

Getting Started with Your Organizational Membership

THE BERYL
INSTITUTE

Improving the Patient Experience



Welcome to The Beryl Institute

Patient Experience Defined:

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

Thank you for joining the patient experience community of The Beryl Institute! Our organizational members create market distinction by supporting a culture where staff at all levels have access to patient experience resources, show their understanding that patient experience is an integration of quality, safety and service and display a commitment to provide the best in outcomes for those in their care.

The Beryl Institute is committed to creating a dynamic space for members to convene, engage and contribute to elevating, expanding and enriching the global dialogue on improving the patient experience.

We are here to help you take advantage of the wealth of patient experience resources, learning and connections available to you as a member. Use this guide to help you get started with sharing the membership resources within your organization. Take a moment to explore the Institute's website. We urge you to take full advantage of the many resources and benefits membership brings you.

The Beryl Institute's patient experience community is here to support you and help you succeed!

Sincerely,



Amy Kwiatkowski
Director, Community Experience
amy.kwiatkowski@theberylinstitute.org
1.866.488.2379 Ext. 714



Ashley Sherrill
Manager, Community Experience
ashley.sherrill@theberylinstitute.org
1.866.488.2379 Ext. 711

Table of Contents

| | |
|--|------------------------|
| About Us | 4 |
| Path to Experience Excellence | 6 |
| • Guiding Principles for Experience Excellence | |
| • Experience Framework | |
| • Transform HX | |
| Resources | 10 |
| • Publications | • Webinars |
| • Research Reports | • Podcast |
| • PX Papers | • Learning Bite Videos |
| • Case Studies | • PX Weekly |
| • PX Journal | • PX Marketplace |
| Learning | 13 |
| • For Organizations | |
| • Introduction to Patient Experience (Intro to PX) | |
| • Patient Experience 101 (PX 101) | |
| • PX Body of Knowledge (BOK) | |
| • For Individuals | |
| • Body of Knowledge Certificate Programs | |
| • CPXP Prep | |
| Connections | 16 |
| • PX Connect | |
| • Member Directory | |
| • Career Center | |
| • Special Interest Communities | |
| Events | 17 |
| • ELEVATE PX | |
| • PX Week | |
| • Healthcare Volunteer Week | |
| Sharing the Information | 18 |



About Us

The Beryl Institute is the global community of healthcare professionals and experience champions committed to transforming the human experience in healthcare. As a pioneer and leader of the experience movement and patient experience profession for more than a decade, the Institute offers unparalleled access to unbiased research and proven practices, networking and professional development opportunities and a safe, neutral space to exchange ideas and learn from others.

We define the patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care. We believe human experience is grounded in the experiences of patients & families, members of the healthcare workforce and the communities they serve..

OUR PURPOSE

Changing healthcare by advancing an unwavering commitment to the human experience. We believe this is achieved by:

- Understanding experience is defined as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.
- Acknowledging experience (1) encompasses the critical elements of healthcare from quality, safety and service, to cost and population health issues that drive decisions, impact access and ensure equity and (2) reaches beyond the clinical encounter to all interactions one has with the healthcare system.
- Recognizing that human experience reinforces the fundamental principle of partnership and is therefore inclusive of the experiences of those receiving and delivering care as well as all who support them.
- Reinforcing that focused action on experience drives positive clinical outcomes, strong financial results, clear consumer loyalty, solid community reputation and broad staff and patient/family engagement.



OUR COMMITMENT

As a community, we commit to:

- Elevating the importance of experience across all care settings
- Generating, collecting and sharing ideas and proven practices
- Engaging a broad range of voices and views
- Putting patients, families and care partners first
- Recognizing the value of the entire healthcare team
- Reinforcing that experience encompasses quality, safety, service, cost and outcomes

OUR VALUES

We operate from and believe experience improvement success is driven by these core values:

Accessibility

Commitment to open access, a spirit of generosity and the active invitation to engage and contribute that continuously expands reach and sustains growth.

Agility

Ability to rapidly reconfigure and realign resources to lead in new directions and respond as needed within the industry.

