

Expectations and Patient Experience in Healthcare in Brazil

2024 Brazilian Study



© KOBRA, Eduardo / AUTVIS, Brazil, 2024

Content

Creators	3
Introduction	4
Methodology	7
Demographic Panel	9
Patient Experience	10
About People	12
About Processes	16
About Environments	20
About Expectations	24
About Experiences	28
Insights	35
Conclusion	38
Bibliographical References	40
Special Thanks	41

THE BERYL
INSTITUTE

Creator of the original study (Global)

The Beryl Institute is a global community of healthcare professionals and leaders committed to transforming the human experience in healthcare. As a pioneer and leader in the Experience movement and the Patient Experience profession for over a decade, the Institute provides access to unbiased research, proven practices, networking opportunities, professional development, and a safe and neutral space for exchanging ideas and learning from one another.

Creator of the study in Brazil

SOBREXP

Creator of the study in Brazil

SOBREXP, the Brazilian Society for Patient Experience and Person-Centered Care, is a non-profit association whose purpose is to transform the human experience in healthcare. Founded in 2021, it undertakes actions in four fundamental pillars: 1. Community & Networking (engaging and connecting leaders, professionals, patients/families, and institutions), 2. Sharing knowledge and best practices (studies, publications, and scientific activities), 3. Professional development and certification in Person-Centered Care and Human Experience in Healthcare, and 4. Health Policies (influencing the maturation of the Healthcare Ecosystem through policies and practices that promote Person-Centered Care). Led by The Beryl Institute, we are part of the Global Affiliates, a global community committed to collaboration and knowledge sharing on the subject.

SoluCX
Solutions for Customer Experience

Partner in conducting the study in Brazil

SoluCX is a leader in satisfaction surveys in Brazil, giving voice to over 40 million customers and patients annually. Through a complete ecosystem of Customer Experience solutions, it offers education, consultancy, and technology to generate insights and listen to customers, as well as to recognize professionals and companies that stand out in the era of customer centricity.

Introduction

The discussion on Patient Experience is a strategic agenda and a fundamental pillar to enhance and strengthen the healthcare system. Quality and safety in care directly impact clinical outcomes and patients' perception of value.

The terms "empowerment" and "consumerism" reflect an increasingly proactive, questioning, and critical behavior of individuals regarding their own health (or illness), professionals, services/institutions, and the healthcare system.

Understanding and meeting the needs, expectations, and concerns of patients/families contribute to an increasingly healthy, empathetic, and collaborative relationship between patients/families and professionals, leading to greater treatment adherence, increasingly rational and efficient use of healthcare resources and services, as well as improving users' (patients) trust in the healthcare system. Moreover, a positive experience not only influences individual patient satisfaction but also impacts the reputation, choice, and loyalty of patients/families towards healthcare professionals and services.

In this context, understanding patients' expectations and experiences with healthcare in Brazil allows us to identify users' (patients/families) perspectives and priorities, map improvement opportunities, design strategies, and direct efforts, projects, and resources at different levels: individual (professionals), institutional (health services), and social (implementation of health policies aimed at maturing the Healthcare Ecosystem, aiming for an increasingly collaborative and people-centered system).

This study explores fundamental aspects of the patient experience in Brazil and addresses the factors shaping patients' expectations and journeys in a complex healthcare system. We invite you to explore the results of this national study and use them practically in your reality, contributing to the transformation of the human experience in healthcare.

Marcelo A. Alvarenga, MD, MSc, CPXP

President Director SOBREXP, Management 2023-2024

Introduction

The following pages reflect a powerful moment for healthcare organizations not only in Brazil but also worldwide. In this important study led by SOBREXP (Brazilian Society for Patient Experience and Person-Centered Care), we continue a critical exploration of the experience provided to all those who receive healthcare – patients, families, and care partners. Furthermore, this study continues a global investigation into what truly matters to people in their healthcare encounters – how they are treated, what they expect, and what outcomes they desire. These ideas are at the core of the patient experience with healthcare and are defined as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions throughout the continuum of care.

The conversation about the healthcare service experience is now central to the key strategies of healthcare organizations worldwide. Firstly, to serve our patients with dignity and respect so they feel heard and are communicated with in a way they can understand. Secondly, to care for our healthcare workforce and fulfill our promises of care. Thirdly, to listen to the needs of our communities to ensure that, as healthcare organizations, we advocate for better health and well-being for populations. Finally, to achieve the fundamental goal of sustaining healthcare, delivering safe and high-quality outcomes, and ensuring financially viable organizations. Experience is much more than satisfaction, so this conversation about human experience is at the heart of everything healthcare aspires to be.

This customer perspective investigation builds on the questions we have been asking consumers worldwide in The Beryl Institute community since 2018. The importance of this study lies in being the first large-scale one in a country, analyzing what motivates its people, what matters to them, and reflecting what they seek in healthcare. It also delves deeper into understanding perspectives in both the public and private sectors, allowing for an even broader view of commonalities and contrasts in people's perceptions in these two care environments.

Introduction

Equally important is what it reveals. Even through the differences in healthcare systems worldwide, from how we operate to the impact of our cultures and much more, the essence of our humanity consistently emerges wherever we ask these questions. This study is a powerful affirmation that we must address what is important to our citizens in each country, and in doing so, we exemplify how we believe we can and should treat people, regardless of their position.

Commitment to experience is a strategic imperative and drives everything we aspire to achieve in healthcare. This study, championed by SOBREXP, not only reveals people's perspectives but should also serve as a catalyst for conversations in the years to come. These are conversations we must have about improving health for all people throughout Brazil, and in doing so, we create a ripple effect that will inform and inspire the world. That is the opportunity revealed in the following pages. That is the call to action it reflects. It is an invitation that Jason Wolf hopes all readers will accept.

Jason Wolf, PhD, CPXP

President & CEO - The Beryl Institute

Methodology

The original study was conceptualized by The Beryl Institute and conducted globally in English-speaking countries, published in 2018 under the title "Consumer Perspectives on Patient Experience."

SOBREXP - Brazilian Society for Patient Experience and Person-Centered Care translated and validated the study's questions into Portuguese. Through a partnership with SoluCX, we surveyed 2,794 individuals, seeking insights to provide an overview of patient expectations and experiences with healthcare in Brazil.

The questions were divided into 4 blocks: People, Processes, Environment, and Expectations. People, Processes, and Environment represent the 3 pillars of the Experience Paradigm, aspects with which patients interact at each touchpoint in their journeys and which influence perceptions of healthcare services and care.

People: This block of questions aimed to assess patients' perception of the technical and relational skills of healthcare professionals. It addressed aspects related to active listening, empathy, communication, partnership attitude, and patient and family involvement in decisions and care plans, individualized care (based on each person's needs), attention to and control of pain, commitment, and responsiveness to patient demands.

Processes: This block included the patient's perception of access to healthcare, agility perception (or inefficiencies), patient flow (and wait times), bureaucracies, communication channels with institutions, care transition, access to health information (and medical records), and continuity of care.

Environment: This block evaluated the importance patients place on the spaces and environments in which they receive care, such as comfort, hygiene, privacy, and accessibility. It also considers the added value of hospitality and services to the patient experience.

Expectations: The questions in this block were related to the perception of Quality, Safety, and expected Results (Outcomes), according to the needs, preferences, and uniqueness (what matters to each individual).

Methodology

This study was conducted through online surveys applied using the "Customer Insights - Powered by SoluCX" solution, through a panel with over 800 thousand people in Brazil, distributed according to the Brazilian demographics.

In total, 60,800 responses were obtained with 2,794 people interviewed. The survey was conducted from August 2023 to September 2023, with a sample group of people randomly selected to be representative of the population of Brazil in terms of gender, age, race, ethnicity, education, income, and region estimates from the census. The results presented in this report were weighted to correct for any over or under-representation in the distribution of completed surveys in these demographic categories, as well as to account for the mentioned oversampling, with a margin of error of 1.85% and a confidence level of 95%.

In total, there were 34 single-response questions, 2 open-ended questions, and 2 multiple-choice questions.



38
questions



1.85%
sampling error



2.794
people interviewed



79.6%
public services respondents



60.800
collected opinions



20.4%
private services respondents



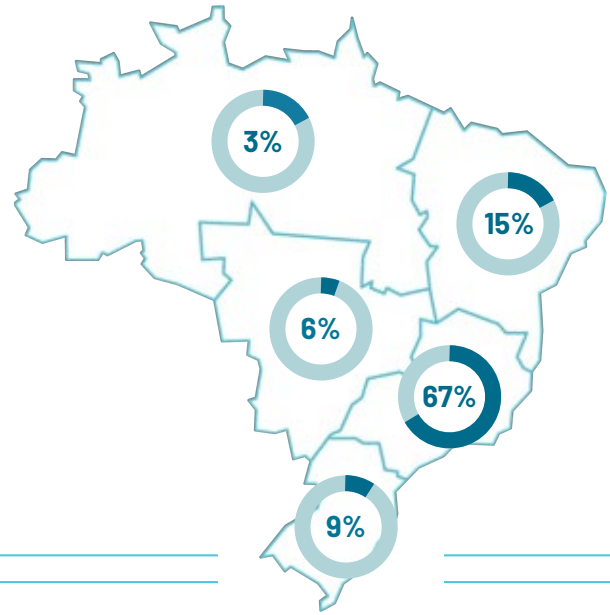
95%
search confidence level

In addition to the faithful representation of the population, with national representativeness, covering the 5 Brazilian regions and socioeconomic stratification, we were able to make a comparative analysis between the responses of patients who use Public and Private (Supplementary Health) services in the Brazilian Healthcare System.

