

THE BERYL  
INSTITUTE

2025

YEAR IN REVIEW



Elevating the  
Human Experience  
in Healthcare

## THE BERYL INSTITUTE

The Beryl Institute is a 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.

As we reflect on 2025, the year in which we celebrated 15 years as a membership community, it drew me back to think about our roots and what inspired the framing of what this community would become. The foundational idea was that collaboration was and remains the path to the greatest success. In a world 15 years ago where people were more committed to getting better scores than their neighbors and were often unwilling to share their paths to improvement with their peers, we believed there was another way.

We worked with intention to create a neutral and safe place where you could share your successes and vulnerabilities, where you could discover the nuggets of knowledge you needed, where you could make connections to peers you could both share with and learn from, and where you could find a shortened path to action to achieve the outcomes we all seek to realize in healthcare. We did this with a commitment not to espouse one model or sell one idea, but rather to be an innovator and catalyst, a developer and aggregator, to serve as a connector where all voices could come together in a safe way and with a shared belief, that through our collaboration we could truly transform the human experience in healthcare.

The efforts of this community shared on the pages that follow reflect the culmination of 15 years to that commitment and serve as the steppingstones to the next 15 years and beyond. This past year brought a great deal of transition and uncertainty. Healthcare systems were being pushed by the economics around them, with people fearing issues of cost in some countries and access in others (if not both in many). At the same time healthcare consumers globally

continued to tell us that they see experience as encompassing of the quality and safety they expect from healthcare and the way in which they are treated, communicated with, and listened to.

This community has, even through these rocky waters, responded with power in the face of these challenges. We have responded in the one way a group of people committed to the healthcare and human experience could. We have stood together, expanded our support for each other, shared more than we ever had before at scales and scope that reached around the world. From the breadth of webinars and cases that brought practices to life, to the research and papers and articles in Patient Experience Journal, that expanded evidence and continue to drive innovation for our field – this community rose to the opportunity we saw. A relentless commitment to experience must not fade. We saw this with the broader framing of learning under the new banner of Patient Experience University, and a commitment to expanding experience learning globally and to bringing knowledge and skill development to where it is needed around the world. We saw this in the establishment of expanded efforts in establishing regional connections and networks in so many places around the world, fostered by collaborative efforts and partners who walk with us in elevating a commitment to human experience. We saw this in the expansion of an amazing Community Council that reflects a broad set of perspectives, roles, and settings that impact experience outcomes, and that represents the diverse tapestry that is The Beryl Institute community. It breathes the very value that inspired this community 15 years ago in all it does – collaboration.

There is not one idea highlighted, one accomplishment listed, one report or presentation shared on the pages that follow that has not stemmed in some way from that simple idea – that in coming together to seek solutions big things can and will happen. That is what each and every one of you who see your names listed or actions reflected on the pages that follow have achieved. That is what all of us who have learned from and acted forward as a result of something we experienced or encountered from our peers in this community represent. That, to me, is all The Beryl Institute truly exists to be.

And we are able to do that because of you, those who chose to engage, share, learn, and lead forward together. I am grateful to each of you for your contributions. I am inspired by your willingness to show up. I am thankful for our team at the Institute who remains committed to ensuring that can happen every day for all of you. And I am inspired that from the powerful seed of collaboration we have flourished, and we have done so in the interest of something bigger than any of our us or this organization. It is our shared belief that if we can ensure a world in which we are our best as human beings caring for human beings, then anything is possible. And that is all we can hope for.

Thanks to you all for traveling this journey with us. There remains big work to do.



Jason A. Wolf, PhD, CPXP  
President & CEO

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## A continued commitment since 2021

Alongside our community, we continue our commitment to excellence in the human experience for patients, the healthcare workforce, and the communities we serve through the Declaration for Human Experience. You can still sign the declaration at [transformhx.org](https://transformhx.org).

### Declaration for Human Experience

**In a world facing consistent, dynamic, and rapid changes in how we communicate and connect, the realities and challenges for the global healthcare system have been clearly revealed.**

Economic pressures, workforce shortages, policy decisions, growing patient needs, and social tensions, catalyzed by recent health events, have exposed a systemic opportunity critical to building a vibrant, healthy, and sustainable healthcare system: **the need to heal and strengthen the humanity at the heart of healthcare.**

**Healthcare professionals and organizations are working daily to respond to the growing needs of their patients and the communities they serve with compassion and clinical excellence.** In the face of economic and workforce challenges healthcare organizations continue to find creative ways to fulfill their mission to care for their communities, while working to address the health and well-being of the healthcare workforce.

**At the same time, the realities of systemic disparities and inequities remain painfully apparent, even if**

harder to address directly due to policy and social pressures. Organizations continue to work tirelessly to tackle the essential issues of access to care, affordability, and equitable, quality outcomes.

**These issues are not new; while elevated by recent history, they have lived just beneath the surface of healthcare for decades and they come with a heavy price.** They call for a fundamental shift in thinking and direction in how each of us lead in healthcare today.

**We are now in a moment where there is no normal to which to return. Rather, we are called to find solutions to step forward, across the global healthcare ecosystem, together.** Those who resist or return to old ways, either intentionally searching for the comforts of the past or due to lack of clarity on how to push forward, are likely to become obsolete in our new world.

**This reality calls on us to forge a new existence that breaks down the deeply rooted and distinct silos of patient experience, employee engagement and community health with an unwavering focus on the**

**common thread that binds each of these areas together—the human experience.**

By elevating and transforming the human experience in healthcare, we create a more effective, responsive and equitable healthcare system that results in better experiences and outcomes for patients of all backgrounds, a more supportive, energizing and collaborative environment for healthcare professionals, and healthier communities that break down barriers to care.

**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 systemic racism and prejudice, tackle disparities and provide the highest-quality, most equitable care possible.
- Understand and act on the needs and vulnerabilities of the healthcare workforce to honor their commitment and reaffirm and

reenergize their purpose.

- Recognize and maintain a focus on what matters most to patients, their family members and care partners to ensure unparalleled care and a commitment to health and well-being.
- Collaborate through shared learning within and between organizations, systems and the broader healthcare continuum to forge a bold new path to a more human-centered, equitable and effective healthcare system.

In making this declaration personally and publicly, we stand for all we can and must be in healthcare. In aligning our words and actions to move this cause forward, we commit to transforming the human experience in healthcare for all patients, the healthcare workforce, and the communities we serve. **In working together to see these ideas become realities, with persistence and focus, we can and will change the face of healthcare for the better around the world. We believe that is what every human being deserves.**

# Community Profile

Our community shares a passion for improving the healthcare experiences of patients, their families, and caregivers.