Innovation

Vigilance in continuously searching for new ways of thinking, doing and disseminating ideas

Inclusivity

Purposeful consideration of expansive ideas and the engagement of all voices to ensure the broadest perspective and awareness.

Collaboration

Recognition that overall success is driven by a willingness to partner with others in the sharing of ideas, information and action that ensures better outcomes for all involved.

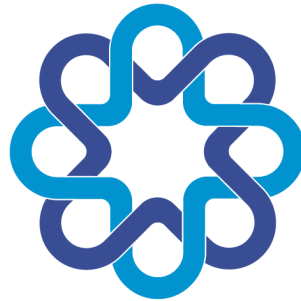


Path to Experience Excellence

Shaped by the contributions and learnings of our community, these foundational frameworks provide a path to guide and assess your experience journey. Whether you are just getting started or are advanced in your efforts, each framework offers strategic concepts, suggests practical actions and links to applicable resources to support your work.



Guiding Principles for Experience Excellence



Experience Framework



Transform HX

Guiding Principles for Experience Excellence

The **Guiding Principles for Experience Excellence** are eight actions foundational to a comprehensive experience strategy. Organizations focused on achieving experience excellence will commit to these fundamental building blocks. We invite and encourage healthcare organizations globally to consider and commit to these principles.

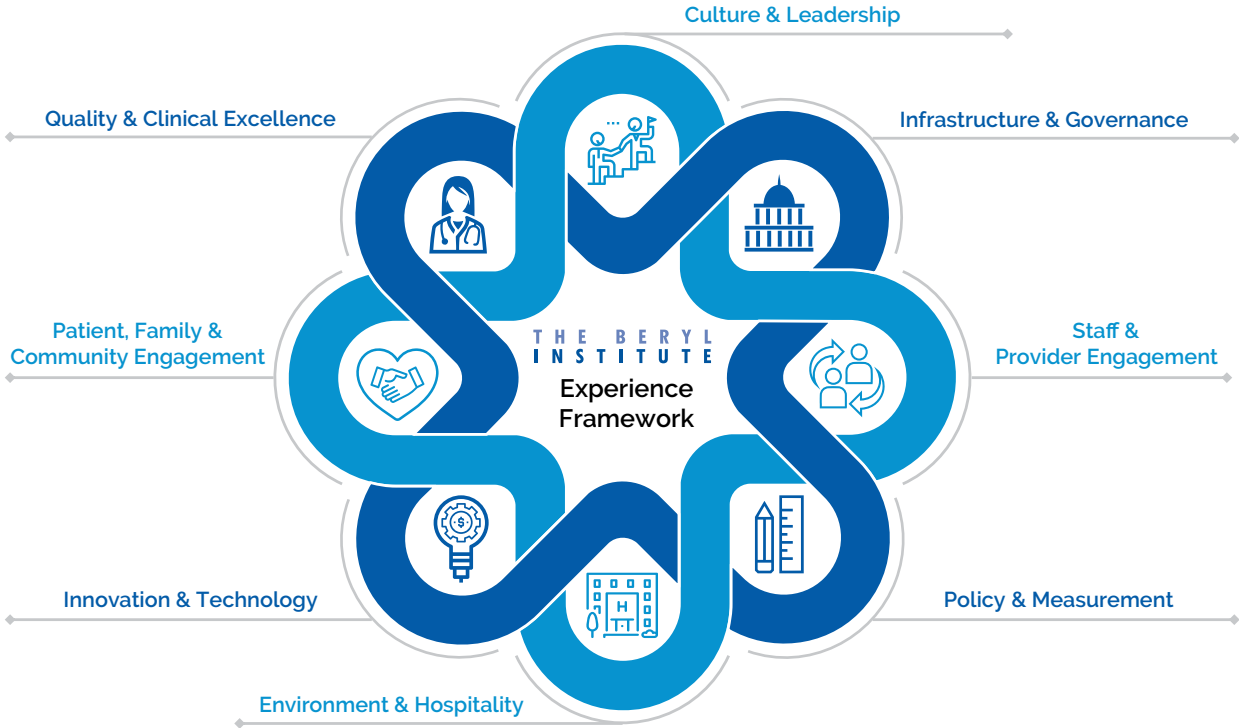
We believe organizations and systems committed to providing the best in experience WILL:



The **Guiding Principles Assessment** is designed to allow for personal reflection, identification of opportunities for action and building shared leadership consensus on the critical issues impacting an organization's ability to drive experience success. The assessment is designed for senior leaders or leadership teams as identified by your organization.

