



Global Foundations of Patient Experience and an Introduction to PX Week 2024

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THE BERYL
INSTITUTE

LifeCare
HOSPITALS

AN INTRODUCTION TO PX WEEK 2024

GLOBAL FOUNDATIONS OF PATIENT EXPERIENCE



02^{PM}
EAT



29TH
FEB

JOIN US FOR A FREE INTERACTIVE WEBINAR



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



James Muiruri, CXS, PXS
AVP - Patient Experience
LifeCare Hospitals

PX20
WEEK24
Building the Foundations of Experience

#PXWeek2024
Mon 29th April - Fri 3rd May



The Beryl Institute is a [global community](#) of healthcare professionals and experience champions committed to [transforming the human experience](#) in healthcare.

A Context for Experience





Choice...





SATISFACTION...is based in moments.

It is how we
feel about the expectations
of an encounter.

EXPERIENCE is something we have lived through...
...it is our lasting story

It is all that is perceived, understood and remembered.



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

- The Beryl Institute

Human beings
caring for human beings.



From Patient to
Human Experience

A REPORT ON THE BERYL INSTITUTE BENCHMARKING STUDY

THE STATE OF PATIENT EXPERIENCE 2017:

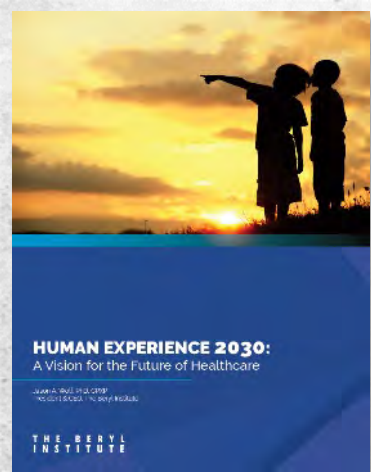
A RETURN TO PURPOSE

JASON A. WOLF, PH.D., CFP®, PRESIDENT



THE BERYL
INSTITUTE

“As we remain committed to patient experience, we must address the reality of the **human experience** that is central to healthcare overall.”



Framing the future of human experience in healthcare will require **transformational change**.

Change in
PERSPECTIVE

siloes and specialized



integrated and systemic

Change in
PROCESS

transactional



relational

Change in
FOCUS

aspirational



active



PATIENTS & CARE PARTNERS

Reframe consumerism to patient and consumer partnership.

—
Provide a precision experience through the use of real-time data and decision analytics.

WORKFORCE

Address process burdens and workload issues for healthcare workers.

—
Transform professional models for a new healthcare workforce.