We were excited to welcome **30 new organizational members** in 2025:

- Baylor College of Medicine
- Carson Tahoe Health
- Cherokee Nation Health
- Cheyenne Regional
- Children's Minnesota
- Crouse Health
- Denver Health
- Empath Health
- Encompass Health
- Geisinger Health
- Huntsville Health - Madison
- Johns Hopkins Armaco Healthcare
- Monument Health
- National Cancer Centre Singapore
- Nationwide Children's
- NYC Health + Hospitals
- Oklahoma University
- Rehab Institute of St. Louis
- Royal Victoria Hospital
- Saudi German Health
- SGMC Health
- St. Mary's General
- St. Peter's Health
- Stollery Children's
- Stormont Vail
- Thunder Bay Regional
- Tidal Health
- Toledo Medical Center
- Tower Health
- UnityPoint



# Resources

From innovative patient experience research to real-world experience improvement efforts, our library of resources continued to grow and expand topics across the continuum of care.

## Research Reports

In 2025, our research efforts continued to elevate the voice of the consumer while capturing how healthcare organizations are responding to evolving experience needs. We published three editions of PX Pulse, offering timely insights into consumer perceptions of healthcare experience, alongside our biennial State of Human Experience research, which provides a comprehensive snapshot of how organizations are advancing experience across care settings. Together, these resources illuminate both what matters most to patients and families and how leaders are translating insight into action.



*PX Pulse: Consumer Perspectives on Patient Experience in the U.S. – February 2025*



*PX Pulse: Americans Call for Trust and Change in Healthcare – July 2025*



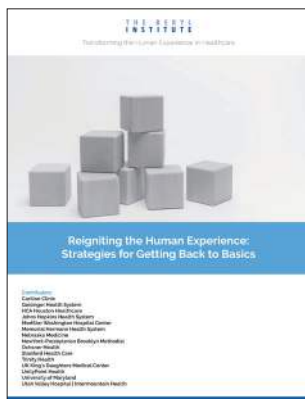
*State of HX 2025: Thriving in the Face of Change*



*PX Pulse: The Price of Care and the Promise of AI – December 2025*

## Publications

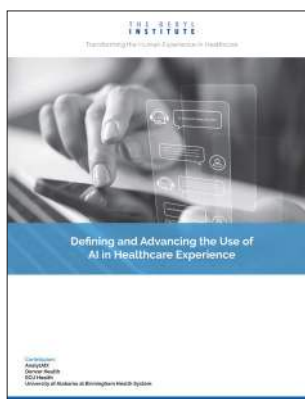
Central to our shared commitment to transform the human experience is this series of informative and thought-provoking publications that dig into the critical issues facing the healthcare industry today. We published four publications in 2025.



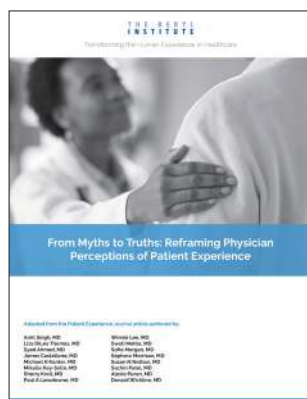
*Reigniting the Human Experience: Strategies for Getting Back to Basics*



*Executive Perspectives: Why a Strategic Commitment to Human Experience is a Must*



*Defining and Advancing the Use of AI in Healthcare Experience*



*From Myths to Truths: Reframing Physician Perceptions of Patient Experience*

## Case Studies

Our ongoing case study series offers an exclusive look into current healthcare efforts, presented as both an opportunity to learn from others as well as a spark for further ideas on how we can work to improve the patient experience.



We published **five case studies** in 2025:

- **Back to Basics: Elevating Patient Experience Through Culture and Leadership** - NewYork-Presbyterian
- **Action Planning with Low Performers: Transforming Culture to Improve Patient Experience** - BJC Medical Group
- **Transforming Patient Comfort with the Help of Volunteers: A Collaborative Initiative in the ED Hold** - Tampa General Hospital
- **Accelerating Patient Connections: Transforming Experience with the F.A.S.T. Method** - Marian Regional Medical Center
- **Enhancing Post-Operative Patient Care through Improved Discharge Communications for Nurses** - Northwell Health



## Grant/Scholar Recipients

The mission of the annual grant and scholar program supports patient experience research efforts and represents our ongoing commitment to expanding the conversation, learning and sharing around improving the patient experience in the healthcare industry. As part of our commitment to expanding the global conversation on the human experience, The Beryl Institute announces its 2025 Grant Awards to three organizations and one scholar to support continued research. We published four research reports in 2025.

### Grant Recipients

- **Hospital Clinic de Barcelona, Barcelona, Spain**  
*Can experience be improved for transitioning ICU patients to a hospital ward by identifying unmet needs through PREM (Patient Reported Experience Measurements)?*
- **CHI Health, Omaha, NE**  
*Do increased interactions with therapy pets from a structured pet therapy program positively impact the mood of direct and indirect caregivers on an acute inpatient unit?*
- **UC San Diego Health, San Diego, CA**  
*How can a structured coaching and engagement program for dedicated bedside nurse champions improve patient experience outcomes in the HCAHPS domains of Communication About Medicines, Restfulness, Nurse Communication, and Responsiveness?*

### Scholar Recipients

- **La Trobe University, Bundoora, Victoria, Australia, Purva Gulyani, PhD Candidate**  
*Does the South Asian Dietary Assessment Tool provide a valid, reliable assessment of dietary intake and acculturation among South Asian migrants in Australia, and does it meet patient expectations?*

## Grant Research Reports

To fulfill the obligations of the grant program, award recipients are asked to author a research report on the results of their project. Approved papers are published through The Beryl Institute.

- **Can You Provide an Improved Experience for Patients by Creating a More Interactive Exam Room?**, Penn State College of Medicine
- **Evaluating a Co-designed Patient-Facing Digital Hub for Enhancing Patient Engagement in Research (PER)**, Sunnybrook Health Sciences Centre
- **Evaluating the Net Promoter Score to improve the emergency department patient experience in real-time**, Northern Sydney Health District
- **Assessing the Need for a Digital Pre-Visit Tool to Enhance Prenatal Care Preparedness and Satisfaction**, McMaster University and Grow Niagara Health



HOSTED BY:



**Jason A. Wolf, PhD, CPXP**

President & CEO



**Stacy Palmer, CPXP**

Senior Vice President & COO



**Terri Ipsen, CPXP**

Director, Content



**Amy Kwiatkowski**

Director, Community Experience

## To Care is Human: A Patient Experience Podcast

The Beryl Institute continued the To Care is Human Podcast series in 2025, allowing listeners to stay connected to the changing landscape of patient experience. Demonstrating our commitment to elevating the human experience in healthcare, we provided a platform for all voices in patient experience to be heard.

