Native Tribal Health Consortium\*
- Amanda Ettinger, Sodexo Health
- · Amberlee Fay, UK HealthCare
- · Tanya Fiello, Salisbury, NC

- Sheronda Fox, Sodexo Health Care
- Breyona George, Sodexo Health Care
- Nadine Glidden, VA Medical Center Togus Station
- Crystal Gray, Louis A Johnson VA Medical Center
- Julie Haag, Tift Regional Health System\*
- Traviell Hartsfield, Ralph H. Johnson VAMC
- Patricia Haught, Olympic Medical Center
- James Hellandbrand, Sodexo Health Care
- Nicole Henson, Methodist Health System- Dallas
- Kayla Hickerson, Sodexo Health Care
- Douglas Jasalavich, Sodexo Health Care
- Sharon Johnson, Martin Luther King Community Hospital
- Natalie Kardasopoulos, Southlake Regional Health Centre
- Zachary Kee, NYC Health + Hospitals
- Michelle Keplinger, Valley View Hospital Association
- Terry Kisner, West Virginia University Hospitals
- Morgan Layne, Department of Veterans Affairs
- Caitlin Liberto, Sodexo Health Care
- Cheryle Livermon, Valley Health System\*



### 2021 Year In Review

- Rafael Lopes, Access Hope / City of Hope
- Sarah Lopes, Sodexo Health Care
- Summer Marrero
- Anna Matthews, Wake Forest Baptist Health
- Shirley McElhatton, MedStar Georgetown University Hospital
- Lauren McGinnis, Mercy\*
- Tammy Moriarty, Jefferson Radiology
- Michelle Okolovitch, Sodexo Health Care
- Pravish Persaud, Department of Veterans Affairs
- Aneissa Petronglo, St. Mary Medical Center
- · Md Rahman, Sodexo Health Care
- Daisy Ramirez-Vargas, Sodexo Health Care
- Susan Richlark, Methodist Health System\*
- Marcella Rodriguez, Sodexo Health Care
- Persio Rodriguez, Wyckoff Heights Medical Center

- William Rodriguez, Sodexo Health Care
- Shatarupa Roychowdhury, Ellis Medicine
- Amanda Sandoval, Albuquerque VA
- Christopher Sandoval, Salem VAMC
- Jacqueline Santiago, Sodexo Health Care
- Areej Saqr, Dhaman Health Hospitals
- Joanna Scalabrini, VA Hudson Valley
- Mayra Seyfarth, Sodexo Health Care
- · Bibi Shakur, Hampton VAMC
- · Melissa Sheppard
- Heather Siekierko, Cleveland Clinic Canada
- · Claire Snyman, Two Steps Forward
- Rasheva Sperry, Valley Health System\*
- Jo-el Sprecher, Mary Greeley Medical Center
- Valeria Starr, Edward Hines Jr. VA Hospital

- Tom Stevens, James E van Zandt Medical Center
- Amy Stewart, VA Department of Veterans Affairs
- · Patti Sturgess, Sodexo
- Lisa Sutherland, UT MD Anderson Cancer Center
- · Sunilka Thompson, Penn Medicine
- · Ruchi Tomar, Northwell Health
- Michele Trifari, Sodexo Health Care
- Christine Vasiliou-Ortiz, Wyckoff Heights Medical Center
- Paul Venckus, American Lake
- · Bobby Walker, Loma Linda VA
- Gail Watkins, SSM Cardinal Glennon Hospital
- Christina Webster, Ravenswood Family Health Center\*
- Samuel Wheeler, Sodexo Health Care
- Dana White, UnityPoint Health-Methodist/Proctor/Pekin
- · Robert Wing, Sidra Medicine
- Lori Zwigart, Sodexo Health Care
- \* Earned Dual Certificate in PX Leadership and Patient Advocacy

### **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, UCHealth -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.

#### **June Cohort**

- 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 Hospital
- Katie Smith, Stanford Health Care
- Cathi Starr, Southern Arizona VA Medical Center
- Ann Walker, Memorial Hermann Cypress Hospital
- Andrea Wilburn, The Queen's Medical Center

#### **August Cohort**

- · Kim Beasley, A.G. Rhodes
- Deb Bedard, University of Maryland Upper Chesapeake Health
- Kelli Bender, Northwestern Medicine Delnor Hospital
- Marissa Bogle, Northwestern Medicine
- Linda Boone, McLeod Regional Medical Center
- Denise Butera, Northwestern Memorial Hospital
- Kelly Callen Magallon, Northwestern Medicine

- Marilyn Douglas, Vancouver Coastal Health
- Tracy Ekstrom, Northwestern Medicine
- Maria Gutierrez, PIH Health Hospital - Doweny
- · Joy Hardy, Children's of Alabama
- Patti Lennartson, Providence St. Mary Medical Center
- Crystal Lorah, Phelps Health
- Sandra Mullins, Boston Children's Hospital
- Angela Purinton, Vanderbilt University Medical Center

