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

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The Beryl Institute
AN INTRODUCTION TO PX WEEK 2024
GLOBAL FOUNDATIONS OF PATIENT EXPERIENCE

02 PM EAT
29TH FEB

JOIN US FOR A FREE INTERACTIVE WEBINAR

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#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.

www.berylinstitute.org
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
“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**
- **siloed and specialized** → **integrated and systemic**

**Change in PROCESS**
- **transactional** → **relational**

**Change in FOCUS**
- **aspirational** → **active**

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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.

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
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.
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**

- Strong, visible support “from the top” 45%
- Formal Patient Experience leader and/or structure 38%
- Positive organization culture 38%
- Engaged workforce 34%
- Formalized process improvement efforts 28%

**ROADBLOCKS**

- Caregiver (i.e., physician, nurse, etc.) burnout and stress 49%
- Other organizational priorities reduce emphasis on experience 45%
- Cultural resistance to doing things differently 28%
- Lack of sufficient budget or other necessary resources 28%
- Leaders appointed to drive experience pulled in too many other directions 27%

*45% of organizations report strong, visible support “from the top” as a key support to experience improvement.*

*38% of organizations report having a Formal Patient Experience leader and/or structure.*

*38% of organizations report having a positive organization culture.*

*34% of organizations report having an engaged workforce.*

*28% of organizations report having formalized process improvement efforts.*

Caregiver burnout and stress now account for +16% of organizations reporting it as the top roadblock to achieving experience excellence.
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.
When you think about having a good patient/family experience, how important are each of the following to you? (% Extremely + Very Important)
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!
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...
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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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...
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.
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 aways 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
PX Week is what YOU make it....

and should be about YOU, your PEOPLE, your commitment to PATIENTS...

...it is a time to celebrate, acknowledge and inspire!

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Experience is not what we do, it is who we ARE!
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Q&A

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