We released **18 episodes** in 2025:

- **AI in Healthcare Experience: Reflections from a Physician** - Dr. Jamie Colbert, Hospitalist, Mass General Brigham and Chief Medical Officer of Commure
- **Leading with Kindness: A Conversation on Courage and Human Connection** - Anne Marie Hadley, Chief Experience Officer, New South Wales Health
- **FAST Connections: Transforming Patient Experience in the ED** - Swati Mehta, MD, Vituity; Terrance McGovern, MD, Marian Regional; Robyn Dodds, Director of Nursing, Marian Regional
- **Making Healthcare Simple: Data, Access, and the Power of Patient Stories** - Kristen Valdes, CEO, b.well
- **Shaping the Future of Human Experience** - Tyler Gegen, UnityPoint Health
- **The Impact of the ED Service Ambassador Program** - Liddy Deacon, Sutter Health
- **Leading with Love: Edison Bond on Advocacy, Resilience, and the Future of Human Experience in Healthcare** - Edison Bond, Chief Patient Experience Officer, Episcopal Health Services
- **Empathy in Motion: Growing the Next Generation of Care Through Pediatric Volunteering** - Joy Hardy, Director of Volunteer and Guest Services, Children's of Alabama
- **Words Matter: Transforming Care Through Better Communication** - Susan Osborne, Director of Patient Experience, Hamilton Health Care System
- **We're All Patients, or We're About to Be** - Jennifer Bright, MPA, President, International Consortium for Health Outcomes Measurement (ICHOM)
- **The One Friend They Miss the Most: The Impact of Pet Interactions on Pediatric Experience** - John Otten, Founder, Brave Like Me; Amy Cielak, Board Member, Brave Like Me
- **Reviving Humanity in Healthcare: The Power of Story-Sharing** - Alexi Puran, MD, NYC Health + Hospitals; Sherry Kroll, MD, Hartford Healthcare
- **Elevating Pediatric PX: Culture, Champions & the Power of Parent Advisors** - Episode Summary
- **To Care Is Human LIVE: A Conversation with Dr. Owais Durrani** - Owais Durrani, MD
- **Conversational AI: A New Frontier in Improving Patient Experience** - Israel Krush, CEO & Co-founder, Hyro
- **Communicating at an Elementary Level: Lessons from Young Learners** - Katelyn Moser, Senior Director of Patient Experience, MedStar Washington Hospital Center
- **Work-Life Balance in Healthcare: Caring for Yourself to Care for Others** - Robert Cote, Patient Advocate, VA
- **Safeguarding What Matters: A Deeper Dive into Managing Patient Belongings** - Gabriel Bolivar, Maui Memorial Medical Center



## Patient Experience Blogs

PX blogs highlight the diverse expertise of our community. We posted **27 blogs** in 2025:

- **Amplifying Patient Voices: The Voices of Experience Podcast at Tampa General Hospital** - Amber Washington, Tampa General Hospital
- **Building the Ultimate Patient Experience Strategy: Lessons from an Iconic Burger** - Lanie L. Dixon; Cassie Voltzke, Essentia Health
- **How to Cultivate Empathy in Healthcare: A Simple Formula for Better Patient Interactions** - Katie Wyatt, Medical Manners LLC
- **Building, Evolving, & Elevating PFACs: 8 Lessons Learned on My Journey from Advisor to PFAC Leader** - Vicki Mascareño Nelson, University of Vermont Medical Center
- **CAVS: The Gold Standard in Healthcare Volunteer Leadership** - Jessica Barker, The Beryl Institute
- **Modeling Mutual Respect in Healthcare** - Kathy Saldana, MA, CPXP, Baptist Health Care
- **Building Better Experiences: Partnering with EVS to Enhance Patient Care** - Andrew Cowart-Oberle, PhD, MHA, CPXP; Heather Lazarides, MHA, MS CCC-SLP, CPXP, BJC Health System
- **Maximizing the Wait: 4 Ways to Transform Lost Time in Medical Facilities into Patient Engagement** - Lauren K. Janney, CXPerks
- **Elevating the Emergency Department Experience: The Impact of Experience Ambassadors** - Jill Koss, Cook Children's Medical Center
- **Reflections on White Paper: Defining and Advancing the Use of AI in Healthcare Experience** - Jamie Colbert, MD, MBA, Mass General Brigham and Commure
- **The Triad That Defines High-Quality Care: Quality, Safety, and Patient Experience** - J. R. Labbe, Nichole Kirchhoffer, Lara Burnside, Sharif Abdelhamid, Essential Hospitals Workgroup
- **Embracing Change: From Equity and Inclusion to Access and Belonging** - Access and Belonging Workgroup, Community Council
- **Communication Solution: Stop (just) Training Doctors, Start Training Patients** - Gabby Ceccolini, MS, Frank H. Netter MD School of Medicine, Quinnipiac University
- **The Compassionate Care Canvas: A Vision for People-Centred Health** - Shana Haberman, North York General
- **Champions of Communication: Improving PX by Empowering Teams through Education** - Breanna Fuller, BJC Medical Group
- **No Time to be Timid: Making the Financial Case for PX Professionals** - J. R. Labbe, Nichole Kirchhoffer, Lara Burnside, Essential Hospitals Workgroup
- **Protecting What Matters: 8 Strategies for Safeguarding Patient Belongings** - Kristine Buck, University of Vermont Medical Center
- **Caring for Everyone: The Vital Role of America's Essential Hospitals** - J. R. Labbe, Nichole Kirchhoffer, Lara Burnside, Essential Hospitals Workgroup
- **PX Champions: Improving Our Impact by Broadening Our Reach** - Breanna Fuller, BJC Medical Group
- **Prioritizing Patient Rest: Our Response to the New HCAHPS Restfulness Questions** - Melvin Carrillo, MBA, BSN, RN, CPXP, The Queen's Medical Center, Hawaii
- **Recovery: One Restful Night at a Time Landing Exceptional Experiences** - Toni Land, MBA, BSN, Landing Exceptional Experiences
- **Walk With Me: From Wayfinding to Wellness** - Rebecca Cooper-Piela, MS, APRN-BC, CHCQM, Southern New Hampshire Health
- **The Essential Role of Front Desk Staff in Shaping Patient Experience** - Margo Schlewitz, MS, University of Michigan Health-West Community Health
- **The CROWN Project: Promoting Haircare Equity in Hospitals** - Amanda Pitt, MBA, BSN, RN, MEDSURG-BC, NEA-BC, Parkland Health | Parkland Center for Nursing Excellence
- **The Future of Healthcare Experience: Human Understanding at the Core** - Jennifer Baron, Toya Gorley, NRC Health
- **YCX: How Three Letters Impacted Culture, Engaged Leaders, and Drove Results** - Brent A. Grunig, The Southeast Permanente Medical Group
- **Family Support Liaisons: Improving Experience in the ED** - Lani Knutson; Daniela Milea, Children's Wisconsin

## Learning Bites

These learning segments are brief videos highlighting key insights on a variety of patient experience topics to provide ideas, recommendations, and opportunities in addressing and excelling in the patient experience.