- Christina Reeves, Dignity Health
   St. Rose Dominican San Martin
- Janet Reuter, Northwestern Medicine
- Stephanie Trebka, Hartford Healthcare
- Linda Van Fulpen, Sharp Grossmont Hospital
- Anna Marie Wuerthner,

  Evangelical Community Hospital



#### **October - November Cohort**

- Katherine Andalis, Sharp GH -Volunteer Services,
- Darlene Baisley, Berkshire Medical Center
- Annie Cavallaro, Maine Medical Center
- Brady Connors, Maine Medical Center
- Dalton Cordell, Mercy Hospital Oklahoma City
- Lisa Detoma, UConn Health
- Robin Goldberg, Burke Rehabilitation Hospital
- Mendy Goonan, MBA, CPXP, Central Maine Healthcare

- Kameil Grant-Knight, Memorial Sloan Kettering Cancer Center,
- Jeff Gregory, Maine Medical Center
- Rebecca Griffeth, Vanderbilt University Medical Center
- Brianne Hurford, UnityPoint Health-Meriter
- Angie Kresse, Cameron Hospital Foundation
- Anthony Massarelli, Maine Medical Center,
- Elizabeth Matthews, Denver Health and Hospital Authority

- Jessica Mcnulty, Tulane Health
   System
- Kelly O'Neil, The George Washington University Hospital
- Alicia Peters, Mercy
- Angie Ramaekers, Columbus Community Hospital
- Kyla Reinhart, Mercy Hospital Ardmore
- Melissa Retter, Maine Health
- Stephany Sance, Shepherd Center
- · Adina Whitmer, Mercy

#### **Certification Preparation Courses**

#### **Certified Patient Experience Professional (CPXP)**

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 **6 cohorts including a total of 148 participants**, the live online workshops each consisted of four facilitator-led sessions.

#### **Certified Administrator of Volunteer Services (CAVS)**

Patient Experience Institute, a sister organization of The Beryl Institute, provides CAVS certification, a designation intended for healthcare professionals or other individuals with an interest in volunteer leadership. The purpose of CAVS certification is to promote healthcare volunteer services management.

In 2021, we offered 1 cohort with 8 participants.



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. Co-facilitation support is also available for a nominal fee.





#### Webinars

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

#### We offered 64 webinars with over 13,500 registrants in 2021:

 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,
CHIE, CPXP, IOEC | Operational
Excellence Coach, Kaiser
Permanente
Irene Espericueta, MSW |
Neonatal ICU Parent Mentor
Program Lead, Kaiser
Permanente
Adrienne Davis, MPH | Patient
Advisor & Volunteer Coordinator
for Cancer Peer Support
Program, Kaiser Permanente
Ana Merzel Kernkraut | Patient
Experience Coordinator, Hospital
Israelita Albert Einstein

Patient Reflections: Kathryn Empson

Quiet at Night: Improving the Patient Experience

Andrea Bales BSN, MS, RN, CNL, OCN | Nurse Manager, OSUCCC-James Cancer Hospital and Solove Research Institute

 Burnout Tune-up: Help Your Staff by Empowering Patients

> Patti Lael, RN, BSN, CPXP | Clinical Education Specialist, SONIFI Health

Julie Westrick, RN, MSN, CPXP | Clinical Education Specialist, SONIFI Health

Volunteer Leadership During a Pandemic

Eileen McConville | Consultant, Vision Volunteering, LLC

Headliner - The Shame Conversation: Authentically Engaging with the Risk of Shame in Healthcare

Will Bynum, MD | Associate Professor of Family Medicine and Residency Program Director, Duke University School of Medicine

 New Existence Series - Care Teams: Invite and Activate Partnership

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

Presenters:

Nikki Montgomery, MA, MEd | President, Patient and Family Partnership Council, University Hospitals Rainbow Babies & Children's; Global Patient and Family Advisory Board, The Beryl Institute

MaryAnne Sterling, CEA | Advocate and Family Caregiver; EVP, Caregiver Experience, Livpact; Global Patient and Family Advisory Board, The Beryl Institute

Michelle Van De Graaff RN, BSN | Practice Chair, Acute Cardiovascular Unit, Intermountain Healthcare

 You Have Just Been Named Chief Patient Experience Officer: What's Next?\*

> Lisa Allen, PhD | Chief Patient Experience Officer, Johns Hopkins Health System



#### 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

#### Virtual Visit Volunteers Connect Patients and Their Loved Ones

Licia Berry-Berard | Manager, Patient and Family Centered Care, Dartmouth-Hitchcock Medical Center

Sarah Latario | Volunteer Coordinator, Dartmouth-Hitchcock Medical Center

#### Exploring Diversity and Inclusion within Experience Feedback

Sarah Fryda | Senior Research Associate, NRC Health

Toya Gorley | Solutions Expert, NRC Health

Camille Jackson | Product Analyst, NRC Health

#### Just Do IT: An Intentional and Transparent Approach to Addressing Racism in Medicine

Michelle F. Liu, MD, MPH | Deputy Director for Quality, Walter Reed National Military Medical Center