Experience Framework

Central to guiding your experience efforts, The Beryl Institute's **Experience Framework** identifies strategic areas through which any experience endeavor should be framed, provides a means to evaluate where organizations are excelling or may have opportunities for improvement and offers a practical application to align knowledge, resources and solutions.



Through the Experience Framework and **Experience Assessment**, you are connected to information and tools to guide your experience efforts as you look to elevate your strengths or address opportunities for improvement.

TransformHX

Transform HX offers eleven key aims and associated actions focused on leading to a new future for healthcare. Organizations will use the framework to identify key actions in elevating experience strategy and ultimately transforming the human experience in healthcare.

Organizations are encouraged to use the following supporting resources:

- Get started on your journey towards Transform HX with the **Roadmap for Action**
- Join in the global commitment by reviewing and committing to the **Declaration for Human Experience**
- Reconsider the definition of patient experience with **Reexamining "Defining Patient Experience": The human experience in healthcare**
- Learn about the vision for the future of healthcare with **Human Experience 2030**

A Framework for Action Core Segments and Key Aims:

| | |
|--|---|
| Care Teams Redefine and advance the integrated nature of and critical role patients and their circle of support play on care teams. Redefine the care team ▾ Invite and activate partnership ▾ Commit to care team well-being ▾ | Governance & Leadership Reimagine, redefine and reshape the essential role of leadership in driving systematic change. Create transparency across the healthcare ecosystem ▾ Restore and nurture confidence ▾ Transform healthcare in collaboration with diverse voices ▾ |
| Models of Care & Operations Co-design systems, processes and behaviors to deliver the best human experience. Co-design intentional, innovative and collaborative systems ▾ Innovate processes of care to transform behavior ▾ | Policy & Systemic Issues Advocate for equitable institutional, governmental and payor policies, incentives and funding to drive positive change. Hardwire human partnership in the healthcare ecosystem ▾ Research, measure and dismantle the structures and systems that lead to disparities ▾ Modernize the surveys and democratize the data ▾ |



Resources

Supporting Innovative Patient Experience Research

The Beryl Institute is committed to elevating the human experience in healthcare by providing a platform for all voices in patient experience to be heard. From innovative patient experience research to real-world insights into patient experience improvement efforts, the expanding library of patient experience resources assists you and your organization in advancing your patient experience efforts across the continuum of care.

We encourage you to share the information with your team and senior leaders, highlighting key takeaways and points of interest. As many of these resources are available as PDF, they are also great resources to include in training and education sessions.

PUBLICATIONS

Research Reports

Through the production of research studies including [Human Experience 2030](#), [State of PX Benchmarking and PX Pulse reports](#), the Institute elevates the understanding of and tracks the current perspectives, both from consumers and healthcare providers, on patient experience. Research reports highlight key findings that will guide and shape the future of patient experience.

PX Papers

[PX Papers](#) highlight the critical issues facing the healthcare industry and provide a foundation of knowledge to empower you to serve your organization and make key decisions.

Case Studies

[Case Studies](#) identify critical opportunities or address specific problems, focus on practical and replicable steps and provide outcome measures as a result of the work taking place. We invite you to share your efforts and the impact you are having on patient experience as we gather a library of resources from settings across the continuum of care and from locations around the world.



PX Journal

Patient Experience Journal (PXJ) is a peer-reviewed, open-access journal published in association with The Beryl Institute. Read in over 200 countries and territories, PXJ is committed to disseminating rigorous knowledge and expanding the global conversation on evidence and innovation on patient experience. Grounded in our core principles, PXJ engages all perspectives, with a strong commitment to patients included.