We released **12 learning bites** in 2025:



### The Happiness Advantage: Reenergizing Healthcare Teams to Improve Patient Experience

Jenn Wells  
Hancock Regional Hospital



### Making Volunteer Data Meaningful: Driving Patient Experience Outcomes

Roseanna Galindo  
California State University, Chico



### Brand YOU: Aligning Values to Build a Brand of Engagement & Strength

Kevin Hill  
ECU Health



### Transforming Patient Experience, One Clean Room At A Time

Jennifer Erick  
Sodexo Healthcare



### Discharge with Dignity: Ensuring Every Patient Leaves with Care and Compassion

Linda VanFulpen  
Sharp Grossmont Hospital



### From Forgotten to Heard: Improving Patient Care in Overcrowded EDs

Amy Matthews, MBA, CPXP  
Tampa General Hospital



### Transforming Healthcare Experience for Deaf Persons: Four Examples Why In-Person Interpreters are Essential

Chelsea Elertson  
Deaf Intervention Services



### Game On: Growing a Gaming and Technology Program that Improves Patient Experience

Kristen Johnson  
Childrens Medical Center Dallas



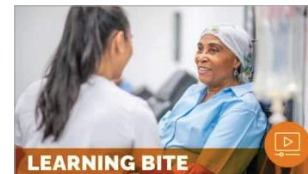
### Breaking Barriers to Meaningful Patient and Family Engagement in Virtual PFACs

Jeremiah Todd, CPXP  
Fairview Health Services



### Prioritizing Experience: Four Considerations for Healthcare Transformation

Ashley Nelson  
NRC Health



### Fostering a Growth Mindset in Healthcare: A Strengths-Based Approach to Improving Patient Experience

Laura Kirk  
UT Southwestern Medical Center



### Redesigning Your Approach to Patient Grievances to Improve Experience

Amanda Shea  
UMass Memorial Medical Center





## Patient Experience Journal (PXJ)

In its twelfth year of publication, Patient Experience Journal continued to elevate global scholarship on human experience in healthcare. In 2025, PXJ published **67 works posted**, bringing the all-time total to **637 published works**.

Alongside the journal's two annual issues, August's special edition focused on "Engaging the Voice of Patients and Care Partners Beyond Surveys." An interactive index from Volume 12 captures the year's key themes and can be accessed at <https://pxjournal.org/journal/vol12/iss3/26/>. PXJ highlights a broad range of article types, including commentaries, personal narratives, research studies, and case studies.

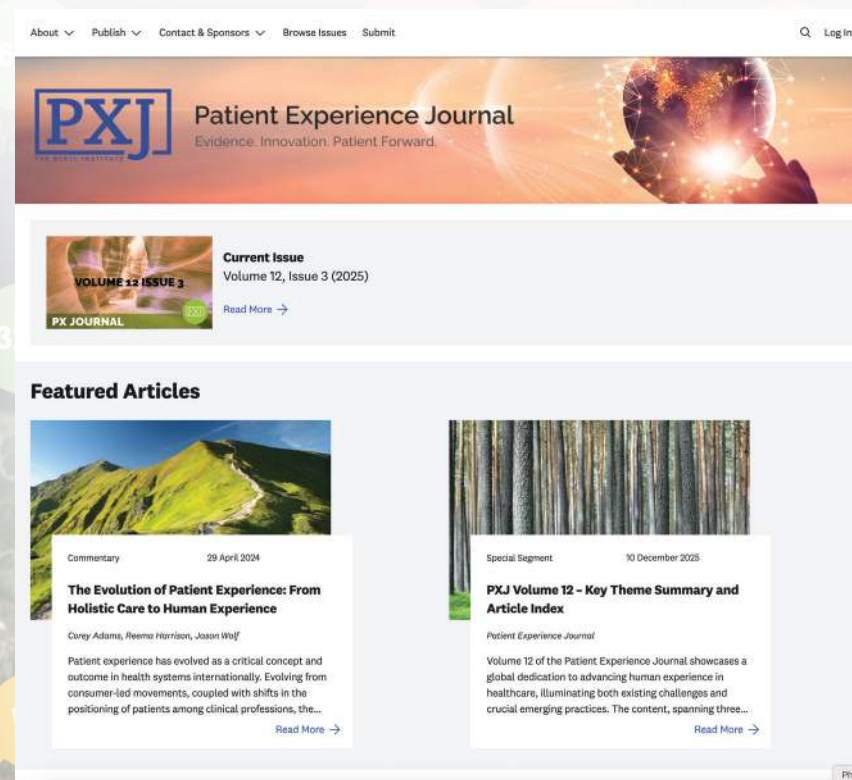
Engagement and reach again demonstrated PXJ's global influence. More than **6,700 institutions** and organizations from over **200 countries/regions** accessed the journal this year, resulting in over

**200,000 downloads**. Since its inception, **total downloads have surpassed 1.5 million**.

This year also marked the **sixth anniversary of the PXJ awards**, which honor outstanding contributions to experience evidence.

### Editorial Team

- Jason A. Wolf, Ph.D., CPXP, Founding Editor, PXJ, President & CEO, The Beryl Institute
- Geoffrey Silvera, Ph.D., MHA, Associate Editor, PXJ, Associate Professor, University of Alabama at Birmingham
- Brittany Lax, Managing Editor, PXJ, Manager Research, The Beryl Institute



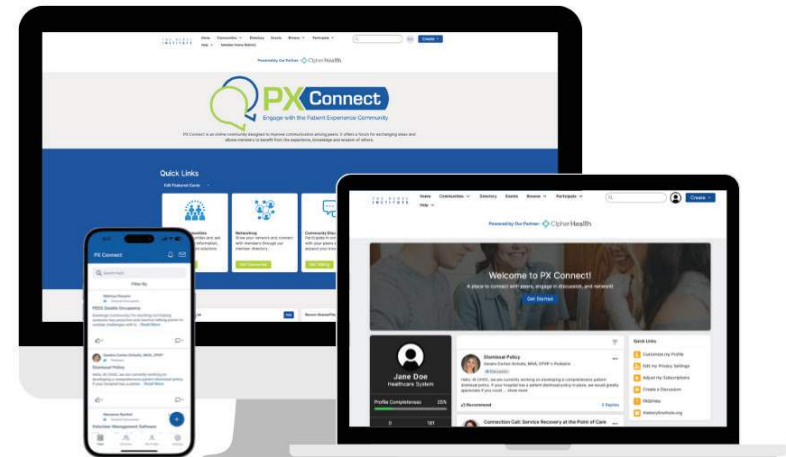
# Connections

As a global (and virtual) community of practice committed to elevating the human experience in healthcare, we also believe the opportunity for connection, learning, and expanding our conversation must be sustained. The Institute continued to provide a variety of virtual connections for the community to engage and network with others, share ideas on how to improve the patient experience, and gain perspectives from other like-minded individuals.

We have a total of **46,113** active registered users with PX Connect accounts. In 2025, there were **359** new discussion threads/conversations and **1,573** new posts.

## Top Ten PX Connect Posts

1. [Teaching Empathy to New Hires/Emerging Leaders](#)
2. [PFAC](#)
3. [Implementing the AHRQ IDEAL Discharge Planning Strategy](#)
4. [PFAC Meeting Time Options](#)
5. [Volunteer Services: Who do you report to in the organization?](#)
6. [Do you handle complaints about patient's accounts as grievances?](#)
7. [Who signs your grievance response letters?](#)
8. [Transitioning from Patient Experience to Human Experience](#)
9. [New hire orientation](#)
10. [Device charging options for patients](#)







THE BERYL INSTITUTE

# ELEVATE<sup>PX</sup>

ELEVATE PX 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.