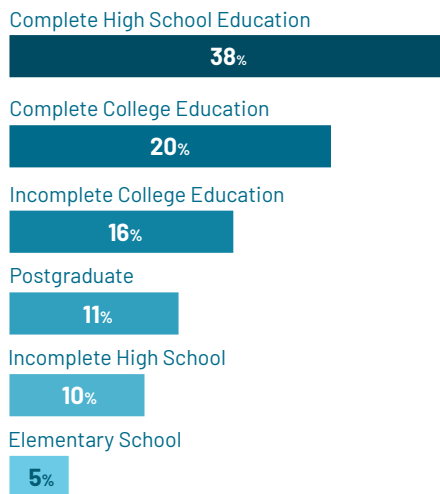
Demographic Panel

Distribution of respondents in Brazil, with geolocated clustering at national, regional, state, and municipal levels.

+800 thousand respondents



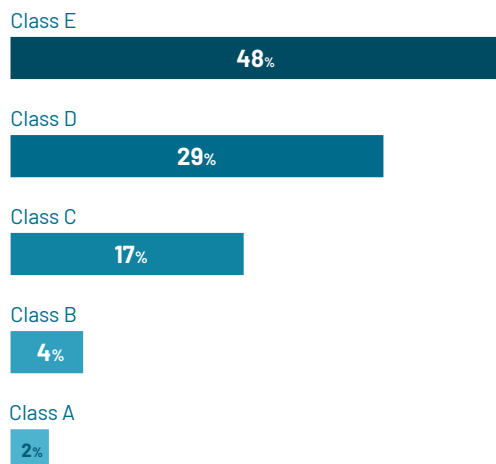
Education level



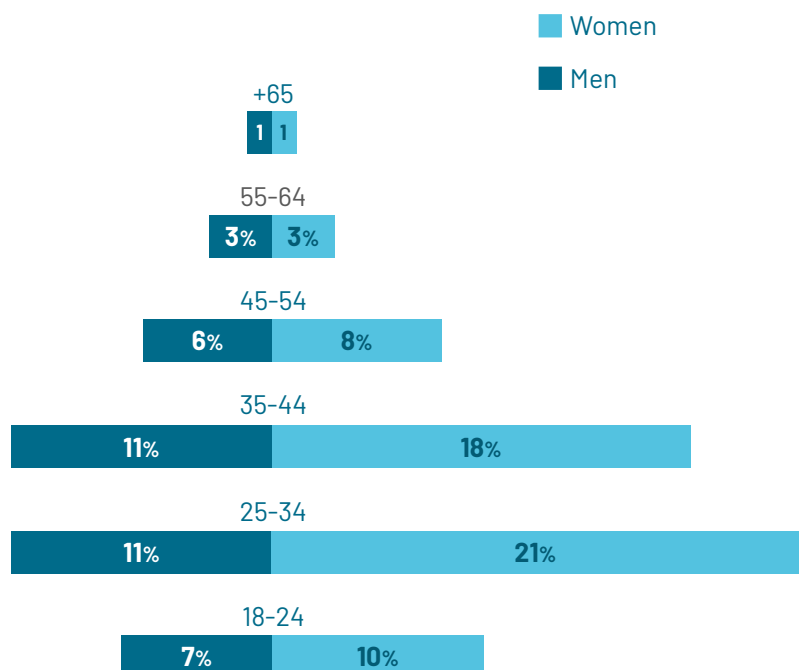
Gender



Social class



Age Pyramid



Patient Experience

When addressing "Patient Experience," it's essential to consider factors that can influence the perception of patients, as well as their family and friends, in a healthcare setting.

Encompassing a wide range of elements that have a direct impact on the quality of care, both before, during, and after the experience, we seek to listen to people's voices to gain insights that can align expectations and perceptions regarding the experiences lived in healthcare services in Brazil, whether they are public or private.



The research was divided into groups of experiences:

People

- Patients' trust in the skills of healthcare professionals
- Understanding of patients' needs and preferences
- Professionals take patient pain seriously
- Patient treated with courtesy and respect
- Qualified listening from professionals
- Clear and understandable communication with professionals
- Expression of empathy and compassion from professionals
- Provision of a clear care plan (and reasons)
- Patient involvement in health decisions
- Family involvement in planning and care
- Prompt response from the team to patient request

Processes

- Explanation of the hospital discharge and/or checkout process
- Transfer of information between areas (continuity of care)
- Information about medications, side effects, etc.
- Space for patient questions and clarification of doubts
- Easy and quick access to health information and records (medical history)
- Ease and speed in scheduling appointments, exams, and procedures
- Communication after consultations and hospitalizations that is helpful
- Transparent, understandable, and respectful billing process
- Channels to facilitate scheduling (phone, app, website)
- Reasonable wait time

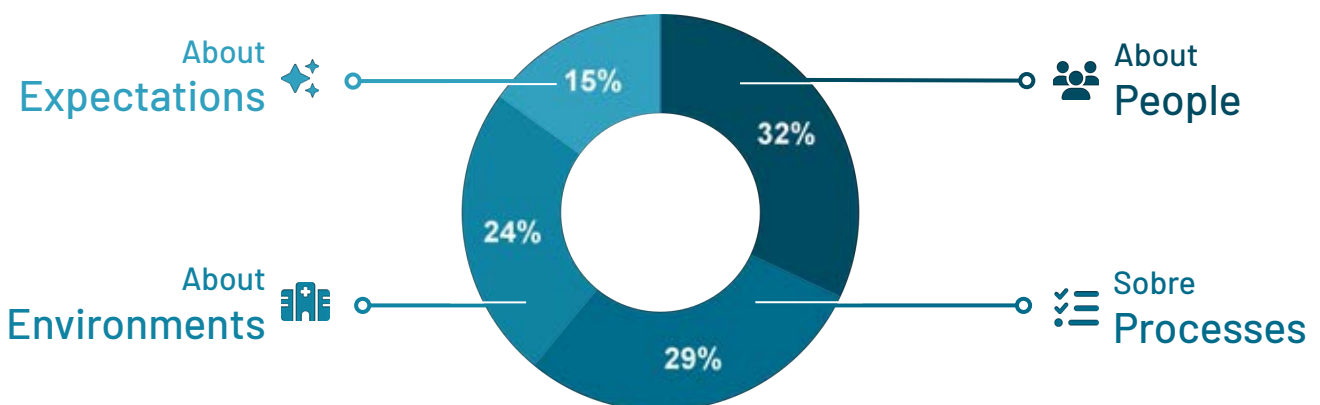
Environments

- Clean and comfortable healthcare environment
- Ease and clarity in signage at institutions
- Quiet and calm healthcare environment
- Healthcare unit that is easily accessible
- Healthcare unit that offers good food
- Convenient parking
- Room amenities and services, entertainment, etc.
- Age and maintenance of the healthcare unit

Expectations

- Improvement in their health status at the end
- Achievement of positive health outcomes
- Adequate attention to their needs
- Service provided with a focus on quality
- Service provided safely

Distribution of Questions



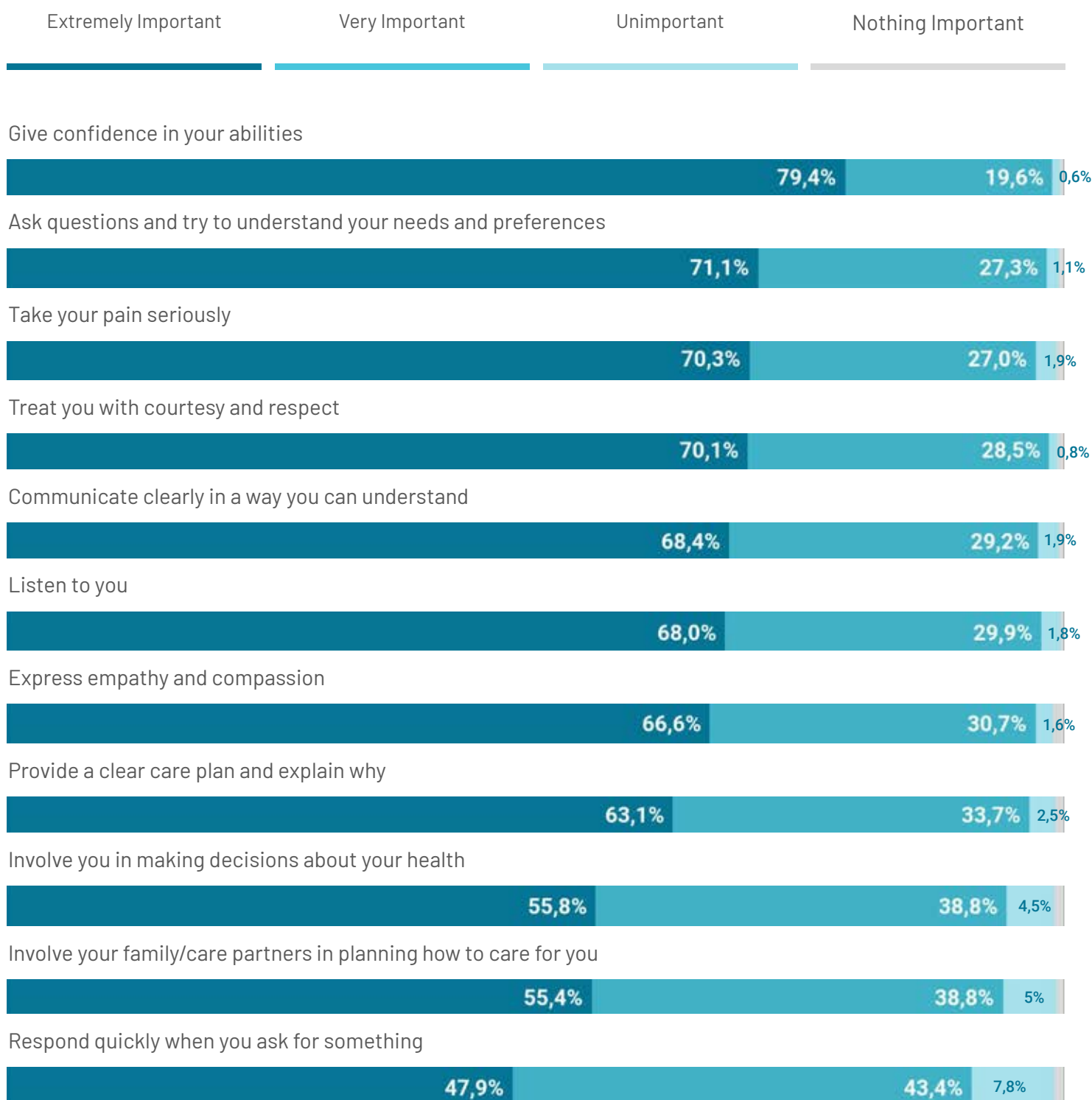
About People

People play a fundamental role in shaping the patient's perception, as it is through interaction with healthcare professionals that expectations are aligned and information is conveyed. These human relationships allow patients to observe actions, manifestations of respect and empathy, as well as the ability to listen and communicate clearly.



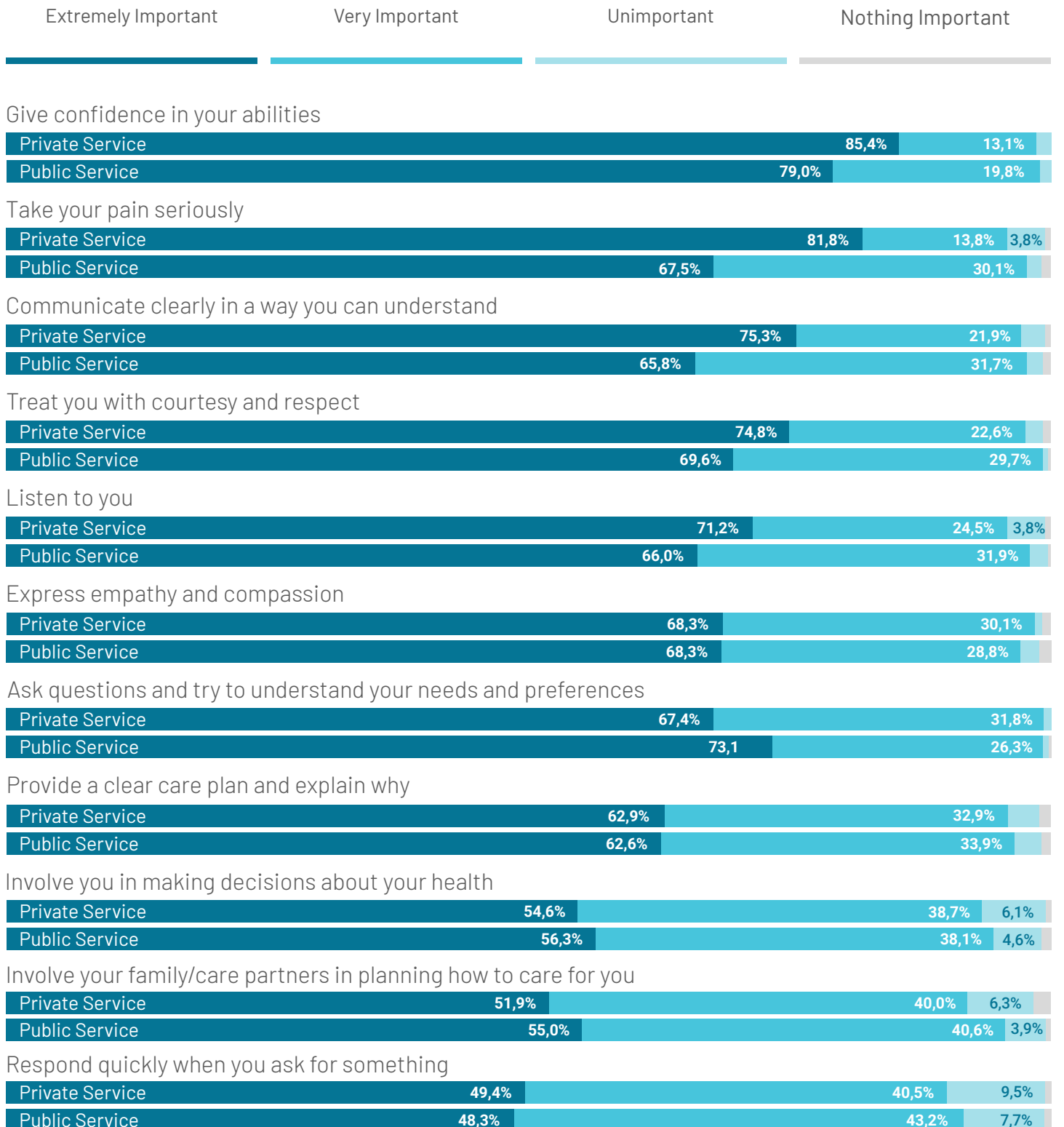
General Numbers

When you think about having a good experience (for the patient/family), how important is it to you that the people providing your care do each of the following things:



Private Service (Supplementary Health) vs. Public Service

When you think about having a good experience (for the patient/family), how important is it to you that the people providing your care do each of the following things:



Insights

Key insights from the research, considering the overall perception of patients/families regarding their experience with healthcare professionals and services in Brazil



- 80% of respondents were patients from the public service, and as we work with weighted averages, some results that appear with greater importance in the consolidated analysis change in importance when analyzed separately.
- 79.4% of patients consider it extremely important that professionals "instill confidence in their abilities."
- Patients consider "being heard and understood clearly" to be extremely important items (71.1%, 68.4%, and 68.0%, respectively).
- Empathy, respect, and courtesy are extremely important items in the patient experience (70.3%, 70.1%, and 66.6%, respectively).
- Response agility is the least relevant item among the points of utmost importance in the patients' view, both in the public and private services.
- Patients in the private service have a 14% higher level of expectation than patients in the public service for the item "Taking your pain seriously."
- Asking questions and trying to understand their needs is the 2nd most important item for SUS patients, while for private patients, it is the 7th most relevant