Erika Walker, MD | Chief Hospitalist, Walter Reed National Military Medical Center

#### First Impressions: "We See Least, the Things We See Most"

Doug Johnson | Patient Experience Officer, Edward-Elmhurst Health

Sheri Scott | Associate Vice President, Marketing & Communications, Edward-Elmhurst Health

### Headliner - Caring for Ourselves and Others

Beth A. Lown, MD | Chief Medical Officer, The Schwartz Center for Compassionate Healthcare; Associate Professor of Medicine, Harvard Medical School

#### Managing Morale during Crisis: How Crocs and Coffee Cured COVID Concerns

Julie Cannon | Brand Engagement Manager, Dayton Children's Hospital Karen Muller, BS, CCLS | Child Life Manager, Dayton Children's Hospital

Teresa L. Prouty | Family Partnership Coordinator, Dayton Children's Hospital

#### The Long Road to True Social Justice in Healthcare and Beyond: Where Are We Now?

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

#### Panelists:

Brittani James, MD | Assistant Professor, University of Illinois College of Medicine; Co-Founder & Executive Director, The Institute for Antiracism in Medicine Ronald Wyatt MD, MHA | Vice-President and Patient Safety Officer of MCIC Vermont Nikki Montgomery, MA, MEd, GPAC | Executive Director, Madvocator Educational and Healthcare Advocacy Training

#### How Amplifying the Voice of the Patient Transforms the Patient Experience

Susan Haufe, CPXP | Chief Industry Advisor, Healthcare, Qualtrics

Cristobal Kripper Mitrano, MD, MPH | Chief Patient Experience Officer, CHRISTUS Health

#### New Existence Series -Governance & Leadership: Create Transparency & Restore and Nurture Confidence

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

Michael Frumovitz, MD, MPH | Professor, Gynecologic Oncology; Associate Chief Patient Experience Officer, MD Anderson Cancer Center

Estee Neuwirth, PhD | Senior Director, The Design Consultancy, KP's Care Management Institute & National Quality

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#### 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 of Wisconsin, Berbee Walsh Department of Emergency Medicine Jessica Newman MSN, RN | Emergency Department Nurse Manager, UW Health- University Hospital Madison, WI

The State of Patient Experience 2021: Reflecting on Realities as we Transform the Human Experience in Healthcare

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

Paul Tiedt, CCXP | Senior Vice President, Research, Service Management Group

 Continuing Engagement with Patient and Family Experience Advisors

> Lina Reid | Patient Experience Consultant, Lakeridge Health

Dawn Finnegan | Patient and Family Experience Advisor, Lakeridge Health

 Insult to Injury: COVID 19 and Clinician "Burnout"

> Allison Chrestensen, MPH, OTR/L | Principal Consultant, Tandem Healthcare Solutions

Stephanie L. Shively, PhD | Medical Burnout and Traumatization Consultant

 Compassionate Contacts: A Social Prescription for Loneliness

> Prince Taylor, M.Ed | Deputy Director for VA Center for Development & Civic Engagement; Doctoral student at Vanderbilt University

Lori Murphy, LISW-S | Caregiver Support Social Worker, U.S. Department of Veterans Affairs

New Existence Series -Governance & Leadership: Transform Healthcare in Collaboration with Diverse Voices

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

Panelists:

Julia Iyasere MD, MBA | Executive Director, Dalio Center for Health Justice, NewYork-Presbyterian Maria R. Moreno, MPH | Health Equity Program Manager, Sutter Health

Building The Foundation -Volunteer Services Process Improvement for Better Patient Experience

Keith Leonard | VP Client Services and Operations, Samaritan Technologies, Inc.

Cate Murphy | Corporate Relations and Client Engagement, Samaritan Technologies, Inc.

Co-Design, Co-Production or a PFA Program? Where Do We Go From Here?

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

 Identifying Stigma and Inequities in Care Delivery and Experience Using Experience Based Co-Design

Tanya Lord, PhD, MPH | Director of Patient and Family Engagement, Foundation for Healthy Communities

Carrie McFadden, MPH | Project Coordinator, Foundation for Healthy Communities

 Patient Emotional Safety in Pediatric Healthcare

> Jenaya Gordon, MA, CCLS, NCC | Manager, Child Life Department, Children's Hospital Colorado

3 Keys to Increasing Appointments in 2021

> Vinitha Ramnathan | Senior Director, Product Development, SR Health by Solutionreach



 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 Medicine, Stanford University School of Medicine

CAHPS Round Up 2021

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

Andrea Paseka, BA | Director, CAHPS Production, PRC

 New Existence Series - Models of Care & Operations: Innovate Processes of Care to Transform Behavior

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

Panelists:

Tanya Lord, PhD, MPH |
Director of Patient and Family
Engagement, Foundation for
Healthy Communities;
Associate Professor Victoria
Palmer (PhD, Applied Ethics)
| Director, The ALIVE National
Centre for Mental Health
Research Translation; Lead, CoDesign Living Lab Program

Humane Solutions to Clinician Distress: Wisdom and Strategies from the Medical and Health Humanities

Julie E. Kutac, MA, PhD | Assistant Professor of Instruction, The University of Texas Medical Branch

Rimma Osipov, MD, PhD | Clinical Assistant Professor, Research Assistant Professor, The University of North Carolina-Chapel Hill

 Healthcare Linen: The Often-Forgotten Piece of Patient Experience & Infection Prevention

> Joe Geraghty | Chief Operating Officer and Chief People Officer, ImageFIRST Healthcare Laundry Specialists

 PX Pulse: Exploring Consumer Perspectives on Healthcare

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

Zachary Lewis | Senior Vice President, Ipsos USA Public Affairs  Becoming the Best Place to Be: Elevating the Human Experience in Senior Living Communities\*

Penny Cook, MSW | President & CEO, Pioneer Network

Terri Ipsen, CPXP | Manager, Content, The Beryl Institute

The Relationship Between
Nurse Satisfaction and Patient
Experience

Amy Pettit, DNP, RN, NE-BC, CSSBB | Chief Nursing Officer, Schneck Medical Center

Rick Roche | Chief People Officer, Grady Health System Edward Shin, MD | CEO, Quality Reviews®

Connecting the Dots for Caregivers Across The Continuum of Care\*

> Michelle Carter | Quality and Patient Safety Specialist, Connecting the Dots for Caregivers/Huron Perth Healthcare Alliance

Barb Fewster | Patient & Caregiver Partner, Connecting the Dots for Caregivers/Huron Perth Healthcare Alliance

Jennifer Hubbard | Project Manager, Connecting the Dots for Caregivers/Huron Perth Healthcare Alliance

Michelle Jones, CPXP | Corporate Lead, Patient Experience & Privacy, Huron Perth Healthcare Alliance

Charlene O'Reilly | Patient & Caregiver Partner, Connecting the Dots for Caregivers

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### 2021 Year In Review

- 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: Creating Community Connection during Isolation

> Nicole Giacomino | MA, MT-BC, Manager of Creative Art and Complementary Therapies, Visiting Nurse Association Health Group

Debra Sheridan, MTS, BCC | Director of Pastoral Care, Visiting Nursing Association Health Group

Courtney Ternyila, BA | Business Development Manager, Visiting Nurse Association Health Group

Tara Vellucci Colon | Business Development Manager, Visiting Nurse Association Health Group

New Existence Series - Policy & Systemic Issues: Modernize the Surveys and Democratize the Data

Panelists from the Patient
Experience Policy Forum:
Shari Berman | Patient Advisor,
Boston, MA
Rick Evans | SVP and Chief
Experience Officer, New York
Presbyterian
Courtney Nataraj | Patient
Advisor, New York Presbyterian
Bob Parrish; Patient Advisor/
President, Future Directions in
Health Care
Dale Shaller, MPA | Principal,
Shaller Consulting Group

 The Future of Patient Experience: Creating a Predictive Algorithm

Katie Haifley, CPXP | Co-founder COO/CMO, Nobl

Melissa Bartels, MSN, RN, CCRN | Director of Medical Surgical Services, Bryan Health

Keri Cartagena, RN, MSN, ONC | Clinical Resource Nurse, Bryan Health

Jessica Daniels, MPA, PMP | Executive Director System Patient Experience, WellStar Health System

John Kueven FACHE, MBA, MSHA, RN | SVP & Hospital President Wellstar Cobb Hospital; Interim President Wellstar Paulding Hospital at Wellstar Health System

\* Sponsored webinar



#### **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, SP Health



Patient: Six Ways to Improve
Discharge Outcomes\*

A Prepared Patient is a Successful





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
Center of Excellence



Experience of Care RCAs
Liddy Deacon, Assistant Vice
President, Patient and Provider
Advocacy with Ochsner Health



Asking for Help is a Sign of Strength Scott Majewski, Group Manager, ImageFIRST



What is Social Prescribing

Prince Taylor, Deputy Director, VA

Center for Development and Civic

Engagement



Rewards and Recognition During the Pandemic

Dr. Mary Washburn, Physician Champion for Care Experience and Natalie Whitlock, Director for Care Experience, Kaiser Permanente Orange County

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The Art and Science of Leadership Rounding\*

Katie Haifley, CPXP, Co-founder COO/ CMO, Nobl Health



**Compassion Rounds** 

Jeff Cousins, member of The Beryl Institute's GPFAB and Family-Centered Care Consultant, AdventHealth



<sup>\*</sup> Sponsored Learning Bite

## **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.

#### Organizational Innovation Award

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



NYC Health + Hospitals Jacobi, Bronx, NY

## Innovative Healthcare Professional Award

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



Dr. Gita Lisker, Northwell Health

## Innovative Patient/Family Advisor Award

Awarded to a PFA who led or inspired an innovation which resulted in positive change.



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.

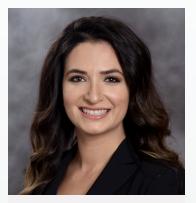


Carol Santalucia

#### **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.



Linda Van der Voort

#### **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.



Maura Campbell

#### 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

Sophie Soklaridis PhD, University of Toronto Paula Ravitz MD FRCPC, University of Toronto Gili Adler Nevo MD FRCPC, University of Toronto Susan Lieff MD PRCPC, University of Toronto



# 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** 



# ■ Patient Experience - 32% ■ Physician/Nurse Leadership - 25% ■ Executive Leadership - 13% ■ Patient/Family Advocacy & Care Partners - 2%

■ HR/Operations - 4%

Other - 22%

#### We were excited to welcome 39 new organizational members in 2021:

- · AngelEye Health
- · Aramark Healthcare
- · Ascension-Corporate
- Berkshire Health System
- Care New England
- Central California Faculty Medical Group
- Central Maine Healthcare
- Centura Health
- Children's University Hospital, Latvia
- Children's Wisconsin
- Columbus Oncology and Hematology Associates
- Cystic Fibrosis Foundation
- Dukes Memorial Hospital
- GLOBO
- · Gundersen Health System
- Hospital Sirio Libanes
- Indian Health Services
- Johns Hopkins All Children's Hospital
- Mayo Clinic Radiology
- MedStar Washington Hospital Center

- Memorial Hospital
- Mercury Healthcare (formerly Healthgrades)

**Job Function** 

- Minnesota Community Care
- NeuMedic Company
- North Metropolitan Health Service
- North York General Hospital
- Phoenix Children's Hospital
- Riverside Health System
- Shared Patient Experience
- Sheltering Arms Foundation
- SOBREXP Sociedade Brasileira de Experiência de Paciente e Cuidado Centrado na Pessoa
- Southern Ohio Medical Center
- St. Joseph's Health Care London
- St. Luke's University Health Network
- Stormont Vail Health
- University of Maryland Medical Center Midtown Campus
- Virtua
- Woodlawn Hospital
- Xferall



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# Special Welcome

Enhancing our commitment to expand the conversation on improving the patient experience and to support continued community growth, we were excited to welcome four new team members in 2021.

#### **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

# **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.

#### 2021 Board Members

#### **Strategic Advisory Board**

#### **Members**

- Michael Bennick, Medical
   Director of the Patient Experience,
   Chairman, Patient Experience
   Council, Yale-New Haven Hospital
- Nicole Cable, Chief Experience Officer, CareMax Inc.
- Joanne Carrocino, President & CEO, Cape Regional Medical Center

- Jennifer Carron, Patient Experience Officer, BJC Healthcare
- Isabela Castro, PXI and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil
- Neil Churchill, Director for Patient Experience, Patricipation and Equalities, NHS England
- Rick Evans, SVP and Chief Experience Officer, New York-Presbyterian Hospital

- Janiece Gray, CEO, Founding Partner, DTA Associates, Inc.
- Susan Haufe, Chief Industry Advisor, Qualtrics
- Amah Kouevi, CEO, French Patient Experience Insitute
- Victoria Niederhauser, DrPH, RN, FAAN, Dean & Professor, University of Tennessee Knoxville, College of Nursing
- Tony Serge, Patient Experience Advisor and Former PFAC Co-Chair

#### **PX Advisory Board**

#### 2021 Highlights:

 Reinforced role of ambassadors by identifying target healthcare segments for outreach

#### Co-chairs

- Nicole Cable, Chief Experience Officer, CareMax, Inc.
- Jennifer Carron, Patient Experience Officer, BJC Healthcare

#### **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
- 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 Officer, Northwell Health
- Lara Goorland, Senior Director, Clinical Operations, PWNHealth

- Pam Guler, CPXP, Vice President, Chief Experience Officer, AdventHealth
- CJ Merrill, CPXP, Vice President Patient Experience, Mission Health / North Carolina Division HCA
- Tony Padilla, Vice President, Patient Experience, City of Hope
- Liz Paskas, SVP, Chief Patient Experience Officer, Hackensack Meridian Health
- Kim Pedersen, CPXP, Director, Patient Relations, MarianJoy Rehabilitation Center, 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
- Bianca Radney, Vice President of Patient and Family Experience, Texas Health Resources
- Walter Rojenko, CPXP, Director, Customer Care, Ontario Workplace Safety and Insurance Board
- Shawn Smith, AVP: Clinical Enterprise, Patient Experience, Inova Health System
- Paul Sommer, Sr. Director, Customer Relationship Management, Geisinger Health System

#### Global Patient and Family Advisory Board

#### 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, Liventa
- Sydney Graham, Engagement Specialist and Educator, Ontario Family Caregiver Advisory Network, Board Member
- Corey Kimpson, Chair, Patient and Family Advisory Council, Community Ambassador (COVID-19), Cambridge Memorial Hospital