We continued our hybrid model, which allowed virtual participants to access live keynote sessions and participate in engaging PX Chats for virtual connection. New this year, we provided a live breakout session offering for an Experience Leaders Circle (XLC) series and a Patient and Care Partner Community session.

Virtual participants were able to join the in-person sessions live and provide feedback during Q&A time.

Presenters comprised the voices of patients, families, caregivers, hospital executives, physicians, consultants, nurses and industry leaders sharing proven practices, innovations and strategies.

All participants had the opportunity to earn up to 37.5 CE credits for keynotes and breakout sessions with an opportunity to watch on-demand replays up to 30 days after the event.

We continued our community gatherings, welcoming participants from the Patient Advocacy, Physician, Ambulatory, Patient and Care Partner, Pediatrics and Volunteer Professionals communities. In

addition, we also had Equity & Inclusion and Essential Hospitals breakfast networking meetings for the first time.

To support engaging more patients and family members in the overall patient experience conversation, we were excited to offer seven scholarships to ELEVATE PX for patients and family members actively engaged in improving healthcare as well as to all members of our Global Patient and Family Advisory Board.

We were excited to partner with Ronald McDonald House Charities® (RMHC) of Greater Las Vegas. The mission of RMHC® of Greater Las Vegas is to provide essential services that remove barriers, strengthen families, and promote healing when

children need healthcare. Participants made monetary or book donations to RMHC® of Greater Las Vegas as well as decorated Caring Cards to place in the bags of goodies they give to families visiting their Family Room at Sunrise Children's Hospital. With the support of attendees, the Institute was able to donate over \$6,000 to RMHC® of Greater Las Vegas.

Also for the first time at ELEVATE PX, we hosted a live podcast recording on the main stage that featured an interview with special guest Dr. Owais Durrani, an Emergency Medicine Physician, for an engaging conversation about Dr. Durrani's personal journey to being a physician and how he transformed those experiences into a commitment to impact others.

**1034**

Participants

750 in person  
284 virtual

**49**

Breakout  
Sessions

**22**

Poster  
Sessions

**172**

Speakers

**3**

Keynotes

**33**

Exhibitors

**6**

PX Collaborative  
Organizations

**8**

Lunch and  
Learn Sessions

## 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.

Each community offers:

- A library of curated content supporting the community theme, including white papers, webinar recordings, PX learning bites, blogs, and other resources
- An online community discussion platform and resource library available through the PX Connect Community
- Events and networking opportunities, including an annual gathering at the global patient experience event, ELEVATE PX

Our current special interest communities include:



**Ambulatory  
Care  
Community**



**Patient and  
Care Partner  
Community**



**Patient  
Advocacy  
Community**



**Volunteer  
Professionals  
Community**



**Pediatric  
Community**



**Physician  
Community**

## Experience Leaders Circle

The Experience Leaders Circle (XLC) marked a strong sixth year, bringing together **46 Chief Experience Officers (CXOs)** and senior experience leaders for strategic, in-depth dialogue focused on advancing experience excellence. The group convened monthly to explore the most pressing issues shaping the human experience in healthcare, including an in-person gathering at ELEVATE PX and a hybrid, full-day meeting in Fall 2025. Looking ahead, XLC members are actively collaborating on several thought-leading content contributions slated for release in 2026.

XLC 2025 included leaders from the following organizations:

- AdventHealth
- Allegheny Health Network
- Arnot Health
- Atlantic Health
- Ballad Health
- Baptist Health System
- Baptist Memorial Healthcare Corporation
- BJC HealthCare & Washington University
- Cedars Sinai - Beverly Hills, CA
- Cone Health
- Cook Children's Healthcare System
- Cook County Health & Hospitals System
- ECU Health
- El Camino Health
- Episcopal Health Services
- Fairview Health Services
- Froedtert Health
- Indiana University Health
- Intermountain Health
- Lehigh Valley Health Network
- Lifebridge Health
- Maimonides Medical Center
- MaineHealth
- Mass General Brigham
- Mayo Clinic
- MD Anderson Cancer Center
- Methodist Health System
- Michigan Medicine
- Mount Sinai Health System
- Northwell Health
- Novant Health
- NewYork-Presbyterian
- OU Health
- Roswell Park Comprehensive Cancer Center
- RWJBarnabas Health
- Sharp HealthCare
- St. Luke's University Health Network
- Stanford Health Care
- Stony Brook Medicine
- Sutter Health
- Tampa General Hospital
- UAB Health System
- UK King's Daughters Medical Center
- UNC Health
- UnityPoint Health
- University of Maryland - Upper Chesapeake Health
- University of Tennessee Medical Center
- University of Utah Health
- Value Institute, DHMC
- Vanderbilt University Medical Center
- Wellstar Health System

## PX Chats

In 2025, PX Chats continued to center on the critical work of Patient and Family Advisors (PFAs) and Patient and Family Advisory Councils (PFACs), with an expanded focus on practical implementation and sustainability. Members of the Global Patient and Family Advisor Board and the Care Partner Community Workgroup served as presenters and facilitators, bringing real-world experience and diverse perspectives to each session. Throughout the year, we hosted four standalone PX Chats, along with a three-part series that paired educational webinars with follow-up PX Chats focused on Starting a PFAC, Revitalizing and Rebuilding a PFAC, and Sustaining and Growing a PFAC. Together, these sessions created an interactive learning experience designed to support organizations at every stage of their PFAC journey.

We hosted a total of **nine** PX Chats:

- Access and Belonging Workgroup - Leading with Equity: DEI & the Patient Experience in Today's Climate
- Restfulness of Hospital Environment
- Access and Belonging Workgroup - Leading with Pride: Navigating Patient Experience in Today's Political Climate
- Quietness of the Hospital Environment
- Pediatric Community - Engaging Providers in Pediatric Experience
- Language Services Workgroup - Strategies for Effective Language Access
- Starting a PFAC
- Revitalizing & Rebuilding a PFAC
- Sustaining & Growing a PFAC

## Connection Calls

Connection Calls provide opportunity for networking and idea sharing with peers. In addition to a discussion on a pre-announced topic, each call includes time for general discussion on the issues relevant to the community. In 2025, we recorded **four connection calls** with members of the Institute.

- PX Week
- Back to Basics: Five Priorities for Restoring Human-Centered Care
- Volunteer Professionals Community - Aligning Volunteer Services and Patient Experience for Maximum Impact
- Ambulatory Care Community - Rounding Best Practices

## Celebration Weeks

### National Volunteer Week - April 20 - 26, 2025

National Volunteer Week was established in 1974 to recognize and celebrate the efforts of volunteers across the country. It is a time to honor and thank hospital volunteers for their commitment to patient care and their compassion toward patients, staff, and the community.