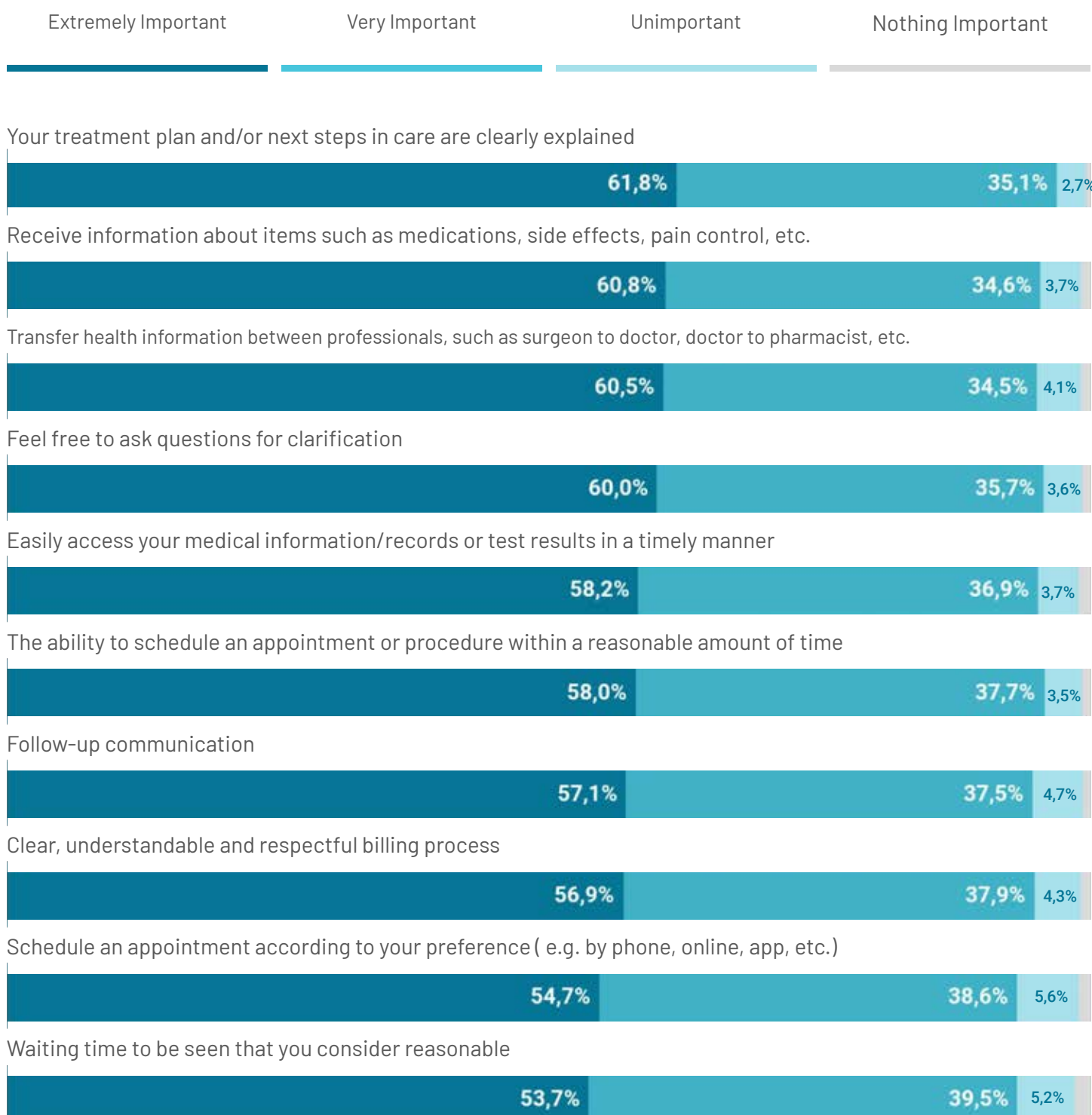
About Processes

Well-defined processes play a crucial role in reducing friction for the patient. From scheduling appointments to post-treatment follow-up, there are steps that require mapping, simplification, and clear communication. Details about treatments, medications, admission and discharge procedures, billing processes, and access to information are essential elements that influence patients' perceptions throughout their healthcare experience.



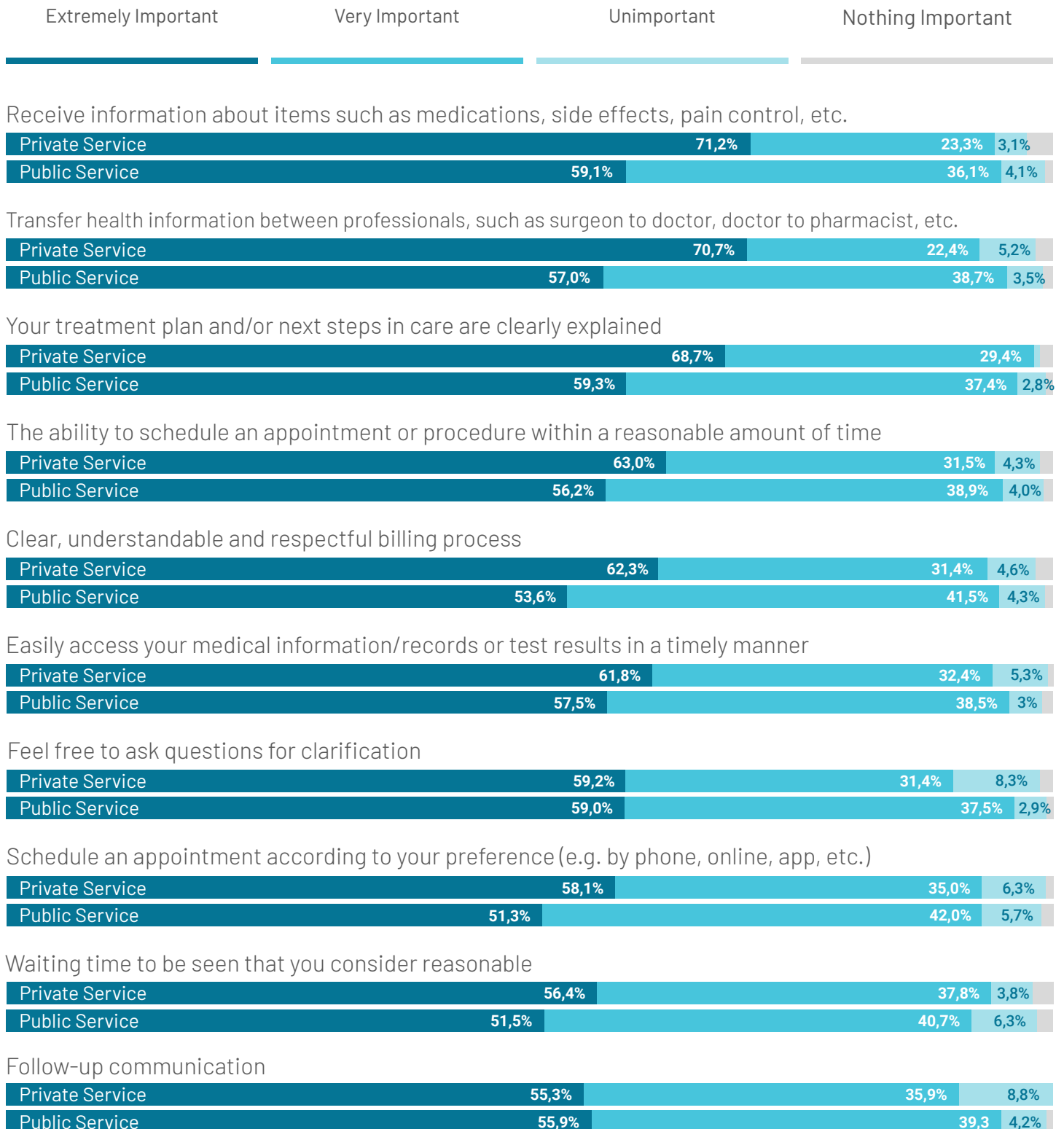
General Numbers

When you think about having a good experience (for the patient/family), how important is each of the following items to you?



Private Service (Supplementary Health) vs. Public Service

When you think about having a good experience (for the patient/family), how important is each of the following items to you?



Insights

Key insights from the research, considering the overall perception of patients/families regarding their experience with healthcare professionals and services in Brazil.



- On average, the "Processes" pillar was rated as "extremely important" with lower scores compared to the "People" pillar.
- The difference between the most and least relevant items within "Processes" is the smallest among the 4 groups (8 p.p.), indicating that patients perceive them as similar.
- Of the evaluated items, the two most relevant to patients are associated with communicating information, whether about treatment or medications (61.8%, 60.8%).
- For 98.1% of patients in the private service and 96.7% in the public service (SUS), clear explanation of their treatment plan is considered "Extremely or Very Important."
- In this perspective, a difference is observed when evaluating extremely important items between private and public, reaching up to 13.7 p.p. on the theme of "transferring health information between professionals."

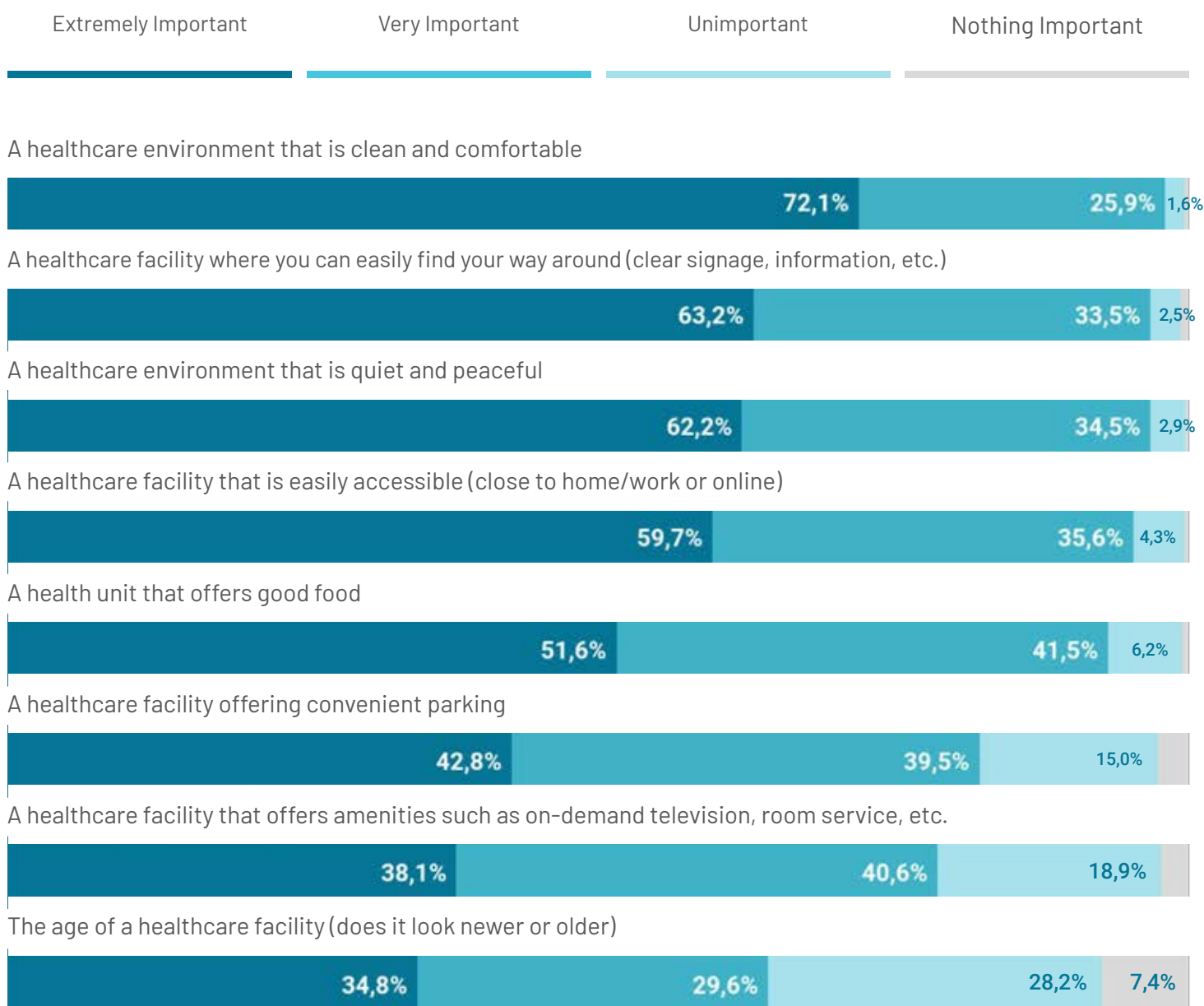
About Environments

Even in an era of digitization of certain processes, in-person experience and physical contact remain essential aspects in the realm of healthcare. Therefore, physical environments play a crucial role in the patient experience, ranging from the importance of a clean and welcoming environment to the availability of food services, amenities, and conveniences for patients and their families.



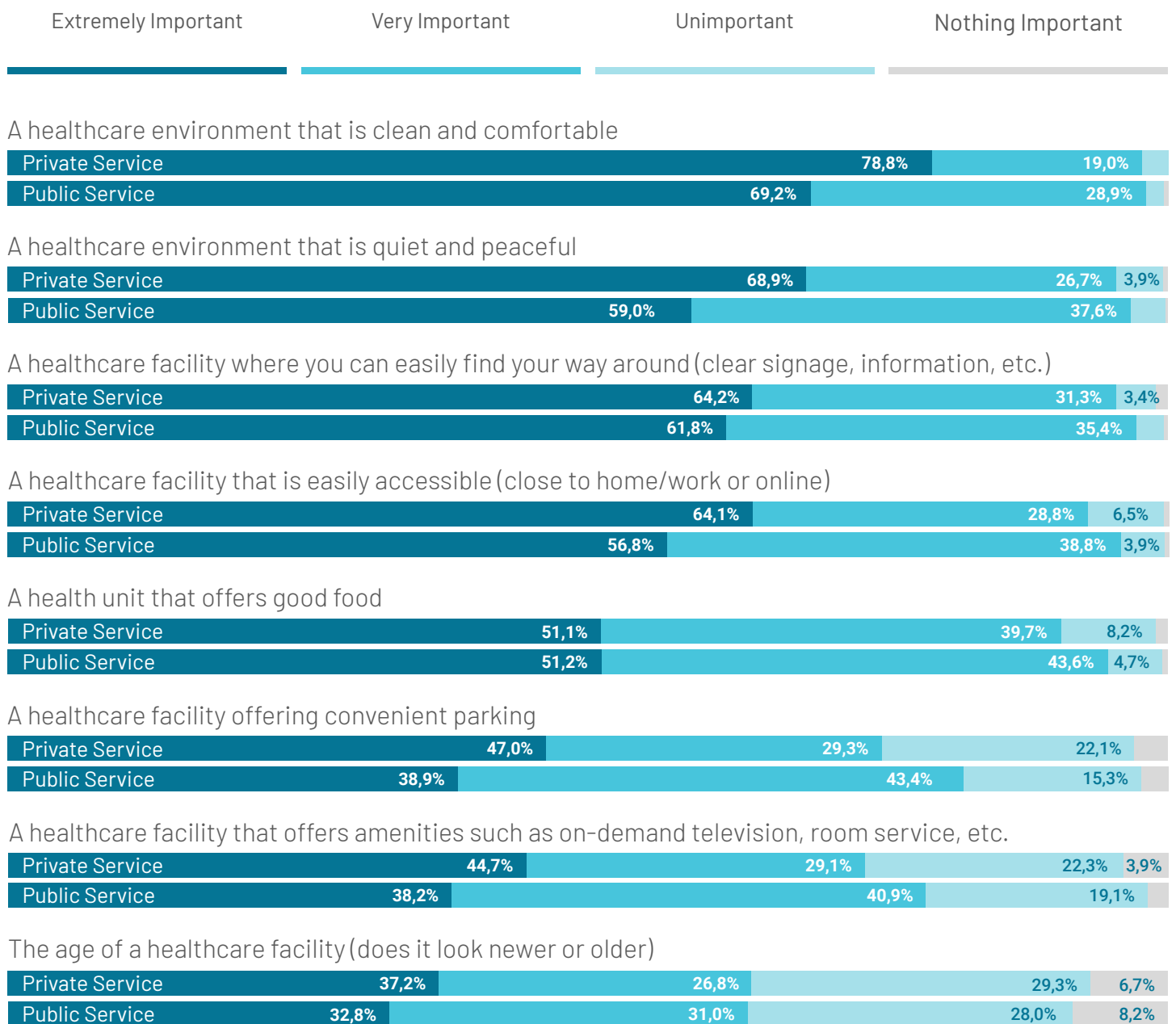
General Numbers

When you think about having a good experience (for the patient/family), how important is each of the following items to you?



Private Service (Supplementary Health) vs. Public Service

When you think about having a good experience for the patient/family, how important is each of the following items to you?



Insights

Key insights from the research, considering the overall perception of patients/families regarding their experience with healthcare professionals and services in Brazil.



- On average, the "Environment" pillar was rated as "extremely important" with lower scores compared to the "People" and "Processes" pillars.
- The group of questions related to "Environment" showed the highest variation in perception among all items, with a difference of 36%.
- For 72.1% of patients, a clean and comfortable healthcare environment is "extremely important."
- 36% of patients pointed out that the age of a healthcare unit is "Not Very or Not at All Important" in forming the perception of a good experience.
- Amenities and conveniences services, such as on-demand television, room service, and parking, are among the least relevant among the evaluated items (17.7% and 21.3%, respectively).

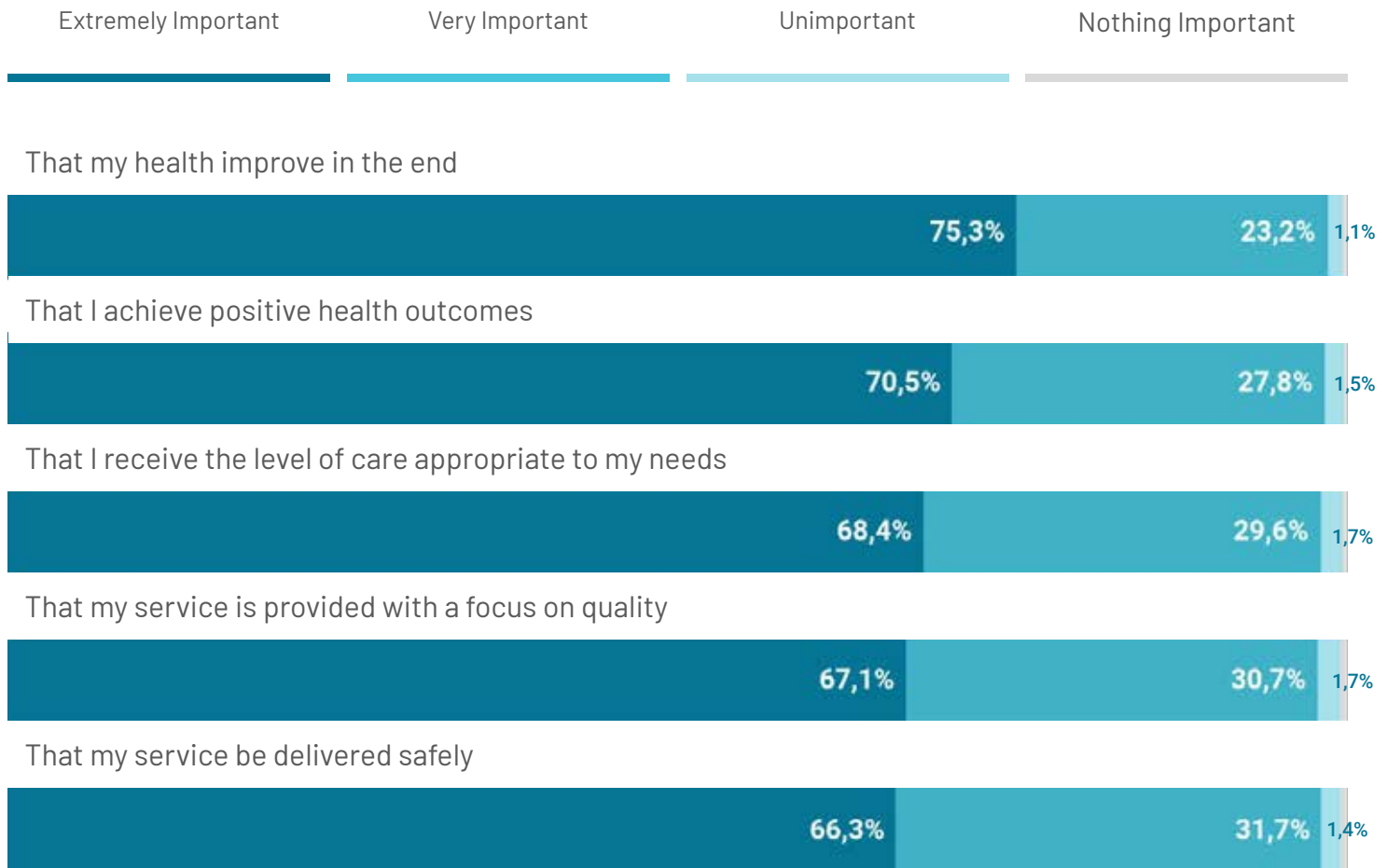
About Expectations

Aligning expectations with patients plays a vital role in promoting a positive healthcare experience. When people have a clear understanding of what to expect in terms of treatment, procedures, and outcomes, anxiety and the risk of frustration are reduced. Moreover, effective alignment enables healthcare professionals to provide more personalized and patient-centered care. This results in a stronger trust relationship between patients and caregivers



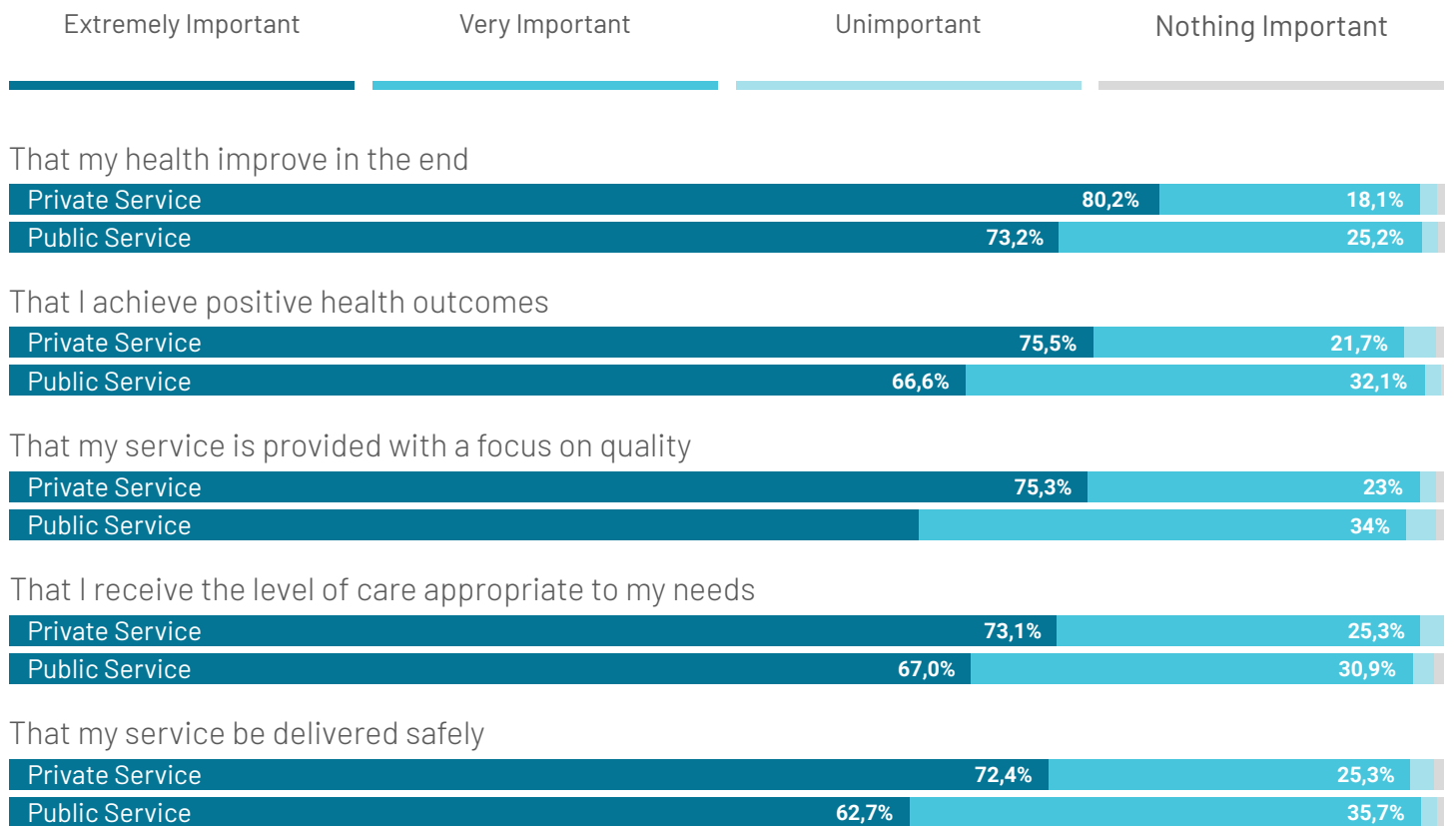
General Numbers

When you think about having a good experience (for the patient/family), how important is each of the following items to you?



Private Service (Supplementary Health) vs. Public Service

When you think about having a good experience (for the patient/family), how important is each of the following items to you?



Insights

Key insights from the research, considering the overall perception of patients/families regarding their experience with healthcare professionals and services in Brazil



- For 75.3% and 70.5% of patients, "improving their health" and "achieving positive results," respectively, are "extremely important."
- The expectations of patients from the private sector are higher when compared to clients from the public sector (6.8 p.p. on average).
- Safe and quality care were rated as extremely important, with respective averages of 67.1% and 66.3%.
- 68.4% value as "extremely important" that the care is adequate to their needs.

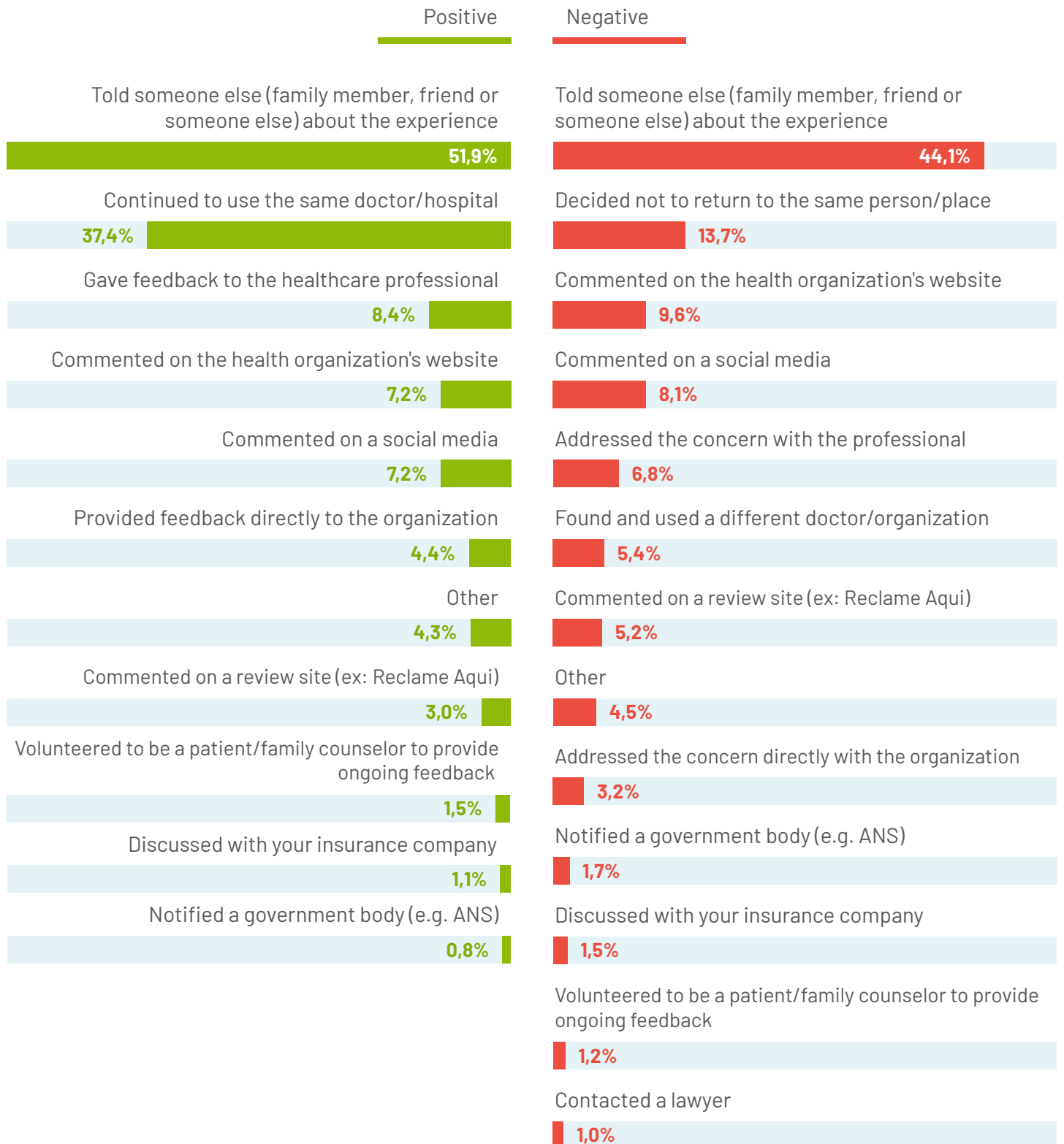
About Experience

The influence that positive and negative experiences have on patients' attitudes towards healthcare services. Understanding how patients behave and make decisions is crucial for improving healthcare services and consequently improving the user experience.



Positive vs. Negative Experience

Due to your experience as a patient, whether positive or negative, have you taken any of the following actions?



Positive Mentions | General

What words or phrases would you use to describe a good or positive experience as a patient?



Mentions	%	Mentions	%
Great	16,0	Love	1,9
Gratitude	12,8	Incredible	1,9
Good	11,3	Competence	1,7
Excellent	10,6	Trust	1,7
Very Good	10,4	Positive	1,5
Wonderful	8,3	Welcome	1,2
Satisfaction	4,7	Kindness	1,2
Humanization	4,4	Perfect	1,2
Happiness	3,8	Tranquility	1,0
Relief	3,6		

Positive Mentions | Private Service vs. Public Service

What words or phrases would you use to describe a good or positive experience as a patient?

Mentions (Private)	%
Gratitude	11,7
Excellent	10,6
Humanized	10,6
Great	9,5
Professionalism	9,5
Good	8,5
Satisfaction	7,4
Love	7,4
Happy	6,3
Respect	6,3
Wonderful	5,3
Empathy	4,2
Comforting	2,1



Mentions (Public)	%
Great	14,9
Gratitude	12,3
Good	10,8
Very Good	7,4
Satisfaction	7,1
Excellent	6,3
Wonderful	5,6
Careful	5,6
Love	4,4
Important	4,1
Trust	4,1
Empathy	3,7
Respect	3,3
Happiness	3,0
Incredible	3,0
Nice	2,6
Positive	1,1



Negative Mentions | General

What words or phrases would you use to describe a bad or negative experience as a patient?



Mentions	%	Mentions	%
Terrible	12,1	Impotence	3,1
Disappointment	11,2	Traumatic	3,1
Awful	8,5	Anger	2,9
Sad	7,6	Despair	2,7
Bad	7,1	Fear	2,4
Lack of attention	6,2	Unfortunate	2,2
Unpleasant	5,8	Distressing	1,8
Negligence	5,6	Late	1,8
Frustration	4,4	Pain	1,8
Disappointing	4,0	Death	1,1
Inhuman	3,8		

Negative Mentions | Private Service vs. Public Service

What words or phrases would you use to describe a bad or negative experience as a patient?

Mentions (Private)	%
Disappointment	16,6
Disinterest	15,0
Terrible	13,3
Sadness	10,0
Awful	10,0
Frustration	8,3
Bad	6,6
Unfortunate	6,6
Negligence	5,0
Inhuman	5,0
Hard	3,3



Mentions (Public)	%
Terrible	16,5
Bad	11,0
Awful	10,6
Disappointment	9,9
Sad	8,9
Negligence	7,2
Unpleasant	4,8
Traumatic	3,7
Disrespect	3,4
Uncomfortable	3,4
Impotence	2,7
Unfortunate	2,4
Humiliating	2,4
Fear	2,0
Hard	1,7
Lack of empathy	1,7
Inhuman	1,7
Frustrating	1,7
Lack of attention	1,3
Anger	1,3
Death	1,0



Insights

Key insights from the research, considering the attitudes of patients/families towards positive and negative experience



- After a positive experience as a patient, 51.9% shared it with someone, while 44.1% did the same after a negative experience.
- After a negative experience as a patient, 13.7% of people did not return to use the service with the same person/location.
- After a bad experience, patients decided to report it on the "health organization's website," "social media," and "review sites," with percentages of 9.6%, 8.1%, and 5.2%, respectively.
- Only 1.7% of patients sought a government agency such as ANS to report or denounce a negative experience.
- The most mentioned words in positive patient comments were "Great," "Gratitude," "Good," and "Excellent," accounting for 16%, 12.8%, 11.3%, and 10.6%, respectively.
- The most mentioned words in negative patient comments were "Terrible," "Disappointment," "Horrible," and "Sad," accounting for 12.1%, 11.2%, 8.5%, and 7.6%, respectively.

Perceptions and Insights

Seeking insights and perceptions about the patient experience is an essential practice in healthcare. It is a process based on reliable data and impartial analysis, focusing on the credibility and integrity of the information. Healthcare professionals, researchers, and institutions seeking to understand the patient experience can play a vital role in improving care, enabling the creation of a more effective and patient-centered system.



General Numbers

The table below depicts the percentage of people who consider each listed item as "Extremely Important" in their experience as a patient.

Question	General	Private System	Public System	
Provide confidence in your abilities	79.4%	85.4%	79.0%	PEOPLE
Understand your needs and preferences	71,1%	67,4%	73,1%	
Take your pain seriously	70,3%	81,8%	73,1%	
Treat with courtesy and respect	70,1%	74,8%	69,6%	
Communicate clearly and understandably	68,4%	75,3%	65,8%	
Listen to you	68,0%	71,2%	66,0%	
Express empathy and compassion	66,6%	68,3%	68,3%	
Provide a clear care plan and reason	63,1%	62,9%	66,6%	
Involve you in decisions about your health	55,8%	54,6%	56,3%	
Involve your family in planning and caring for you	55,4%	51,9%	55,0%	
Respond quickly when requested	47,9%	49,4%	48,3%	PROCESSES
Explanation of the discharge/checkout process	61,8 %	68,7 %	58,3 %	
Information about medications, side effects, etc.	60,8 %	71,2 %	59,1 %	
Transfer health information between professionals	60,5 %	70,7 %	57,0 %	
Space for questions and clarification of doubts	60,0 %	59,2 %	59,0 %	
Easy and agile access to medical information and records	58,2 %	61,8%	57,5%	
Ease and speed to schedule appointments and procedures	58,0 %	63,0 %	31,5 %	
Communication after consultations and hospitalizations that is useful	57,1 %	55,3 %	55,9 %	
Clear, understandable and respectful billing process	56,9 %	62,3 %	53,6 %	ENVIRONMENT
Channels to facilitate scheduling (Phone, App, Website)	54,7 %	58,1 %	51,3 %	
Reasonable waiting time	53,7 %	56,4 %	51,5 %	
Clean and comfortable healthcare environment	72.1 %	78,8 %	69,2 %	
Ease and clarity in health space signage	63,2 %	64,2%	61,8 %	
Quiet and peaceful healthcare environment	62,2 %	68,9%	59,0 %	
Health unit that is easily accessible	59,7 %	64,1 %	56,8 %	
Health unit that offers good food	56,6 %	51,1 %	51,2 %	
Convenient parking	42,8 %	47,7 %	38,2 %	EXPECTATIONS
Room amenities and services, entertainment, etc.	38,1 %	44,7 %	38,2 %	
Age and conservation of the health unit	34,8 %	37,2 %	32,8 %	
About improving your health status at the end	75,3%	80,2%	73,2%	
Achieving positive health outcomes	70,5%	75,5%	66,6%	
Service provided with a focus on quality	67,1%	64,2%	61,8%	
Service tailored to your needs	68,4%	73,1%	67,0%	
Service provided securely	66,3%	72,4%	62,7%	