- Nikki Montgomery, President, Patient and Family Partnership Council, University Hospitals Rainbow Babies & Children's
- Cristina Serrao, Lived Experience Ambassador (Patient Experience Professional Ambassador Fellow), Experience of Care, NHS England and NHS Improvement
- Ai Ling Sim-Devadas, CPXP, Co-Chair, SingHealth Patient Advocacy Network, SingHealth, Singapore
- Maryanne Sterling, EVP, Caregiver Experience, Livpact
- Tanya Lord, Director of Patient and Family Engagement, Foundation for Healthy Communities
- 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

#### **Solutions Advisory Board**

#### 2021 Highlights:

- Guided engagement offerings for virtual ELEVATE
- Generated new solution provider engagement opportunities

#### Co-chairs

- Susan Haufe, Chief Industry Advisor, Qualtrics
- Bill Roberts, Sr. Vice President, ImageFIRST Healthcare Laundry Specialists

- **Bob Abrahamson**, Vice President of Marketing, pCare
- Darrell Atkin, CPXP, Vice President, Marketing, Medical EarlySign
- Samir Batra, Founder & CEO, BAHA Enterprises
- Brett Brende, Vice President,
   Customer Engagement Healthcare,
   SMG
- Sheila Brune, Creator and Owner, Living History Program©
- Richard Corder, Managing Director. TiER1 Healthcare

- Dustin Fennell, COO / CIO, Planetree International
- Janiece Gray, CEO, Founding Partner, DTA Associates, Inc.
- Joe Inguanzo, President and CEO, Professional Research Consultants, Inc.
- Roy Kosuge, General Manager, SONIFI Health
- Toni Land, Head of Clinical Healthcare Experience, Medallia
- Gautum Mahtani, Founder and CEO, Care Experience LP



#### 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
- Christina Triantafyllouer, Head of Improving Patient Experience, Siemens Healthcare
- James Vinall, Director of Sales, The C.A.R.E. Channel
- Lori Zwigart, Project Manager, Sodexo

#### 2021 Council/Committee Members

#### Standing Committee on Equity and Inclusion

In 2021, we created the Standing Committee on Equity and Inclusion, a diverse and inclusive team of individuals from across the community charged with informing and driving the Institute's commitment to dismantle systemic racism and tackle disparities in healthcare. The committee stands to move us with intention from words to action on these critical issues.

#### **Members**

- 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
- Rhae-Ann Booker, Vice President of Diversity, Equity and Inclusion, Metro Health - University of Michigan Health
- Lisa Branson, Clinical Education Specialist, Sonifi
- Cheryl Call, Volunteer, Gift Shops, Hospitality and Chaplaincy Services, Utah Valley Hospital | Intermountain Healthcare
- Jennifer Carron, CXO, BJC
- Isabela Castro, PX and QI Consultant, Rede Dor Sao Luis

- Natisa L. Dill, Regional Leader, Risk Management and Patient Safety, Permanente Medicine
- Lara Goorland, Senior Director, Clinical Operations, PWNHealth
- Frank Hrabe, Retired Database and Compliance Coordinator
- Corey Kimpson, Chair, Patient and Family Advisory Council, Community Ambassador (COVID-19), Cambridge Memorial Hospital
- Christine Kouri, Manager, Health Equity & Diversity, CHEO
- Toni Land, CPXP, Head of Clinical Healthcare Experience, Medallia, Inc.
- Jolie A. Limon, VP Academic Affairs and Designated Institutional Official / Chief of Pediatrics, Valley Children's
- Germaine C. Nelson, CPXP, Clinical Program Manager,

- Mount Sinai Selikoff Centers for Occupational Health
- Karana Pierre, Medical Officer / Podiatrist, IHS Pine Ridge / Kyle Service Unit
- Bianca Radney, VP, Patient and Family Experience, Texas Health Resources
- Kimberly Richardson, Patient Advocate
- Deborah Sanders, Clinical Nurse Manager, Ascension St. John Hospital
- Carol Santalucia, Retired
- Jesse Santos, Senior
   Administrative Assistant, Patient
   Experience, AdventHealth New
   Smyrna Beach
- Dale Shaller, Principal, Shaller Consulting Group
- Amanda N. Skinner, President and Chief Executive Officer, Planned Parenthood Southern NE

#### **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 Bogatá, 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

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#### Year In Review

- Carlos Bezos Daleske, CEO. Institute for Patient Experience Spain
- Ayman Naser Binnaser, HOD, Community Partnership, King Abdullah Medical City Saudi Arabia
- Pip Brennan, Executive Director, Health Consumers Council (WA) Inc. Australia
- Mustafa Bodrick, Professor, Saudi Commission for Health Specialties Kingdom of Saudi Arabia
- Hiroko Fujii, Public Relations Manager, Association for Patient Experience Japan
- David Grayson, Clinical Lead Patient Experience & Patient Safety, Waitemata District Health Board New Zealand

- Anne Marie Hadley, CXO, NSW Health Australia
- Sherri Huckstep, Chief Experience Officer, The Royal Women's Hospital Australia
- Ann Kernkraut, Patient Experience Coordinator, Hospital Israelita Albert Einstein Brazil
- Amah Kouevi, CEO, French Patient **Experience Institute France**
- David McNally, Head of Experience of Care, NHS England and Improvement UK
- Michal Menashe, Chief Experience Officer, Sheba Medical Center Israel
- Muneera Rasheed, Executive Director, Hope Skills Development Organization; Director, Technical Unit ICON; Student, University of Bergen, Pakistan

- Kevin Seaman, National Patient Experience Manager, Mediclinic Southern Africa South Africa
- Vita Steina, Head of Patient Experience and Customer Service, Children's University Hospital, Latvia
- So Yung Straga, President, Shared Patient Experience Belgium
- Cathy Walsh, Associate Director of Patient Experience, Cheshire and Wirral Partnership Trust UK
- Chatchai Yachantha, Senior Director, Patient Experience, Bumrungrad International Hospital Thailand
- Rosanne Zimmerman, Director Patient Experience & Safety, Hamilton Health Services Canada

#### **Nurse Executive Council**

#### 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

- 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, Associate Dean, Clinical Practice & Community Engagement, The George Washington University School of Nursing
- Cole Edmonson, Chief Experience and Clinical Officer, AMN Healthcare
- Rhonda Foster. Vice President and Chief Nursing Officer, Children's Hospital of Los Angeles
- Mary Ann Fuchs, VP of Patient Care & System Chief Nurse Executive, Duke University Health System
- Karen Grimley, Chief Nursing Executive and Assistant Dean School of Nursing, UCLA
- Jacqueline Herd, Executive Vice President, Chief Nursing Officer, Grady Health System

- Anna Kiger, System Chief Nurse Officer, Sutter Health
- Kirsten Krull, VP Quality and Performance & Chief Nursing Executive. Hamilton Health Sciences
- Claudia Laselva, CNO, Operations Director, Hospital Israelita Albert Einstein
- Charlotte Mather. Vice President - Nursing, Seasons Hospice and Palliative Care
- Robin Newhouse. Dean and Distinguished Professor, Indiana University School of Nursing
- Victoria Niederhauser, Dean and Professor, University of TN, Knoxville College of Nursing
- Erica Rossitto, Vice President and Chief Nurse Executive. HCA Healthcare
- Kelli Saucerman-Howard, Vice President of Care Services, Creighton University Medical Center-Bergan Mercy
- Nancy Shendell-Falik, President
- Maureen Sintich, Executive Vice President, Chief Nursing Officer, Innova Health System



- Jerry Spicer, Regional Chief Nurse Executive & VP Pt Care Services, Kaiser Permanente - Southern California
- Jennifer Strawn, Associate Director Patient Care Services/Nurse Executive, VA Southern Nevada Healthcare System
- Charleen Tachibana, Senior Vice President, Quality & Safety, CNO, Virginia Mason Franciscan Health
- Cathleen Wheatley, President & System Chief Nurse Executive, Sr. Vice President of Clinical Operations, Wake Forest Baptist Medical Center
- Laura Wood, EVP Patient Care Operations & System CNO, Boston Children's Hospital

#### **Patient Advocacy Council**

#### 2021 Highlights:

- Launched survey to understand how metrics data is used
- Formed the Lost Belongings Workgroup for connection and sharing

#### Co-chairs

- Kate Clarke, Manager, Patient Relations/Interpreter Services, Northwestern Medicine
- Linda Van der Voort, MA, CPXP, Director, Patient Relations & Language Services, White Plains Hospital
- Regina Winters, Manager, Patient Experience, AU Medical Center

#### **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

- Jennifer Bergstrom, Patient Advocate, Sentara Healthcare
- Andrea Cook,CPXP, Patient Relations/Risk Management Specialist
- · Katherine Shaw, Bethea Hospital
- 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 of Patient Advocacy, Veterans Administration
- 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
- Mecciya Majrashi, Assistant Manager Patient Empowerment, Saudi Patient Safety Center
- Laura Mcneely, Director, Patient Experience, Atrium Health
- Kim Pedersen, Administrative
   Director, Patient Relations
   Marianjoy Rehabilitation Hospital,
   Northwestern Medicine
- 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 Tooks, Patient Relations Manager, Ann & Robert H. Lurie Children's Hospital of Chicago
- Pamela Wendel, Manager, Family Relations, Cincinnati Children's Hospital Medical Center

#### **Pediatric Council**

#### 2021 Highlights:

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

#### 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

#### **Members**

 Anna Ahrens, Director, Mary Bridge Children's Experience & Tran, MultiCare Health

- Andrea AkenOva, Director Patient & Family Centered Care, Phoenix Children's Hospital
- 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



#### 2021 Year In Review

- Megan Chavez, CPXP, Vice President, Patient and Family Experience, Cook Children's
- Jennifer Coldren, QI Supervisor Neonatology, Children's Hospital of Philadelphia
- Janet Cross, CPXP, Administrative Director, Pt.& Family-Centered Care, Monroe Carell Jr. Children's Hospital at Vanderbilt
- Ginger Dzick, Manager, Child and Family Experience, Children's Wisconsin
- Terri Ellis, Manager, Office of Patient Experience, East Tennessee Children's Hospital
- Kelly Foy, Certified Child Life Specialist, Connecticut Children's Medical Center
- Susan Gilland, Assistantt Manager, Patient & Family Experience,

- Connecticut Children's Medical Center
- Elizabeth Kruvand, Patient Experience Specialist, SSM Cardinal Glennon Hospital
- Laura McDonagh, Assistant Vice President for Central Region Ambulatory, Northwell Health Cohen Childrens Medical Center
- Tracy E Miller, Riley Patient & Family Experience, Indiana University Health
- Sephora Morrison, Associate
   Division Chief, EMTC; Medical Unit,
   Clinical Operations; Director of
   Experience & Clinical Integration,
   Children's National Medical Center
- Teresa Prouty, Family Partnership Coordinator, Dayton Children's Hospital

- Katherine Salkanovic, Director of Patient Experience, Cure 4 The Kids Foundation
- Tricia Spence, Manager of Volunteer Services and Special Events, St. Jude Children's Research Hospital
- Erica Stearns, Information and Outreach Specialist, The Arc of Illinois
- Jill Sullivan, Manager, Patient Experience, Children's Hospital of Eastern Ontario
- Katie Taff, CPXP, Director, Patient & Family Engagement, Children's Mercy Kansas City
- Robert Wing, Supervisor, Child Life Services, Sidra Medicine

#### **Physician Council**

#### 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

- 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, Vituity
- Holly Mintz, MD, Chief Medical Officer, Ambulatory Services, Elliot Health System
- Amanda Montalbano, MD, Medical Director, Patient and Family Engagement, Children's Mercy Kansas City

- Sofie Morgan, MD, Associate
  Chief Quality Officer for Patient
  Experience, 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 Health System
- Jonathan Ross, MD, Professor of Medicine, Dartmouth Hitchcock Medical Center
- Shehzad Saeed, MD, Associated Chief Medical Officer, Dayton Children's Hospital
- Donna Smith, MD, Executive Medical Director, Virginia Mason Medical Center
- Michael Witt, MD, CPXP, Faculty Physician, Emergency Medicine Residency, Arnot Ogden Medical Center



#### **Volunteer Professionals Council**

#### 2021 Highlights:

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

#### 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 , Vituity
- Holly Mintz, MD, Chief Medical Officer, Ambulatory Services, Elliot Health System
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- Sofie Morgan, MD, Associate
   Chief Quality Officer for Patient
   Experience, 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

#### **Ambulatory Council**

#### 2021 Highlights:

Contributed to Improving
 Outcomes: Impact of Experience in
 Ambulatory Care white paper

#### Co-chairs

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

#### **Members**

- Uriel Aguirre, Project Manager, University of Alabama at Birmingham Health System
- Kristie Andrews, Director, Customer & Physician Engagement, Emory Healthcare

- Anita Brazill, Healthcare
   Communications Advisor, Tandigm
   Health
- Anne Brown, Executive Director, Patient Experience, Cone Health
- John Cunningham, Senior VP, Operations and Experience, Premise Health
- Sondi Fiegel, Director, Patient Care, Methodist Health System
- Sonya Fleming, CPXP, Director of Patient Experience and Transformation, Vytalize Health
- 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 Georgia

- Cynthia Mento, Director of Operations, Crystal Run Healthcare
- **Sharmi Muhkerjee**, Director of Rehab, Outpatient, Washington Hospital Healthcare System
- Ashley Schmit, Ambulatory Clinical Practice Specialist, Children's Hospital & Medical Center
- Natalie Whitlock, Ambulatory Care Experience Leader, Kaiser Permanente
- Mary Wilkins, Patient Experience Consultant, CoxHealth
- Stewart Williams, Senior Regional Manager, Patient and Care Experience, Providence St. Joseph Health
- Debbie Young, Manager, Service Excellence, Sutter Health



#### **Conference Planning Committee**

#### 2021 Highlights:

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

#### Co-chairs

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- Becky Ruckno, MSW, MBA,
   Director, Health Literacy and
   Interpretive Services, Patient
   Experience, Geisinger
- Garrett A. South, MPH, CPXP, Manager of Patient Experience, CommonSpirit Health

- 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

# **Supporting Partners**

Special thanks to our 2021 Supporting Partners. These organizations have contributed to the future of the field by supporting the continued growth of The Beryl Institute as the global community of practice on improving the patient experience.

#### **Diamond**



















#### **Platinum**









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Elevating the Human Experience in Healthcare