### PX Week - April 28 - May 2, 2025

Inspired by members of the Institute community, Patient Experience Week is an annual event to celebrate accomplishments, re-energize efforts, and honor the people who impact patient experience every day.



### What Matters to You (WMTY) Day - June 3, 2025

WMTY Day is a global initiative dedicated to shifting care beyond clinical checklists toward conversations rooted in what really matters to each individual. It encourages health and social care professionals, caregivers, and community members to pause and ask open-ended questions.







## Speaking

Speakers from the Institute presented at **14 events** across the globe:

- 5th São Paulo Congress Of Palliative Care | 4th São Paulo Congress Of Pediatric Palliative Care - **Virtual (São Paulo, Brazil)**
- American Academy of Orthotists and Prosthetists - 51st Annual Meeting and Scientific Symposium - **Atlanta, GA**
- Eastern States Residency Conference - **Hershey, PA**
- Healthcare Association of NY State - **Virtual**
- Healthcare Experience Research Network (HERN) Summit 2025 - **Virtual (Albuquerque, NM)**
- NHS Experience of Care Week - **Virtual (England)**
- NSW Human Experience Week - **Virtual (Australia)**
- Quality Global Alliance, Health Standards Organization, Accreditation Canada, and The Beryl Institute - Global CEO Forum on HX and Quality Leadership - **São Paulo, Brazil**
- Robert Wood Johnson Barnabus Hospital - **Virtual (West Orange, NJ)**
- Southern New Hampshire Health - **Nashua, NH**
- Vanderbilt University Medical Center - Inaugural Terrill Smith Lectureship - **Nashville, TN**
- Virginia Hospital and Healthcare Association - **Glen Allen, VA**
- WVU Wheeling Hospital - **Wheeling, WV**

## Collaborations

In addition to speaking engagements, members of The Beryl Institute team were honored to be advocates for transforming the human experience through representation with like-minded groups and associations:

### American Academy of Emergency Physicians (AAEP)

Stacy Palmer, ED Accreditation Advisory Board Member

### Arab Hospital Federation

Gold Initiative Star of Excellence in PX Award Partner

### Association of Child Life Professionals (ACLP)

Stacy Palmer, Public Member of Board of Directors

### Healthcare Financial Management Association (HFMA)

Jason Wolf, Member of Healthcare Leadership Council

### National Quality Forum (NQF)

Member of 2024-2025 Leadership Consortium

### Innovation and Value Initiative (IVI)

Terri Ipsen, Participant in project focused on using patient journey maps to bring patient-centered economic impacts into research



## A Global Commitment

In 2025, The Beryl Institute deepened its global engagement through meaningful collaboration with healthcare leaders and organizations across regions. Our work included partnerships with the Arab Hospital Federation, engagement through the Middle East North Africa (MENA) Advisory Council, and participation in a MENA Virtual Roundtable focused on shared experience priorities.

We also supported postgraduate programs in Spain and Brazil and extended our global voice through speaking engagements in Jeddah and across national healthcare systems, including NSW and NHS. Together, these connections strengthened cross-cultural learning and reinforced our commitment to advancing the human experience in healthcare worldwide.





# Learning



## Patient Experience University (PXU)

In 2025, we launched Patient Experience University (PXU), the premier global learning, development, and credentialing center of The Beryl Institute, equipping individuals and organizations with the knowledge, skills, and certifications to elevate healthcare experiences and drive meaningful change.

## FELLOW IN HUMAN EXPERIENCE

Built on the foundational learning in the Patient Experience Body of Knowledge, Fellow of Human Experience (FHX) candidates complete a year-long capstone project in which they address a specific issue in their organization or test a hypothesis focused on driving improvement.

In 2025, we awarded the designation to three recipients.



**Kim R. Byrd, MBA, FHX**

Research Title: *Our Journey to Improving the Experience of Patients 65+*



**Dr. Susan K. Lee, PhD, RN, CNE, CPXP, FAAN, ANEF, FHX**

Program Director, Associate Professor, Bachelor of Science Healthcare Disparities, Diversity, and Advocacy, School of Health Professions, The University of Texas MD Anderson Cancer Center

Research Title: *Building Diversity and Advocacy in Healthcare Leadership: A Proposed Graduate Program for Patient Experience Excellence*



**Sephora Morrison, MBBS, MSCI, MBA, CPE, CPXP, FHX**

Associate Chief of EMTC Operations & Director of EMTC Human Experience & Clinical Integration

Children's National Hospital

Research Title: *Experience Ambassadors to the Rescue!*



In 2025, we were excited to recognize **111 certificate recipients**, representing **8 countries**. Certificate program recipients represent a community of experts in patient experience performance committed to earning certificates in patient experience leadership and patient advocacy. As of 2025, The Beryl Institute has issued **1,352 certificates**.

## Certificate in Patient Experience Leadership

- Nadia Abdalla, Sidra Medical and Research Center\*
- Nareman Abdalla, Sidra Medical and Research Center\*
- Mukarram Abdulnabi, Sidra Medical and Research Center\*
- Katie Adams, New York/New Jersey Healthcare System VAMC\*
- Noora Al Hajjaji, Sidra Medical and Research Center\*
- Edlyn Aldridge\*
- Shahd Alfarra, Sidra Medical and Research Center\*
- Lisa Baldwin, Charles George VA Medical Center\*
- Jacquitta Bales, Heritage Biologics
- Brittany Barnett, St. Jude Children's Research Hospital\*
- Talisa Black, VAMC\*
- Sharon Bostic, VA Mid-Atlantic Healthcare Network\*
- Brittany Bradley, Carle Health\*
- Sheronda Brayboy, Columbia VA HealthCare Systems\*
- Victoria Briggs-Franklin, Carl T. Hayden Medical Center - Phoenix VA HCS\*
- Kathryn Burton, CHOC - Children's Hospital of Orange County\*
- Caroline Campbell, Niagara Health System\*
- Elisama Chavez, San Diego VAMC\*
- Diane Christensen, UTMB Health\*
- Alison Clark, Ann Arbor VAMC\*
- Jessica Crockett, VA Illiana Health Care System - Danville\*
- Sara Cutts, Osceola Medical Center\*
- Michelle Delaney, St. Louis Children's Hospital\*
- Gabdo Diakite, Jennifer Moreno San Diego VA Medical Center\*
- Renee Doren, Emory Healthcare\*
- Matthew Dymond, Sparrow Health System\*
- Amanda Ervin, Wilkes-Barre VA Medical Center
- Kristina Ford, Salem VAMC\*
- Gregory Fowlkes, Eastern Oklahoma VA Health Care System\*
- Danielle Franklin, Kaiser Permanente
- Preston Graham, Oklahoma City VAMC\*
- Amber Granson, Franciscan Alliance Inc.\*
- Stephanie Grimm, Lebanon - Department of Veterans Affairs\*
- Stephanie Guzik, UTMB Health\*
- Afraa Hassan, Sidra Medical and Research Center\*
- Kylie Higgins, VA Maine\*
- Ons Hmaied, Sidra Medical and Research Center\*
- Nicholas Holland, Aleda E Lutz Veteran's Health Administration\*
- Paris Ivory, Kaiser Permanente\*
- Patrick C. Joyce, Lee Health\*
- Amanda Kersey, Upstate University Hospital\*
- Mayada Khalil, Sidra Medical and Research Center\*
- Lora King, Salt Lake City George E Wahlen VAMC\*
- Jacqui Larripa, UC Davis Medical Center\*
- Katsiaryna Lasianok, Sidra Medical and Research Center\*
- Sara LeBlanc, LHC Group\*
- Shonte Lewis, Harmony Healthcare, Long Island\*
- Amy Faith Lionheart, Nuvance Health\*
- Devin Lippert, University of Michigan Health System\*
- Morgan Lundy, Summit Pacific Medical Center\*
- Tamaria Madison, Tuscaloosa VAMC\*
- Naela Mahmoud, Sidra Medical and Research Center\*
- Selika Martin, NYC Health + Hospitals
- Debra Martinez, Department of Veterans Affairs\*
- Nicole Mason, HCA Healthcare\*
- Claudia Mata, LA County Department of Health Services/ LAC+USC Medical Center\*
- Stormie Miller, Salem VA Health Care Center\*

\*Recipients of both the Certificate in Patient Experience Leadership and the Certificate of Patient Advocacy.

List continues on next page >

- Christina Miller-Foster, Healthcare Association of New York State\*
- Asgad Mohamed, Sidra Medical and Research Center\*
- Asma Mohamoud, Sidra Medical and Research Center\*
- Annie Moore, University of Colorado Hospital\*
- Jerilynn Moore, VHA Office of Patient Advocacy\*
- Michelle Moorhead, Lee Health\*
- Kimberly Mousseau, Edith Nourse/Bedford Campus VAMC\*
- Hazelin Ngan, NYC Health + Hospitals\*
- Rachel Nugent, Orthollinois\*
- Tamer Omar, Sidra Medical and Research Center\*
- Sheeanna Palmer, West Virginia University Hospitals\*
- Antoinette Parker, Department of Veterans Affairs\*
- Alexa Petta, The Hospital for Sick Children\*
- Valerie Pfeifer, Butler VAMC\*
- Nikki Pollard, Bozeman Health\*
- Youssef Qassab, Sidra Medical and Research Center\*
- Nicola Ricci, LTC Charles S. Kettles VA Medical Center Ann Arbor, Michigan\*
- Mariah Rinck, St. Mary's Health System\*
- Sarah Ringgenberg, Neuroscience Group\*
- Kayla Robinson, Guthrie County Hospital

- Melissa Ross, Hampton VA medical Center\*
- Tena Ross, Northwell Health\*
- Claudia Sandoval, Yuma Regional Medical Center\*
- Jane Sandoval, Onvida Health\*
- Angel Sepulveda, Nicklaus Children's Health System\*
- Wamda Shamseldin, Sidra Medical and Research Center\*
- Rugsha Sivanandan, London Health Sciences Centre\*
- Angel Thomas, Heritage Biologics\*
- Jie Thomas, Cohen Children's Medical Center, Northwell Health\*
- Khemawan Vettayawaikoon, MD, Bangkok Hospital Phuket\*
- Sylvia Whittington, John D. Dingell VAMC\*
- Catherine Wilhelm, Nicklaus Children's Health System\*
- Stewart Williams, Providence Regional Medical Center and Medical Group\*
- Janette Yingling, Baptist Health Medical Group\*

### Certificate in Patient Advocacy

- Nour Aljobouri, Denver Health
- Daniel Amaya Gomez, Shore Medical Center
- Linda Asare, UTMB Health
- Heather Barrios, UTMB Health
- Helena Casanova, Henry Ford Hospital

- Renee Clark, Jefferson Health
- Monica Cleveland, BJC Health
- Sarah DiRago, Hendrick Health
- Crystal Gamboa, UTMB Health
- Duncann Gaston, Culinary Health Fund
- Keriann Gore, Hendrick Health
- Karen Guidry, UTMB Health
- Paula Jackson, UTMB Health
- Dalia Jaramillo, UTMB Health
- Paula Keyonnie, Sage Memorial Hospital
- Terrence Lenyear, Self Regional Healthcare
- Sharyn Lopez, Hartford HealthCare
- Rebecca Lubow, Denver Health
- Grace Marin, Culinary Health Fund
- Victoria Marks, Thunder Bay Regional Health Sciences Centre
- Brian Miller, Inova Health System
- Magaly Monarrez, Culinary Health Fund
- Jazmin Muner-Vega, Culinary Health Fund
- Barbara Nunez, Culinary Health Fund
- Emily Ornstein
- Erika Parker, UTMB Health
- Chevas Rainer, UTMB Health
- Consuelo Ray, UTMB Health
- Emily Revelle, BJC Health
- Dora Rodriguez, Culinary Health Fund
- Rebecca Schleis, Froedtert Health

- Tammara Scott, Hampton VA Medical Center
- Nadine Signe, Johns Hopkins University School of Medicine
- Ariana Smith, UTMB Health
- Katy Thompson, UTMB Health
- Sienna Vargas, Denver Health
- Camilo Villarreal, St. John's Episcopal Hospital

### Certificate of Volunteer Management

- Tracy Ekstrom, Northwestern Medicine
- Jennifer Flaska, Northwestern Medicine
- Janet Reuter, Northwestern Medicine
- Eileen Wiltner, Bellin Gundersen Health System



## Webinars

In 2025, we offered **39 PX Marketplace webinars** with **over 7,000 registrants**. On average, webinars received **185 registrants**.

- **How Daily Huddles Launch Conversation to Drive Metric Improvement**

Susan Baker | Director of Operational Improvement, Cone Health

Jared Cooper, MBA | Director of General Operations, Cone Health

Marlee Foster | Sr. Patient Experience Manager, Cone Health

- **Co-Creating Change Using Storytelling**

Rosie Bartel, MA in Educational Leadership | Patient Partner | Global Patient and Family Board, The Beryl Institute

Tanya Lord, PhD, MPH | Patient Partner | Global Patient and Family Board, The Beryl Institute

- **Building Trust in Healthcare: Insights from UAB Medicine's Humanistic Care Study**

Chris Brainard | Associate Vice President, University of Alabama Birmingham (UAB) Medicine

Amber Maraccini, PhD, CPXP | Vice President, Healthcare Executive Advisor, Medallia, Inc

- **What Healthcare Providers Need to Know About Newcomer Health Equity**

Sarah Clarke, MSPH | Executive Director, Society of Refugee Healthcare Providers

Christine Kouri, BSCN, MHA | Director, National Newcomer Navigation Network

- **Nonviolent Communication to Improve the Human Experience**

Zoie Newman, MA, CPXP | Human Experience Consultant, PeaceHealth

- **Compassion Rounds: Connecting with Patients and Families Beyond a Diagnosis**

Jeffrey Cousins | Care Consultant, AdventHealth

Reina Mayor, MD | Neonatologist, AdventHealth

- **Enterprise Volunteer Management: From Silo to Systemness**

Julie Hudtloff, MHA, CPXP | Senior Director, Care Transformation & Patient Experience Services, Inova Health System

Carrie Street, MHA | Program Operations Manager, Volunteer Services, Inova Fairfax Medical Campus

- **Our Journey to Improving the Experience of Patients 65+**

Kim R. Byrd, MBA, FHX | Patient Experience Leader

Bobbie J. Gore, BSN, RN, ONC | Clinical Nurse Manager, Sentara Williamsburg Regional Medical Center

Brenda Rowe, MSN, RN, CMSRN | Clinical Nurse Manager, Sentara Williamsburg Regional Medical Center

- **Real-Time Coaching & Feedback: At-The-Elbow Support for Success**

Roxanne Baier, MSN, CPXP | Regional Director of Patient Experience, Baylor Scott & White

Charissa "Megan" Jackson, BSN, RN, NE-BC | Nurse Manager, Baylor Scott & White

Katy Miller, MEd, LSSGB, CPXP | Patient Experience Advisor, Baylor Scott & White – McKinney

- **Heartfelt and Healing: Mastering the Art of an Apology in Human Experience**

Casey Baselj | Service Excellence Officer, Allegheny Health Network

Mary Ann Lloyd | Service Excellence Officer, Allegheny Health Network

- **But We've Always Done It That Way: Using SWOT to Enhance Your Volunteer Program**

Alex Seblatnigg, CAVS, CPXP | Director of Volunteer Services and Internal Engagement, Shepherd Center

- **Return on Human Experience: Eight Principles to Inspire Excellence in Healthcare**

Stacy Palmer, CPXP | Senior Vice President & COO, The Beryl Institute

Jason Wolf, PhD, CPXP | President & CEO, The Beryl Institute

- **Rising Strong: Team Resilience Strategies**

Shelley Egley | System Senior Director, Clinical Relations, Intermountain Health

Amanda Stokes | Clinical Relations Senior Manager, Intermountain Health

- **Experience Management Everywhere**

Toya Gorley, MBA | Improvement Advisor, NRC Health

- **Starting a Pediatric Parent Advisory Council: Overcoming Adversity**

Lillianne Hanning, BSN, RN | Family-Centered Care Coordinator

Keisha Anderson | Parent Advisor and Administrator

Christine Lombardi | Parent Advisor and Co-Chair

Lindsey Wood | Parent Advisor and Co-Chair

- **ACR Patient Friendly Animations: Empowering Patients in Radiology**  
Sonya Bhole, MD | Director and Physician Lead of Ambulatory Breast Radiology, Northwestern University  
Nina Vincoff, MD | Division Chief of Breast Imaging, Northwell Health
- **The "What Matters to You" Movement: Fostering Sustainable Change in Healthcare**  
Angela DeVanney | Founder, GoShadow  
Damara Gutnick | Sr. Director, Community and Population Health, Montefiore Medical Center  
Claire Snyman | Health Care Advocate, Two Steps Forward
- **Aligning Experience to Drive Scalable, Sustainable Change**  
Anna Schwinn | Healthcare Service Designer, Access & Experience, Tegria  
Erika Smith, PharmD, FACHE, FASHP | Executive Director, Transformation & Integration Office, Froedtert ThedaCare Health  
Kristal Wittmann, MSHA, CPXP | Director, Access & Experience, Tegria
- **Developing Multidisciplinary Committees for Patient Experience Effectiveness**  
Ashley Brown, MHA, CPXP | Patient Experience Director, UF Health Shands  
Lara Zamajtuk, MSHA, RDN, LDN | Associate Vice President, Operations and Patient Services, UF Health Shands
- **Leveraging Metrics to Demonstrate Volunteer Impact**  
Debbie Garrett | Program Coordinator, Volunteer Services and Special Events, St. Jude Children's Research Hospital

- **What Does Excellent Look Like?**  
Paul Clarke, MSA, CPXP | Patient Experience and Engagement Specialist, Lee Health  
Missy Moorhead, MSN, BSN, RN, CPXP | Patient Experience and Engagement Specialist, Lee Health
- **Improving Interpreter Services Documentation for Equitable LEP Care**  
Richard (Tyler) Dillehay | Practice Manager, Palliative Care & Geriatrics, Dartmouth Health  
Samuel Verkhovsky, MIPP, MPH, LSSBB, CPXP | System Director of Medical Interpreter & Translation Services, Dartmouth Health
- **Connecting Compassion for Patients with Health Care Worker Wellbeing**  
Kathy Saldana, CPXP | Patient Experience Advisor, Baptist Health Care
- **Global Headliner: A System-Wide Transformation in Human Experience at NSW Health**  
Anne Marie Hadley | Chief eXperience Officer, NSW Health
- **Global Headliner: Crafting a Patient Experience Program While Commissioning a Hospital**  
Samer AbuGhazaleh | Chief Operating Officer, King's College London (Jeddah, Saudi Arabia)
- **ED Patient Loyalty Scores Nearly Double Through an Innovative Patient Navigator Role**  
Allison Shuttz, MSN, RN, NE-BC | Chief Nursing Officer, Thomasville Medical Center, Novant Health  
Sidney Yates, BSBA | Patient Experience Advisor, Novant Health

- **The Patient Experience with Virtual Care**  
Paula Campbell, CNIO | Chief Nursing Information Officer, The Christ Hospital Health Network  
Donna Summers, CNIO | Chief Nursing Informatics Officer, Henry Ford Health  
Diane Wiersch, CPM | Senior Clinical and Revenue Applications and Support Expert, Lehigh Valley Health Network  
Nicole Yowell, MBA, LSSBB, SA | Virtual Health Leader, Cook Children's  
Lisa Branson, MSN, RN, MSCN, CPXP | Nursing Executive, SONIFI Health
- **ONE Sutter Experience of Care, a 3-Step Communication Standard**  
Carole Adell, MHROD | Director, Experience of Care, Sutter Health  
Debbie Young, BSHA, CPXP | Experience of Care Improvement Consultant, Sutter Health
- **PFAC Series (Part 1) Webinar/Panel: Starting a PFAC**  
Presenter: Joshua Paxton | Patient Experience Coach, University of Iowa Health Care | Board Member, Global Patient and Family Advisory Board, The Beryl Institute | Workgroup Co-Chair, Patient, Family and Care Partners Community, The Beryl Institute  
Moderator: Rosie Bartel | Patient Partner | Board Member, Global Patient and Family Advisory Board, The Beryl Institute | Member, Patient, Family and Care Partners Community, The Beryl Institute

Panelists:

Liane Barefoot | Director, Patient Experience, Risk & Quality, Infection Prevention & Control, Chief Privacy Officer, Cambridge Memorial Hospital  
Jeffrey Cousins | Care Consultant, AdventHealth | Co-Chair, