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

April 30, 2024

theberylinstitute.org
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.

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
Global Perspectives on Human Experience:
Where we stand and new frontiers
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
The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

- 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**: siloed and specialized → integrated and systemic
- **Change in Process**: transactional → relational
- **Change in Focus**: aspirational → active

[Link to theberyinstitute.org]

[Image of the book cover]
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.
Human beings caring for human beings.
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)

- That my care is delivered safely: 94.7%
- That I receive the appropriate level of care for my needs: 94.4%
- That my health ultimately improves: 94.1%
- That I achieve positive health outcomes: 93.6%
- That my care is delivered with a focus on quality: 93.4%
Communicate clearly in a way you can understand
Listen to you
A healthcare environment that is clean and comfortable
Treat you with courtesy and respect
Give you confidence in their abilities
Take your pain seriously
Involve your family/care partners in planning how to take care of you
Facility that is convenient to access
Facility that offers convenient parking
Facility that offers good food
Facility that provides amenities
Age of the healthcare facility

2024: When you think about having a good patient/family experience, how important are each of the following to you? (% Extremely + Very Important)
As a result of your/another's experience, what actions did you take?

**POSITIVE EXPERIENCE**

- Tell another person (family, friend, or other) about the experience: 59%
- 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%

**NEGATIVE EXPERIENCE**

- Tell another person (family, friend, or other) about the experience: 27%
- Continue to use the same healthcare provider or organization: 16%
- Decide not to go back to the same person/place: 15%
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 the top roadblock to achieving experience excellence.

**SUPPORTS**

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

**ROADBLOCKS**

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

45% of respondents believe that strong, visible support “from the top” is a key factor in achieving experience excellence. Formal Patient Experience leader and/or structure, positive organization culture, engaged workforce, and formalized process improvement efforts are also important, with 38% of respondents regarding each of these factors as supportive. Caregiver burnout and stress, however, is the top roadblock, affecting 49% of respondents.

Leaders appointed to drive experience are pulled in too many other directions, affecting 27% of respondents. Lack of sufficient budget or other necessary resources also poses a significant challenge, affecting 28% of respondents. Cultural resistance to doing things differently is a concern for 28% of respondents, as is the reduction in emphasis on experience due to other organizational priorities, affecting 45% of respondents.
Listen for and act on what matters to those whom healthcare serves.
Experience seen as an integrated effort with engagement the leading focus

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

- Patient / Family Engagement: 91%
- Customer Service: 88%
- Patient Safety: 87%
- Quality Outcomes: 86%
- Access to Care: 84%
- Workforce Engagement: 83%
- Health Equity: 80%
- Community Engagement: 57%
- Cost of Care: 46%

New in 2023: Community Engagement

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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.

- **Desire to provide better overall outcomes**: 50% (2021) vs. 42% (2023)
- **Becoming provider of choice/community reputation**: 35% (2021) vs. 36% (2023)
- **Right thing to do**: 36% (2021) vs. 30% (2023)
- **Leadership’s desire to provide a better experience**: 47% (2021) vs. 28% (2023)
- **Health equity and addressing disparities**: 19% (2021) vs. 27% (2023)

Please select the **top three factors** that are driving your organization toward taking action on Patient 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:
Acknowledge and dismantle disparities and provide the highest-quality, most equitable care possible.

WE COMMIT TO:
WE COMMIT TO:

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

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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 payer 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 on 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.


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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.
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.”

A Call to Action: Global Experience Measure

Focus on what matters

Reconsider survey structures and processes

Establish more effective and meaningful avenues for comparison
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
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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Newest issue Volume 11, Issue 1 (April 30, 2024)
In a gentle way, you can shake the world.

Mahatma Gandhi
Human beings caring for human beings
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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