

Global Perspectives on Human Experience: Where we stand and new frontiers

April 30, 2024





Happy PX Week

April 29 - May 3, 2024

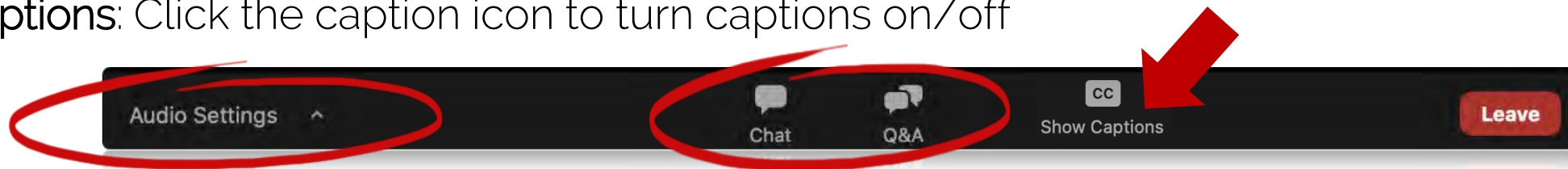
Patient Experience Week is an annual event to celebrate healthcare staff impacting patient experience every day.

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.

Celebrate. Reenergize. Honor.

Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

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Our Speaker

Jason Wolf, PhD, CPXP

President & CEO
The Beryl Institute

Founding Editor
Patient Experience Journal




A scenic landscape of rolling hills and a dirt road at sunset. The sky is filled with vibrant orange and red clouds, with the sun low on the horizon. A semi-transparent text box is overlaid on the middle of the image.

Global Perspectives on Human Experience:

Where we stand and new frontiers

Jason A. Wolf, PhD, CPXP
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The Beryl Institute is a **global community** of healthcare professionals and experience champions committed to **transforming the human experience** in healthcare.

Celebrating Patient Experience Week

Patient Experience Week

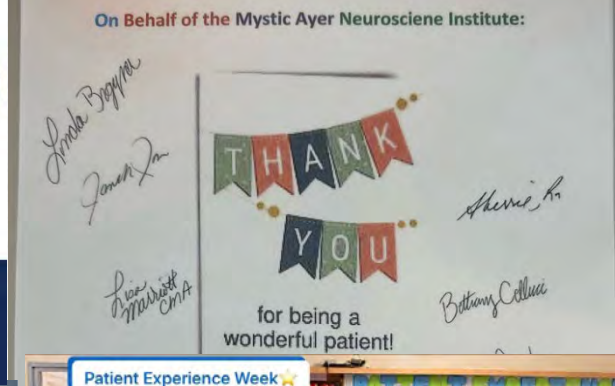


Celebrating Patient Experience Week

April 29 – May 3
Visit *The Insider* to learn more.

EXPERIENCE starts with **US!**

UC DAVIS HEALTH



I AM THE PATIENT EXPERIENCE

AMSURG

Celebrate
2024 PX WEEK

I COMMIT TO TRANSFORMING THE HUMAN EXPERIENCE IN HEALTHCARE.

NewYork-Presbyterian



patients and their families with compassion, caring, and kindness.

Patient Experience Week April 29- May 4

#PXTOGETHER

We are ALL the Patient Experience.

Hill Physicians

We thank our network for providing Personalized Care for Every Body

Celebrate Patient Experience Week!

Nós transformamos a *Experiência humana* na Saúde

CELEBRATING PATIENT EXPERIENCE WEEK #PXTOGETHER

APRIL 29 - MAY 3, 2024

CONTACT US: 0196.588.9247

0199 C. Gallinas St., Tugtheban City

BARRO COMMUNITY HOSPITAL

HCA Healthcare

Connecting through compassion



ArnotHealth

MEDICLINIC

CLIENT EXPERIENCE PLEDGE

PATIENT EXPERIENCE WEEK APRIL 29 - MAY 3, 2024

PX WEEK 2024

Building the Foundations of Experience

Headlands RESEARCH

Patient Experience Week

We are ALL the Patient Experience

PEN

PICKER

WE are taking part in PATIENT EXPERIENCE WEEK 2024

WE are the PATIENT EXPERIENCE

#PEW2024 #PXWeek #PatExp

A Context for Experience

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

- The Beryl Institute

A REPORT ON THE BERYL INSTITUTE BENCHMARKING STUDY

THE STATE OF PATIENT EXPERIENCE 2017:

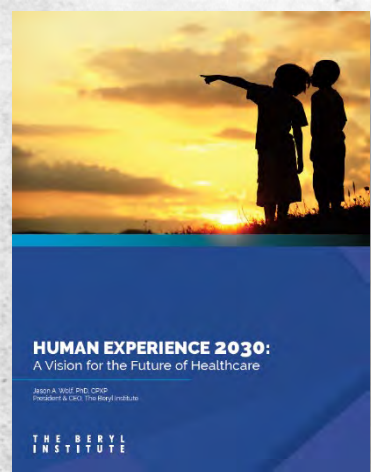
A RETURN TO PURPOSE

JASON A. WOLF, PH.D., CPXP, 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.

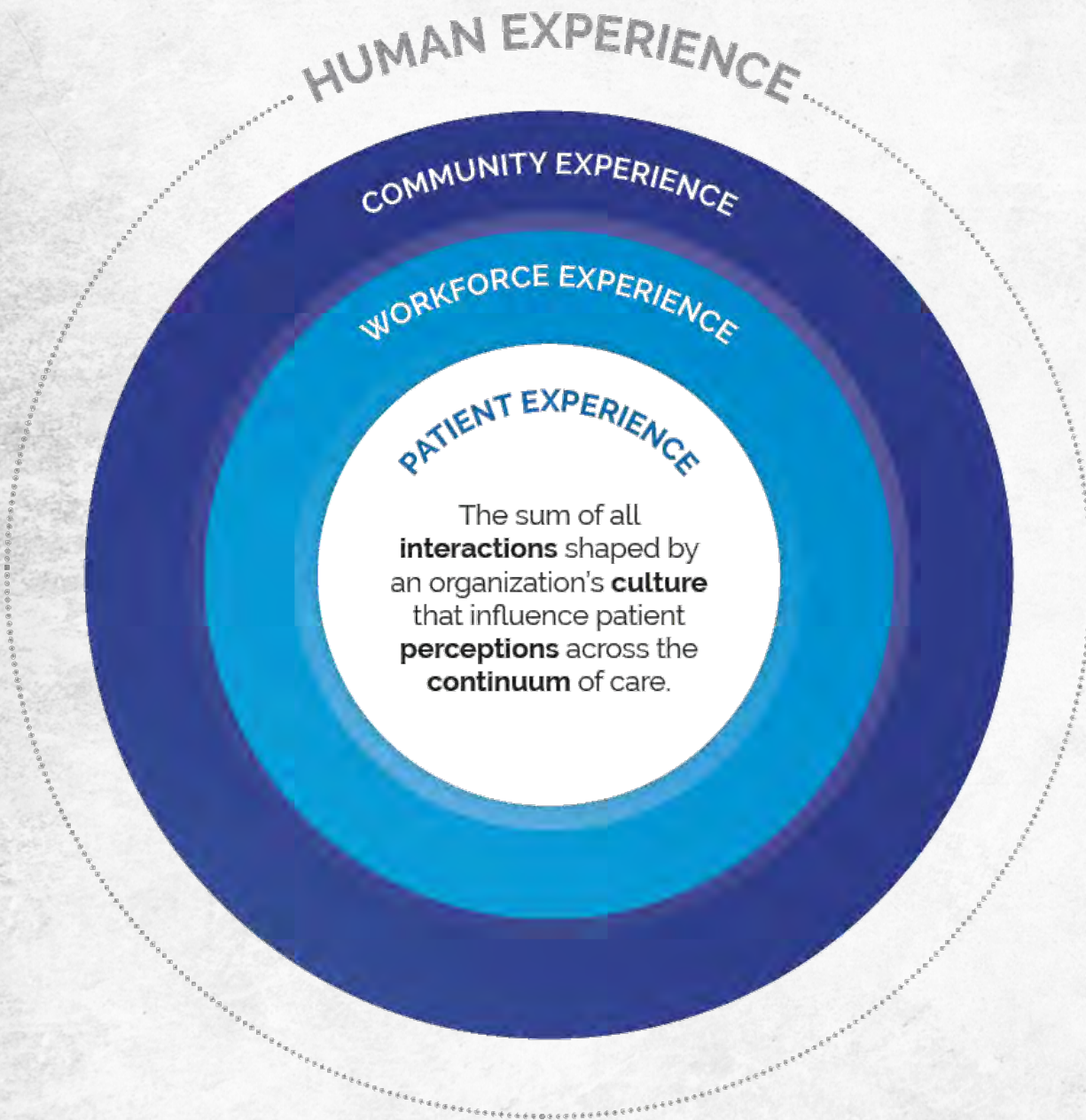


HX
HUMAN 20
EXPERIENCE 30

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>



Human beings
caring for human beings.





REFLECTION

Why do you think a focus on human experience is critical to healthcare today?

Why Experience
Matters...





We must honor people come to us in their most vulnerable moments.

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



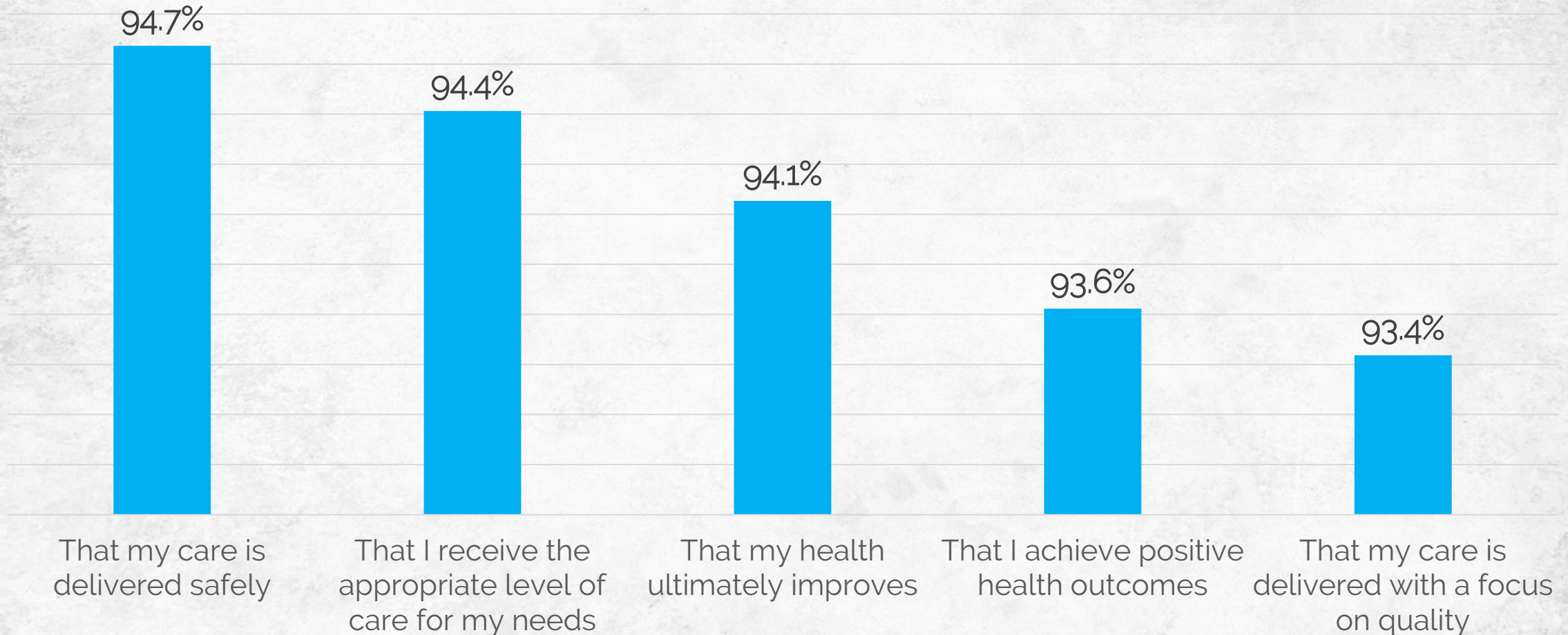
Consumer Perspectives on Experience 2024

Data Sneak Peak

- Third iteration of this research
- Over 5000 respondents globally
- 13 countries engaged
 - Australia
 - Brazil
 - Canada
 - Columbia
 - France
 - Kenya
 - Mexico
 - Philippines
 - Singapore
 - Spain
 - Thailand
 - United Kingdom
 - United States



A Clear Expectation: Positive Outcomes



2024: When you think about having a good patient/family experience, how important are each of the following to you? (% Extremely + Very Important)

Highest Rated



Lowest Rated



POSITIVE EXPERIENCE

NEGATIVE EXPERIENCE

Tell another person (family, friend, or other) about the experience

59%

27%

Continue to use the same healthcare provider or organization

52%

Decide not to go back to the same person/place

16%

Find and use a different doctor or organization

15%

As a result of your/another's experience, what actions did you take?



REFLECTION

What stood out to you in the study results? What surprised you? What most resonated with you?

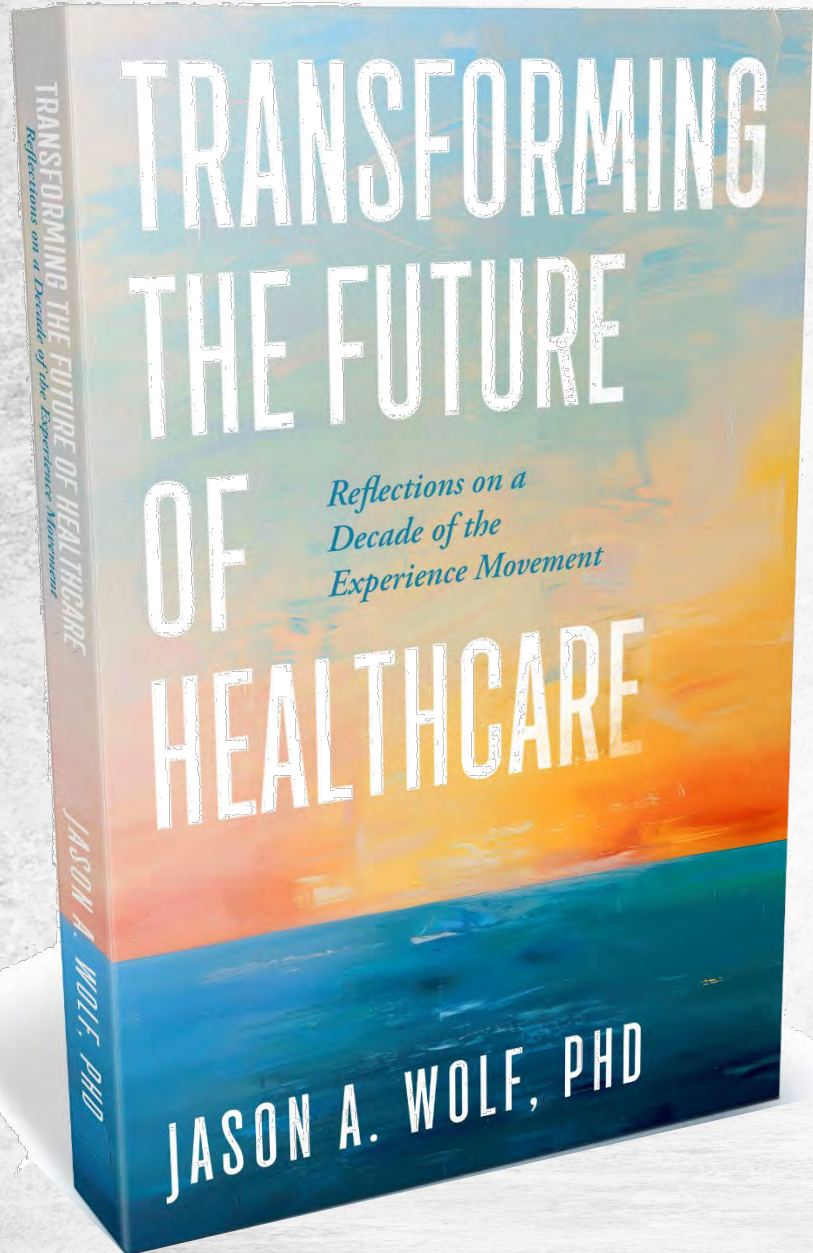
While our commitment is global,
our actions must be local!

Taking Action on
Experience

I alone cannot change the world, but I
can cast a stone across the waters to
create many ripples.

Mother Teresa





Actions to sustain our global experience effort

A community of professionals and champions has flourished around the world, Coming together with a common purpose **that healthcare can and must be better for all who engage in and are served by it.**



**Care for those who show up to
serve in healthcare every day.**



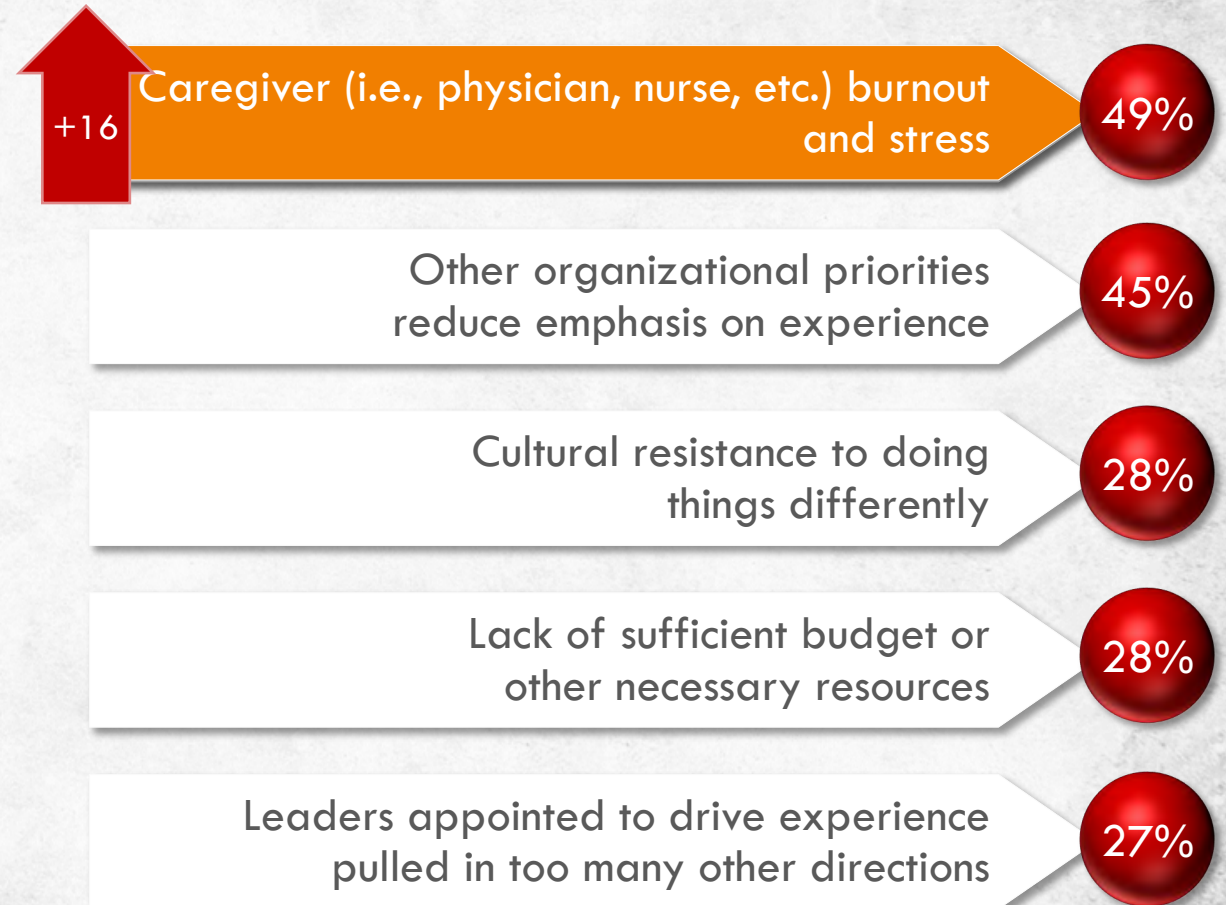


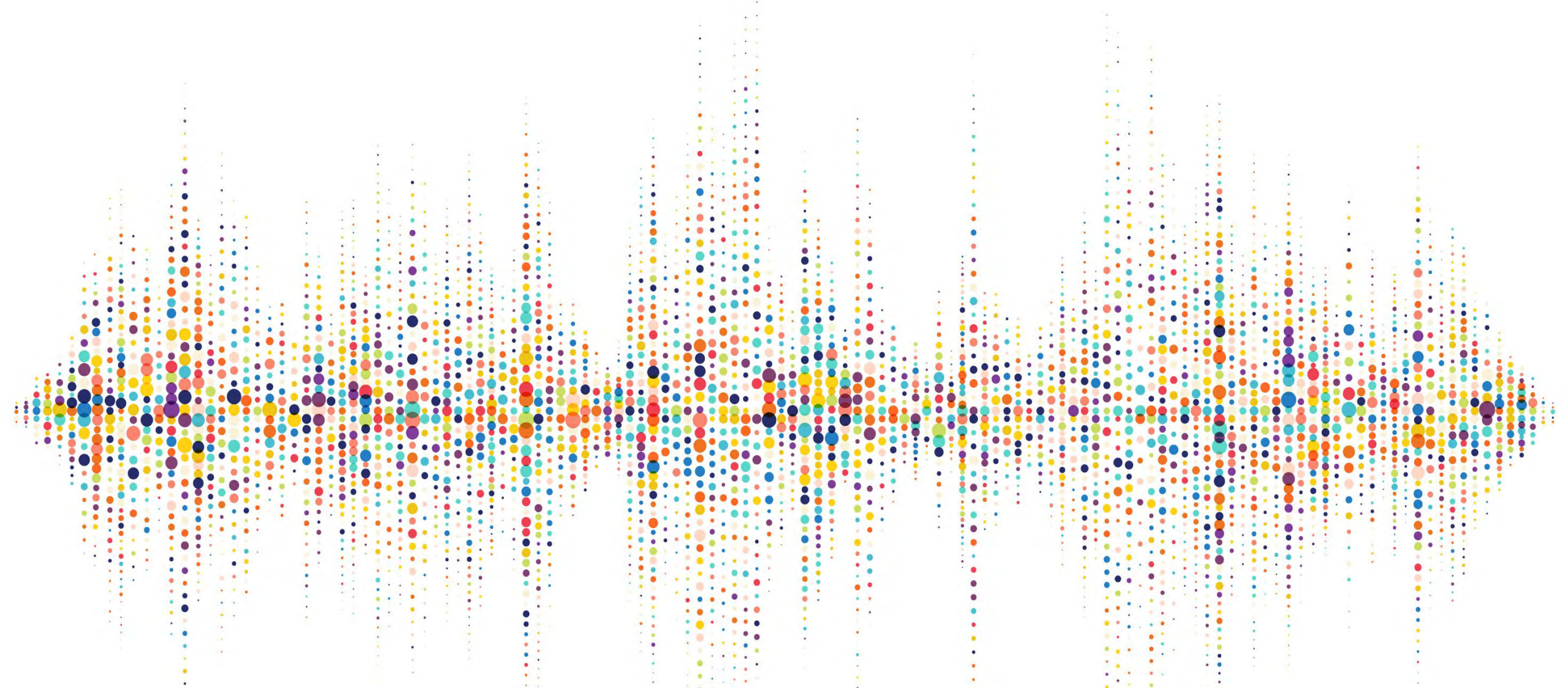
Caregiver burnout and stress now **top roadblock** to achieving experience excellence

SUPPORTS



ROADBLOCKS





**Listen for and act on what matters to those
whom healthcare serves.**



Experience seen as an integrated effort with engagement the leading focus

Patient / Family Engagement

Customer Service

Patient Safety

Quality Outcomes

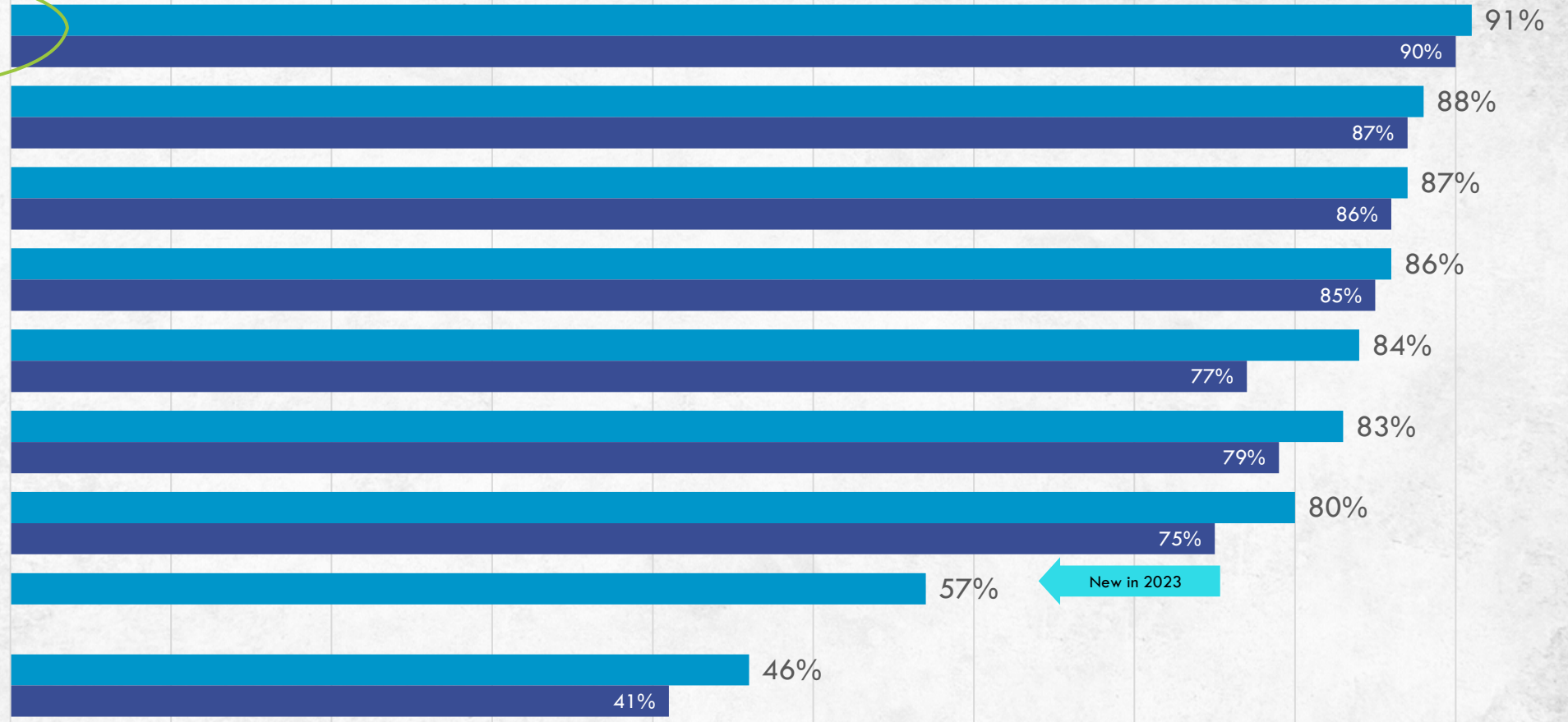
Access to Care

Workforce Engagement

Health Equity

Community Engagement

Cost of Care



■ 2023 ■ 2021

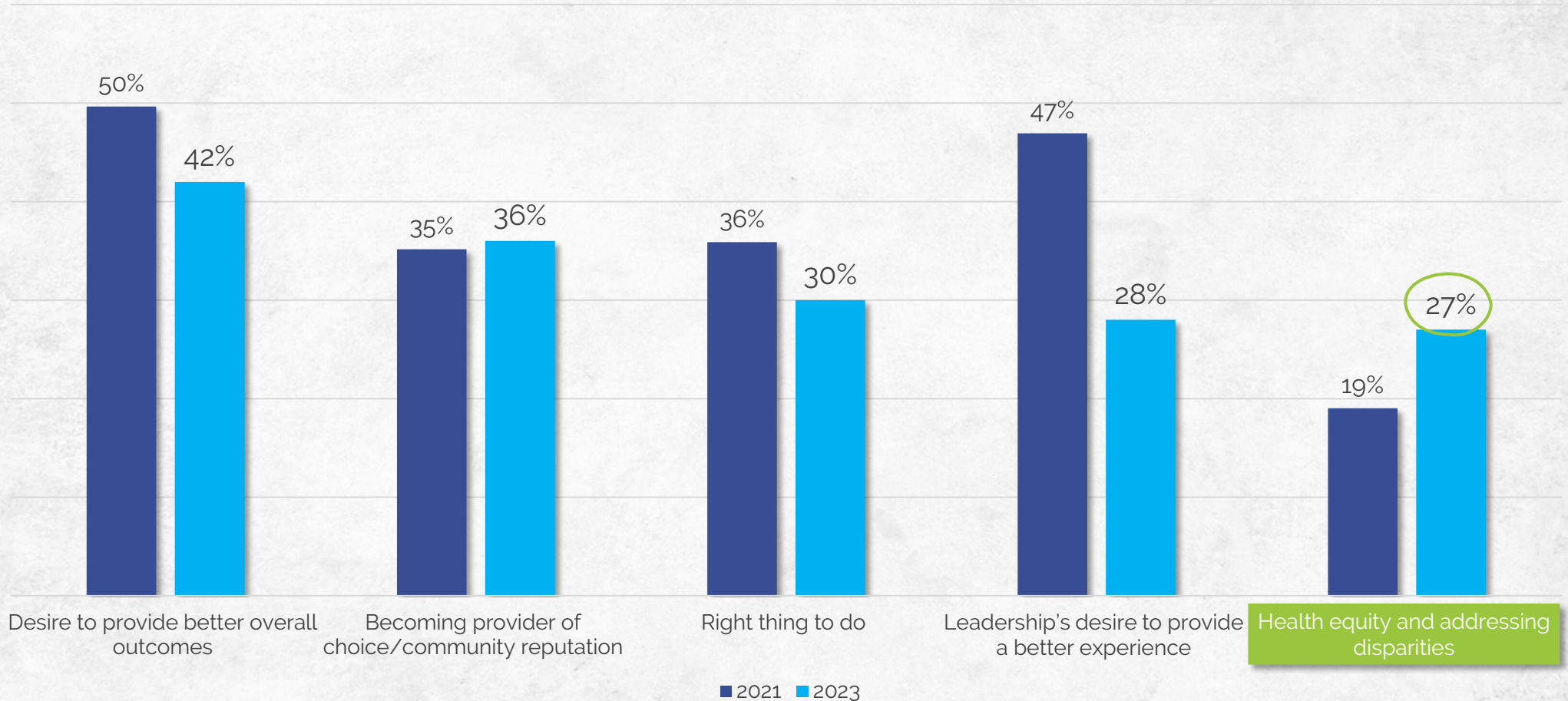
To what extent should patient experience encompass each of the following? (% to a great extent)

Stand against inequity and drive the dismantling of disparities.





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

WE COMMIT TO:

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

WE COMMIT TO:

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



Reinforce the value that a commitment to experience brings to healthcare organizations.



COMMENTARY

Investing in the Bottom Line: The Value Case for Improving Human Experience in Healthcare

Jason A. Wolf ^{a,*}, Vishal Bhalla ^b, Brian Carlson ^c, Jennifer Carron ^d, Lanie Dixon ^e, Julie Kennedy Oehlert ^f, Brant Oliver ^g

^a The Beryl Institute / Patient Experience Journal

^b Advocate Health

^c Vanderbilt University Medical Center

^d BJC HealthCare

^e Essentia Health

^f ECU Health

^g Dartmouth Health Care Experience & Geisel School of Medicine at Dartmouth

ABSTRACT

Investment in human experience is imperative for healthcare organizations. It is a strategic focus that can lead to great benefits. Those that overlook experience, seeing it as “simply” about satisfaction or survey data, do so at great cost to their organization, team members, and most importantly those we serve – patients. A commitment to human experience – integrating the patient, workforce, and community experience – is essential for all healthcare organizations in realizing the goals they strive for and the impact they aspire to achieve. It leads to high-quality outcomes for those they care for. It creates a positive environment for those who show up to serve each day. It fosters trust from the communities they serve. It is a central driver for financial viability and operational sustainability. It is a driver of quality outcomes, safety, and workforce engagement. It fosters consumer loyalty leading to stronger payor relationships, increased physician referrals, and greater patient, family, and consumer choice. Ultimately, a commitment to experience is the path to realizing a viable and thriving future for healthcare organizations. The concept of value in healthcare as initially proposed focused on healthcare outcomes per dollar spent. The reality is healthcare is a complex system driven by not only what is spent or patient outcomes, but also by how healthcare organizations engage with patients as people, care for their workforce, and address the needs of the communities they serve. A value case is not one solely about clinical outcomes but about the comprehensive healthcare experience through which a much broader set of outcomes is achieved. This paper proposes a model for the value of investment in human experience as a practical bottom-line issue for healthcare leaders.



Experience efforts MUST...

be driven by executive leadership.

be mission critical, and value driven.

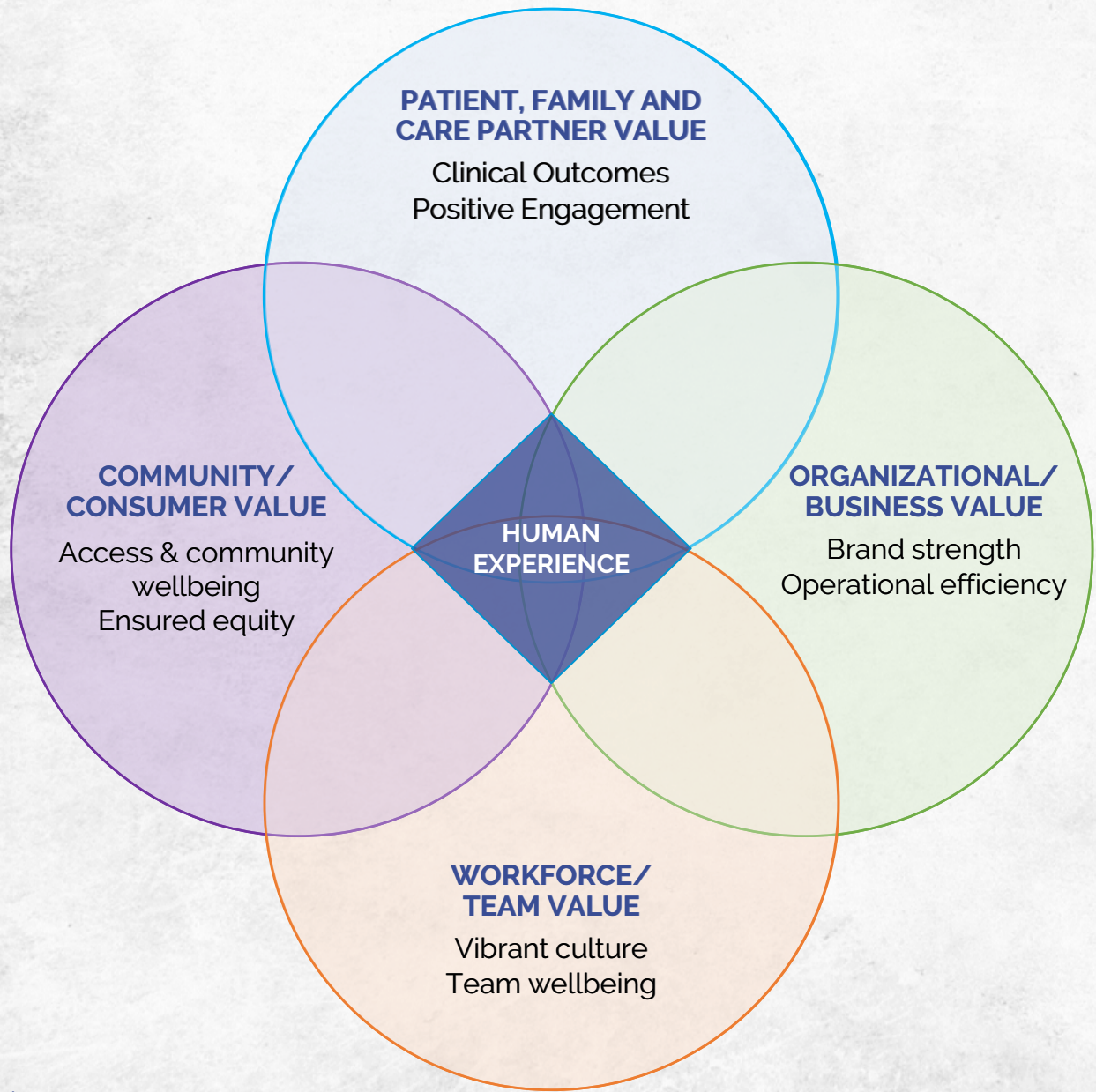
be grounded in a positive, caring, and respectful culture.

positively impact the wellbeing and engagement of all who serve.

actively invite partnership and co-ownership.

have clear and shared organizational objectives.

The Value Case for Improving Human Experience



INTEGRATED IMPACT

- Improved workforce engagement
 - Increased workplace safety
 - Enhanced workforce wellbeing
 - Elevated team member attraction/retention
-
- Improved clinical outcomes
 - Increased quality and safety
 - Strengthened patient partnership
 - Sustained high reliability
-
- Improved financial strength
 - Increased loyalty and market share
 - Reduced cost of care/cost avoidance
 - Recognized provider of choice
-
- Improved community trust
 - Increased access to care
 - Decreased health disparities
 - Boosted external ratings



REFLECTION

In what ways will you work to reinforce and share the core commitments of and value case for Human experience?

**Challenge the perceptions
of measurement.**



Measuring What Matters: A Proposal for Reframing How We Evaluate and Improve Experience in Healthcare

Alpa Vyas, *Vice President & Chief Patient Experience Officer, Stanford Health Care*

Lisa Allen, *Chief Patient Experience Officer, Johns Hopkins Health System*

Anne Brown, *Executive Director, Patient Experience, Cone Health*

Jennifer Carron, *Patient Experience Officer, BJC Healthcare*

Cassandra Crowe-Jackson, *Chief Experience Officer, Sharp Healthcare*

Richard Evans, *SVP and Chief Experience Officer, NewYork-Presbyterian*

Kevin Gwin, *Chief Patient Experience Officer, University of Missouri Health Care*

Jason A. Wolf, *President & CEO, The Beryl Institute*

Abstract

The conversation on measuring experience has been a long and thoughtful one. It has reflected a dynamic tension between measures used as a lever for action in some health systems and as a mechanism to determine reimbursable dollars in others. Yet underlying all the conversation, the question of *what we measure, to what end we measure and what truly matters to those who experience care* remains. Through a series of conversations over the last two years senior experience leaders across healthcare organizations determined it is time to assess the current landscape of patient experience measurement, to acknowledge what the existing system of measurement has inspired in effort and outcomes and to look forward to what could really make a difference in providing actionable insight and sustainable improvement in the future. While there are policy requirements for what organizations measure and report along with financial implications, this need not be the universal means by which patient feedback is captured and issues are addressed. This is paralleled by a global call for a clear, simple, comparable and actionable system of measurement to both understand and improve experience efforts in healthcare. This article reflects those conversations and frames the opportunity we have. It acknowledges all that the current system of measurement has helped us do, offers a new view on what measurement can be and presents a call to action to convene a diverse range of voices to shape experience measurement for the future.

A Community Call to Action

“We call for a collaborative coalition of voices from across the global healthcare ecosystem to convene and commit to co-design the future together.”

Vyas A, Allen L, Brown A, Carron J, Crowe-Jackson C, Evans R, Gwin K, Wolf JA. Measuring what matters: A proposal for reframing how we evaluate and improve experience in healthcare. *Patient Experience Journal*. 2022; 9(1):5-11. doi: 10.35680/2372-0247.1696.



A Call to Action: Global Experience Measure

Focus on what matters

Reconsider survey structures and processes

Establish more effective and meaningful avenues for comparison



Inquiry
Phase



**Work to weave the
experience world closer.**



Establish a clear strategy

Engage leaders at all levels

Communicate relentlessly

Invest in formal learning

Care for those who offer or support care.

Elevate a commitment to partnership

Commit to understanding difference and championing equity

Measure in a way we can share openly

Understand that experience excellence is a journey



e Institut
français
expérience
patient

SJD Sant Joan de Déu
Education

iexp



APAC
XLC



SÍRIO-LIBANÊS

 **SOBREXP**

WE COMMIT TO:

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



The Frontier for Human Experience is Closer Than We Think



- Consider new ways to structure and guide experience efforts with a strategic lens.
- Advocate to and with executive leadership on the value of an experience focus.
- Ensure a commitment to experience is driven by more than just survey metrics.
- Commit to a simplicity mindset as we rebuild, revitalize and restart.
- Recognize that the frontiers of experience are closer than we think.



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bitty



In a gentle way, you can shake the world.

Mahatma Gandhi



Human beings *caring* for human beings



Building the Foundations of Experience

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

www.theberylinstitute.org

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Thank
you!

Upcoming Events & Programs

WEBINARS

May 2 | Developing an Interactive Behavioral Based Training Program

May 7 | The Importance of Emotional Intelligence in Patient Relations (Part 1)

May 16 | The Weight of Responsibility: Using AI in the Patient Experience

May 21 | The Importance of Emotional Intelligence in Patient Relations (Part 2)

CONNECTION CALLS/CHATS

May 8 | Volunteer Professionals Community Connection Call – Volunteer Services and Patient Experience: Two Halves of the Same Goal

May 17 | PX Chat on PFA/PFACS: Revitalizing/Rebuilding

May 30 | Connection Call: Learning Programs to Support Your Experience Career Path



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Thank You