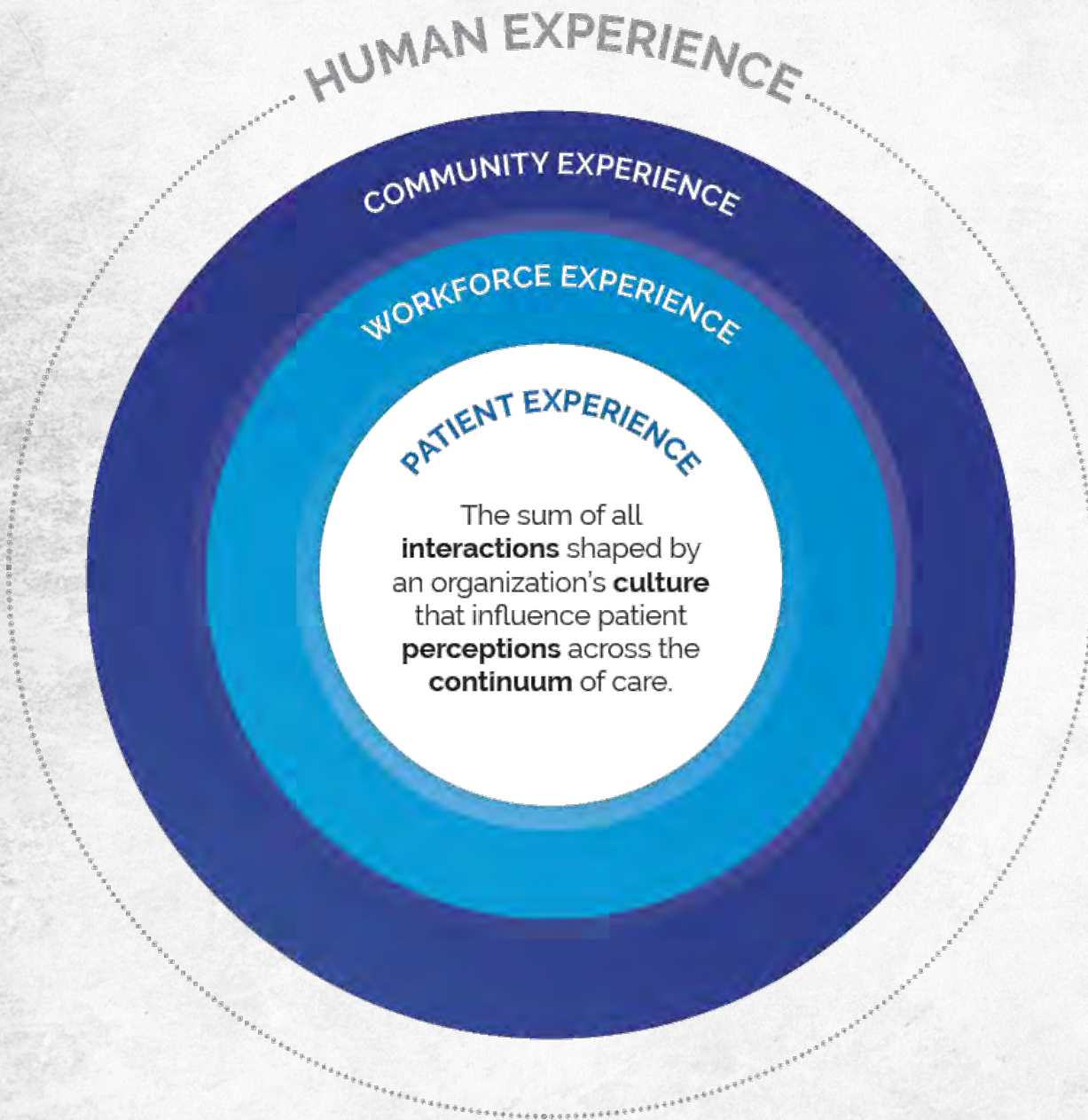


HX
HUMAN 20
EXPERIENCE 30

COMMUNITIES

Expand beyond treating illness to addressing the health and well-being of communities.

—
Meet people where they are, where they need it and follow them where they go.



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

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



A Global Declaration for Human Experience



transformHX.org

[Declaration](#) [Signatures](#) [Resources](#) [About](#)

A Declaration for Human Experience

Join the global commitment to transform the human experience in healthcare

[Sign the Declaration](#)



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

WE COMMIT TO:

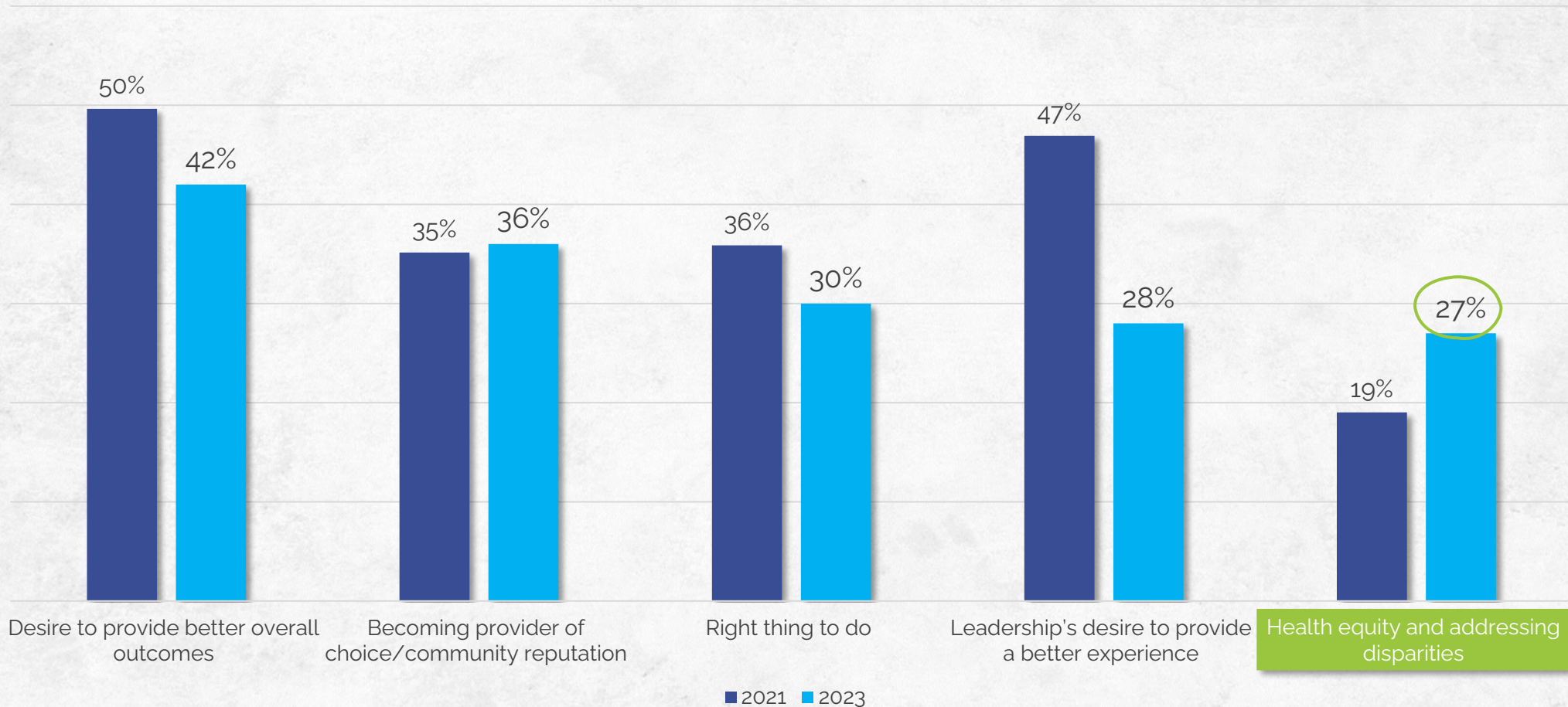
Acknowledge and dismantle disparities
and provide the highest-quality, most
equitable care possible.



There is not one interaction we can ever take for granted.



Health equity and addressing disparities is a top and **largest growing factor** driving action on experience



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

WE COMMIT TO:

Understand and act on the
needs and vulnerabilities of the
healthcare workforce.



We can never care well for others,
without first caring for each other.

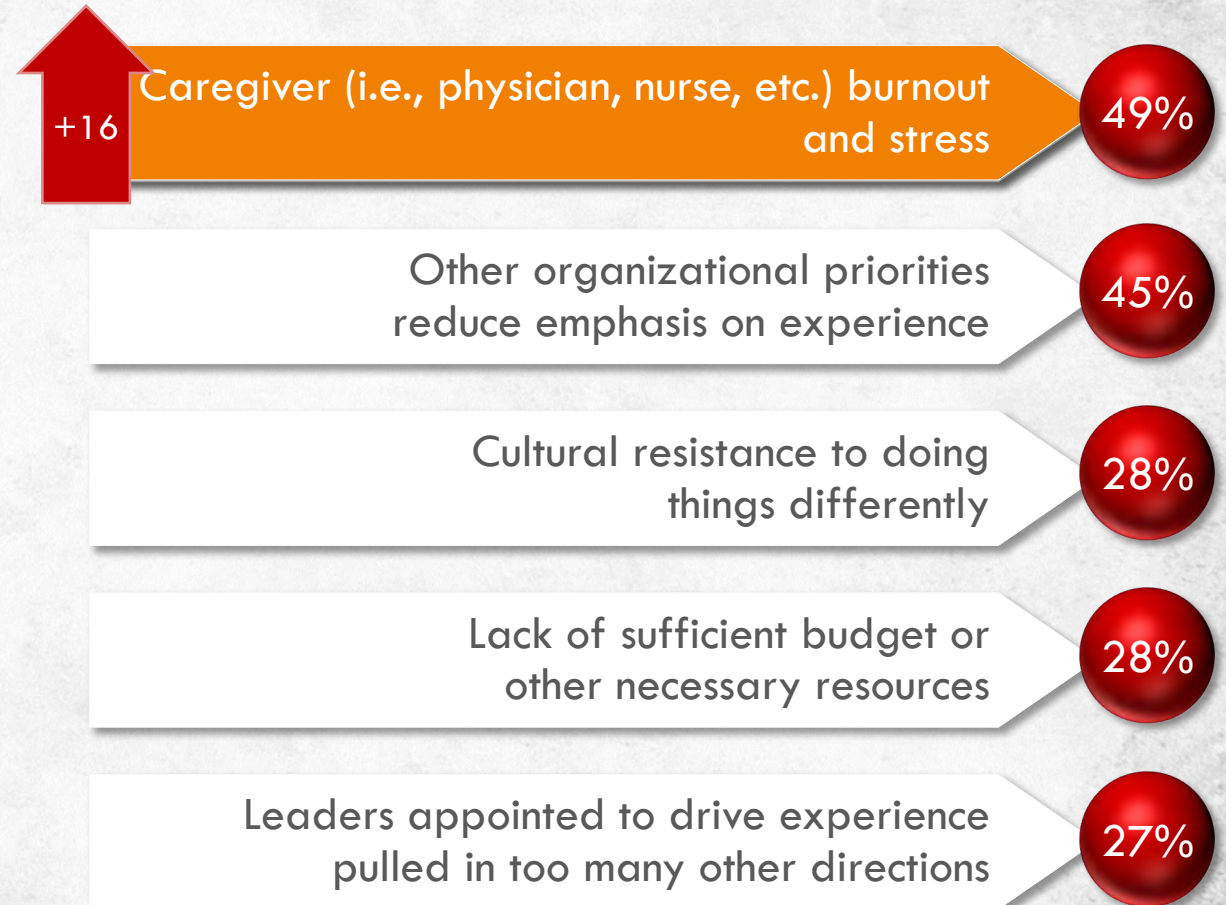


Caregiver burnout and stress now **top roadblock** to achieving experience excellence

SUPPORTS



ROADBLOCKS



WE COMMIT TO:

Recognize and maintain a focus on what matters most to patients, their family members and care partners.

What we do (and don't do) will be the story others tell.





Highest Rated

- 96% **Listen** to you
- 96% **Communicate** clearly in a way you can understand
- 95% Provide a **clear plan of care** & why they are doing it
- 94% Take my **pain seriously**
- 94% **Appropriate level of care** for my needs

Lowest Rated

- 62% A healthcare environment that is **quiet & peaceful**
- 51% Facility that **offers convenient parking**
- 31% Facility that **offers good food**
- 28% **Age** of the healthcare facility
- 22% Facility that **provides amenities**

When you think about having a good patient/family experience, how important are each of the following to you? (% Extremely + Very Important)

The Beryl Institute - Ipsos PX Pulse
Consumer Perspectives on Patient
Experience in the U.S.
NOVEMBER 2022



WE COMMIT TO:

Collaborate through shared learning
within and between organizations,
systems and the healthcare continuum.

A Commitment to Action: Patient Experience Week

While our commitment is global,
our actions must be local!

PX 20
WEEK 24

Building the Foundations of Experience



Patient Experience Week is an annual event to celebrate healthcare staff impacting patient experience everyday.



Since 2014,
organizations around
the world have been
celebrating PX week
around the world...



PX WEEK



April 29 - May 3, 2024

Patient Experience Week is an annual event to celebrate healthcare staff impacting patient experience everyday. Inspired by members of the Institute community, PX Week provides a focused time for organizations to celebrate accomplishments, re-energize efforts and honor the people who impact patient experience everyday. From nurses and physicians, to support staff and executive professionals, to patients, families and communities served, the Institute hopes to bring together healthcare organizations across the globe to observe PX Week. PX Week will be observed annually, beginning the final Monday in April.

Why Participate in Patient Experience Week?

By supporting Patient Experience Week, you are showing your employees that you appreciate their hard work and encourage their continued efforts on behalf of patients. This week is a great way to enhance patient and staff relations, increase hospital morale and improve communication.





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PX 20 WEEK 24

Building the Foundations of Experience

PATIENT EXPERIENCE WEEK APRIL 22-28, 2017

Safety Saturday

Use an error prevention technique today (STAR or ARCC) or discuss the importance of hand hygiene with families.

Sitting Sunday

(1) Commit to sit while interacting with families, and (2) wear your Patient Experience Week t-shirt available for sale in Playaway Gift Shop.

Magnet Monday

(1) Identify one way you impact the patient experience in your job and share that on the Team ACH suggestion form for a chance to win a prize; (2) make your mark on the Patient Experience Wall near Riverbend Snacks; and (3) join us for a Magnet flag raising ceremony at 8 a.m.; and (4) rock out at the Magnet Celebration in Children's Hall from 1-3 p.m. or in Chairman's Hall before the Employee Forum 10-11 p.m.

Twitter Tuesday

(1) Share your photo booth moments on Twitter Tuesday using #iamarchildrens. Photo booth will be roaming and set up in cafeteria. (2) Walk a lost family to their destination and promote the MyACH app today, and (3) wear your Patient Experience Week t-shirt today.

WOW Wednesday

(1) Create a WOW Moment for a patient/family. (2) Blessing of Hands will take place today in Chapel from 11 a.m. - 5 p.m. and from 6:30-7:30 p.m.

Thankful Thursday

Thank one patient/family and three of your colleagues, including volunteers, today for their engagement with ACH.

Friendly Friday

(1) Greet five people on your shift and (2) share your love for ACH on social media today with #iamarchildrens.

#IAMARCHILDRENS



"The sum total of all that is perceived, felt and experienced during a patient and family's interactions and relationships at Arkansas Children's."



Celebrate Patient Experience Week, April 24-28

Ways to Celebrate

Monday S

Share Your Story

Create a "How I impact the patient experience" share your story board.

Share Your Story: Submit teammate stories.

Wear **Sapphire blue** & post a team photo on Yammer.

Tuesday T

Treat Your Team

Coordinate a meal and share "How I impact the PX".

Create goodie bags (CHS items located in teammate store)

Write each teammate a thank you card, or send an ecard.

Wear **Teal** & post a team photo on Yammer.

Wednesday O

One Experience Behaviors

Discuss One Experience behaviors.

Reward and Recognize teammates for demonstrating One behaviors.

Wear **Orange** and post a team photo on Yammer.

Thursday R

Read a Patient Story

Share a patient story and positive patient comments with your team.

Wear **Red** and post a team photo on Yammer.

Friday Y

Yammer Posts

Share favorite celebration moments from the week.

Wear **Yellow** and post a team photo on Yammer #iamthePX.

How Can We Celebrate Patient Experience Week?

The possibilities are endless and there is no one way to celebrate. No matter how you choose to celebrate, whether you plan a week-long celebration or just a day...



Building the Foundations of Experience

Suggested Patient Experience Week Activities

A positive way to enhance your organization's image, both internally and externally, is through special events. The following are a number of ideas to help promote awareness about your patient experience during Patient Experience Week.

Be sure to share photos from your events by using #pxweek and tagging The Beryl Institute, so we can share your celebrations with the global patient experience community.

Kick Off Event

Show the The Beryl Institute's "I am the Patient Experience" video at the event. If your organization has their own video, now is also a great time to show it. Don't have a video? This week is the perfect opportunity to make one.

Open House

An open house is a good opportunity to introduce hospital employees and volunteers to the patient experience efforts taking place in your organization.

Education Seminar

This week can be a great opportunity to share educational resources on improving the patient experience.

Recognition Luncheon

A luncheon during Patient Experience Week is an excellent way to boost morale. Depending on your budget, you can have a potluck, a special luncheon prepared by your hospital's dietary staff or a catered meal in a conference room. This is a good time for you or the hospital administrator to present recognition certificates to your staff.

TEMPLATES

Templates from The Beryl Institute

[PX WEEK COLORING PAGE >](#)

["WE ARE ALL THE PATIENT EXPERIENCE" POSTER >](#)

[THE BERYL INSTITUTE BRANDED STAFF RECOGNITION TEMPLATES >](#)

[CUSTOMIZABLE UNBRANDED STAFF RECOGNITION TEMPLATES >](#)

[PRESS RELEASE TEMPLATES >](#)

[SUGGESTED SOCIAL MEDIA POSTS >](#)

Templates from the Patient Experience Community

[PATIENT EXPERIENCE TRIVIA \(STANFORD HEALTH CARE\) >](#)

[PX WEEK COMPASSION CHALLENGE \(STANFORD HEALTH CARE\) >](#)

PX Week 2024 brought to you by:



bitly



Getting Started: Considerations for next steps

- Commit as an organization that you will celebrate PX Week 2024
 - In making this commitment, you must first establish the following:
 1. Develop and share how you define experience in your organization
 2. Affirm your organization's commitment to deliver exceptional experience
 3. Establish core expectations on how your organization will address experience
- Internally engage within your organization to identify ideas and actions for how you will celebrate PX Week
- Secure commitments, any necessary budget sign-offs and being kick-off preparation
- Engage with your local peers and access The Beryl Institute for FREE PX Week resources



PX Week Activities: A simple approach you can consider

- **People:** what activities can you do for your staff during PXWeek? E.g.
 - Reward & Recognition based on delivery of service metrics &/or patient feedback
 - Internal forums to launch & entrench a patient centric culture within your organization
 - Staff fun & engaging activities
- **Patient:** what (unique) activities can you do for your patients during PXWeek? E.g.
 - Decorations within your hospitals for a lively outlook
 - Patient forums for feedback & community engagements
 - Give away items e.g, Get Well Soon cards, sweets & cake e.t.c.
- **Process:** what can you make simpler/less complicated for an improved experience for your patients & staff? E.g.
 - An improved & simplified queuing mechanism
 - Reinforced staffing/resources to reduce patient waiting times
 - Sign-off & launch of PX policies & standards
- **Product:** what (unique) product/service can you offer your patients & staff in during PXWeek? E.g.
 - FREE &/or Discounted Offers
 - Launch of a new product offering
 - Improvement of an existing product offering or bonus offering to an existing product/service





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

<https://youtu.be/tuwZKswcBUE>

Experience is not what we do,
it is who we **ARE!**



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Q&A

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

www.theberyl institute.org