WEBINARS

Facilitated by patient experience leaders from around the world, **webinars** share proven practices and strategies to implement in your own organization. Participation in webinars provides an opportunity to learn the full scope of challenges your peers are facing and gain knowledge of successful strategies to overcome these challenges. Webinar recordings are available for anytime access, and most webinars offer **Patient Experience Continuing Education (PXE)** credits.

PODCAST

The **"To Care is Human"** podcast series includes *Leading the Conversation and Humans in Healthcare*. *Leading the Conversation* shares a global conversation on improving patient experience through the eyes of those leading and driving change across the continuum of care and elevate the importance of the human experience at the heart of healthcare. This podcast series delves into issues that are critical today and look at line of sight for leaders as they look forward. *Humans in Healthcare* is where we examine The Beryl Institute's 8 Strategic Lenses of The Experience Ecosystem through the eyes of those delivering and receiving care. By hearing stories from the frontlines, we elevate the human experience in healthcare. The *PX Marketplace Series* highlights the important contributions of solution providers to the experience movement through conversations with senior leaders of organizations committed to transforming the human experience in healthcare.



LEARNING BITE VIDEOS

Delivered in 3-5 minute segments, **Learning Bite** videos highlight key insights on a range of topics and provide ideas, recommendations and opportunities to address challenges and inspire conversation amongst your staff on how you can excel in your patient experience improvement efforts. *They are perfect for sharing at team meetings to kick off a discussion and spark conversations. You can also highlight them in your Patient Experience meetings and encourage sharing among staff. As a group exercise, you can break into small groups to practice how to promote desired behaviors through the steps highlighted in the videos.*

PX WEEKLY

Serving as your weekly one-stop shop for everything patient experience, PX Weekly is an email newsletter that highlights upcoming events, new resources and programs and news from The Beryl Institute.

PATIENT EXPERIENCE MARKETPLACE

Connect directly with organizations committed to helping you improve the patient experience through the **Patient Experience Marketplace**. PX Marketplace serves as the go to resource for identifying patient experience products and services. Additionally, the **PX Marketplace webinar series** is facilitated by patient experience leaders from around the world, and these partner-hosted webinars share proven practices and strategies to implement in your own organization.



Learning

Supporting the development of patient experience professionals

For Organizations

INTRODUCTION TO PATIENT EXPERIENCE

Introduction to Patient Experience (Intro to PX) supports your staff and clinicians to better understand core concepts associated with patient experience. It includes three on-demand learning modules to educate your workforce and ignite their passion to improve the patient experience. Access to this on-demand learning program is included with your organizational membership.

PATIENT EXPERIENCE 101

Patient Experience 101 (PX 101) is a customizable toolkit for organizations that want to establish patient experience understanding for all employees. It equips healthcare organizations with a foundational, easy-to-use educational resource to support and enhance your culture of patient experience excellence. PX 101 provides tools and activities to facilitate discussions with staff on what patient experience is, what it means to them, and how they can positively impact experience excellence.

PX BODY OF KNOWLEDGE

The **Body of Knowledge (BOK)** is a community-developed framework capturing the knowledge central to the field of patient experience. Based on the BOK, The Beryl Institute has developed learning programs exploring its most essential concepts and practices. This collection offers courses relevant to all skill levels and roles within the field of patient experience and a combination of on-demand learning courses and/or virtual classrooms designed to help you achieve your learning objectives.

Based on the Body of Knowledge, a community-developed framework capturing the knowledge central to the field of patient experience, **BOK for Your LMS** offers on-demand modules for purchase and upload to your learning management system.

Members receive discounted pricing on learning programs. Special pricing is available for organizational members with 10 or more certificate program participants.

For Individuals

BODY OF KNOWLEDGE CERTIFICATE PROGRAMS

Body of Knowledge (BOK) certificate programs are for individuals ready to establish expertise and leadership in patient experience. Participants can earn a **Certificate of Advanced Experience Leadership** or **Certificate of Patient Advocacy**, providing in-depth knowledge of the essential concepts and practices central to patient experience. For those seeking to further distinguish themselves as leading practitioners in the field of patient and human experience, we offer the **Fellow in Human Experience (FHX)**.

CPXP PREP

Once you are ready to obtain your Certified Patient Experience Professional* (CPXP) certification, The Beryl Institute offers resources to assist you in preparing for the exam. The **CPXP Prep** course is designed to reinforce and enhance your knowledge in the four domains of the CPXP classification system and to prepare you for the exam.

Our sister organization, **Patient Experience Institute, provides **Certified Patient Experience Professional (CPXP)** and **Certified Administrator of Volunteer Services (CAVS)** certification, an international designation intended for healthcare professionals or other individuals with a commitment and interest in patient experience improvement.*



Connections

Connecting the community passionate about improving patient experience

PX CONNECT

PX Connect is the online community where members can exchange ideas and connect with a network of patient experience professionals that support one another and allow members to benefit from the experience, knowledge and wisdom of others. Through the community, your ideas, questions, and challenges can be addressed allowing for true innovative and strategic thinking to occur. Engaging in PX Connect provides the flexibility to collaborate and participate in discussions. All resources, discussions and documents are archived and easily searchable.

MEMBER DIRECTORY

The online **member directory** provides quick and current access to connect and network with other community members. You can search by specific profile fields, such as titles and location.

CAREER CENTER

The **Career Center** connects employers and job seekers providing the patient experience community with information about employment opportunities.

SPECIAL INTEREST COMMUNITIES

Special Interest Communities serve as a connection among healthcare leaders committed to improving the patient experience in an identified role or area of interest. They foster collaboration and offer a venue for sharing ideas, practices, challenges and opportunities.



Events

Bringing together healthcare leaders, staff, physicians, patients and families to convene, engage and expand the dialogue on improving patient experience

ELEVATE PX

ELEVATE PX is a gathering bringing together the voices of the global community committed to transforming the human experience in healthcare. This is a dynamic, interactive event connecting the community for learning, support and the sharing of ideas to positively impact the experience in healthcare organizations around the world.

PATIENT EXPERIENCE WEEK

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 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.

HEALTHCARE VOLUNTEER WEEK

During National **Healthcare Volunteer Week**, our community takes time to honor and thank hospital volunteers for their commitment to patient care and their compassion toward patients, staff and the community. Thank you to all the volunteers and to those who maintain hospital and health system volunteer programs, as well as volunteer leaders on boards and committees.

Sharing the Information

As a new organizational member, one of the first steps is to share with your staff that the membership is available to them, and they can begin to access the membership benefits and patient experience resources. You can also provide a list of staff names and contact information to The Beryl Institute to have memberships set up. The Institute will send them a welcome email with information on how to get started. Remember to always include the membership registration information with any communication you send in case they haven't signed up for their membership.

Here are some suggestions to get started:



Email

- Send to all organizational staff; make a big announcement.
- Email department leaders asking them to share the information top-down with their staff.
- Create an announcement section in a new or existing newsletter to announce membership.



Digital

- Share news on social media (Facebook, Twitter, LinkedIn and Instagram) and tag The Beryl Institute.
- Place membership information on organizational intranet; include a link to The Beryl Institute website and registration instructions.



People

- Engage your Patient Experience Teams or Committees and ask them to share the membership information in meetings.
- Promote the opportunity to your Patient and Family Experience Advisors and volunteers.
- Introduce the resources to staff at new employee orientation and educational training sessions.
- Have a team member lead an overview session sharing how to get started with registration and resources.
- Schedule a membership overview with The Beryl Institute to introduce the resources to key leaders.

Here are some suggestions on how to make sharing information within your organization more effective:



Ask for testimonials about membership experience and share to make communication more personal.



Work with your marketing teams to help create flyers and newsletters to provide to staff.



Get your senior leaders involved, make sure they are members of the Institute so they can access resources.



Be persistent. Everyone is busy and may miss the message the first, second or even third time.

THE BERYL INSTITUTE

1831 12th Avenue South, #212
Nashville, TN 37203
1-866-488-2379
info@theberylinstitute.org