Top 5 e Bottom 5

Below is the ranking of items rated as "extremely important" and "not very or not important at all" in patients' experience

Top 5

Extremely important

- 79%** Provide confidence in your abilities
#people
- 72%** Clean and comfortable healthcare environment
#environments
- 71%** Ask and try to understand my needs and preferences
#people
- 70%** Treat me with respect and courtesy and Take my pain seriously
#people
- 68%** Communicate clearly, in a way that I understand and listen to Me
#people

Bottom 5

Unimportant or Nothing Important

- 36%** Age and conservation of the health unit
#environments
- 21%** Room amenities and services, entertainment, etc.
#environments
- 17%** Convenient parking
#environments
- 8%** Respond quickly when requested
#people
- 7%** Reasonable waiting time
#processes

Conclusion

This study provides a national snapshot of Patient Experience regarding healthcare services and contributes to managers and professionals in the field having greater awareness of what their patients value and expect, being a valuable resource to foster priorities, resources, and improvements.

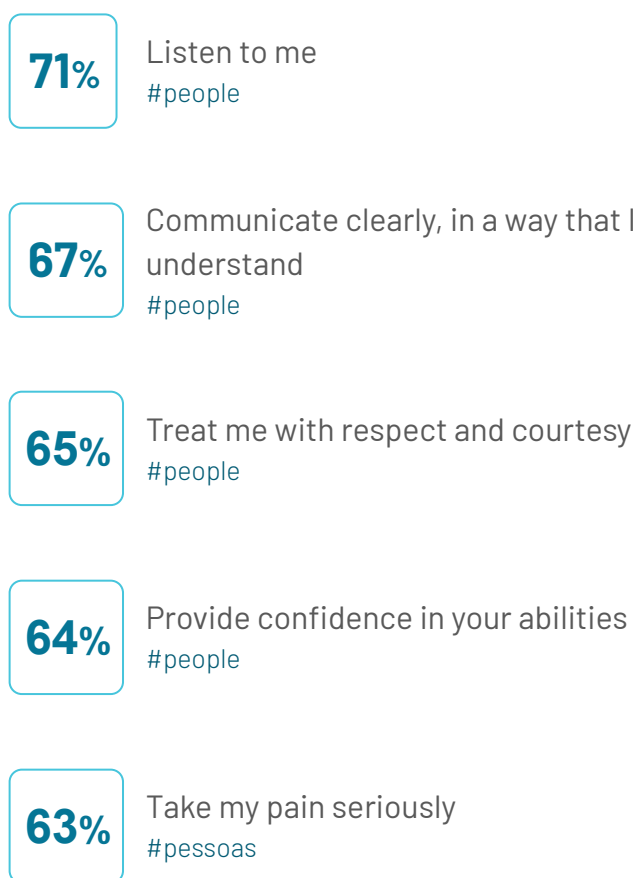
We can perceive from the results:

- The Brazilian population was well represented in the study regarding regionalization, socio-economic aspects, demographics, and the profile of healthcare service utilization (public and private).
- The item with the highest valuation in the survey is confidence in the healthcare professional's ability, and the least important is the reasonableness of the waiting time.
- When comparing public and private sectors, we find that both value the same items, but with different intensities. The greatest discrepancy occurred in item 7 of the Processes pillar. For a deeper understanding of the reasons for such discrepancies, further studies are needed.
- Brazil's cultural and economic diversity also influences patient expectations and experiences with healthcare, which we were able to verify when we made the distinction by type of service used, between Health Service in the Public and Private Service (Supplementary Health), as well as understanding aspects related to the environment that may impact the experience.

Conclusion

The results of the Brazilian study are similar to the results of the global study. There were 29 response options, and the same 5 were placed as the top 5, with different levels of importance, demonstrating that humans have common expectations when it comes to health, with specificities related to culture and the healthcare system. The comparative figure below illustrates this statement.

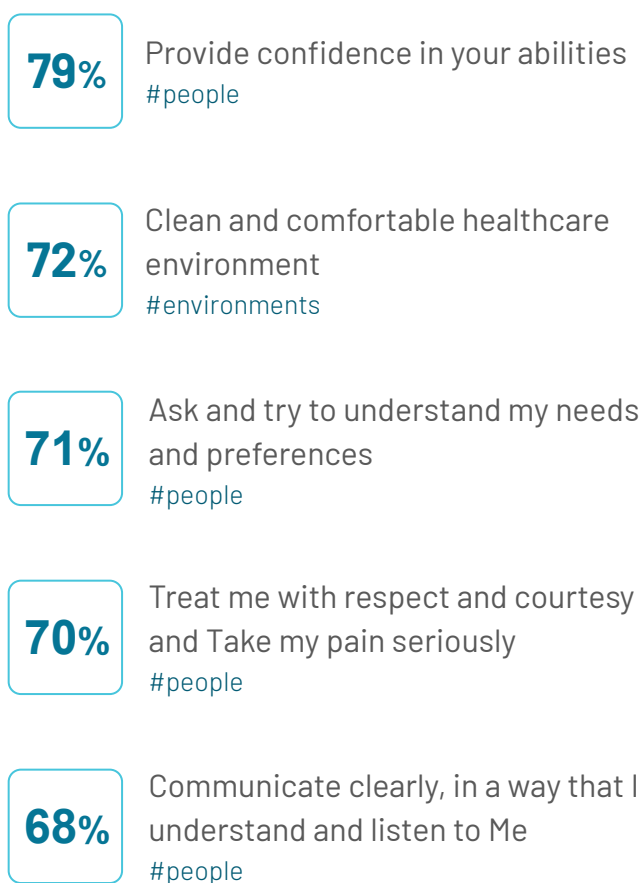
Global Study (2018)



Fonte: Consumer Perspective on Patient Experience 2018

The Beryl Institute

Brazilian Study (2024)



Source: Expectations and Patient Experience in Healthcare in Brazil

SOBREXP + The Beryl Institute + SoluCX

Bibliographic References

Wolf JA. Consumer perspectives on Patient Experience 2018.
The Beryl Institute 2018.

The Beryl Institute - Ipsos PX Pulse.; 2020
[https://www.theberylinstitute.org/PXPULSE.](https://www.theberylinstitute.org/PXPULSE)

Experience Framework. The Beryl Institute.
<https://www.theberylinstitute.org/page/ExperienceFramework>

Customer Insights powered by SoluCX
<https://solucx.com.br/customer-insights/>

IBGE - Instituto Brasileiro de Geografia e Estatística - População Brasileira
<https://www.ibge.gov.br/>

ANS - Agência Nacional de Saúde Suplementar
<https://www.gov.br/ans/pt-br>

Special Thanks

We thank The Beryl Institute for its pioneering spirit, partnership, and the opportunity to conduct the original (global) study in Brazil, contributing to knowledge generation and the design of patient experience strategy in our country.

We thank Jason Wolf for challenging, inspiring, and leading the global movement in Human Experience in Health.

Thanks to the 2023-2024 management of SOBREXP, to the members of the Deliberative Council: Nicole Alberti Golin, Rafael de Mello Leão, Marcius Conceição Prestes, Claudia Figueiredo Matias, Bruno Dias Coelho, Claudia Regina Serralheiro Silva, Carlos Eduardo Jouan Guimarães; to the members of the Fiscal Council: William Roberto Pereira, Lissandra Cunha, Sylvia de Biasi Garcia Campos; to the members of the Executive Board: Marcelo Alves Alvarenga, Carla Bernardes Ledo, Giseli Rodrigues de Carvalho, Luciana Garcia Lauretti, and Sheila Paiva, for their dedication and excellent work in management.

We thank SoluCX for the partnership in conducting this study in Brazil, represented here by Tiago Serrano, Alex Pereira de Souza, Marcos Gonçalves, Bruno Gonçalves de Oliveira, Victória Toson de Oliveira, Yago Corvisier Barbosa, and Luma Holanda.

Expectations and Patient Experience in Healthcare in Brazil

Brazilian Study 2024



**THE BERYL
INSTITUTE**
theberylinstitute.org



 **SOBREXP**
sobrexp.com.br



 **SoluCX**
Solutions for Customer Experience
solucx.com.br

Last update: 03/28/2024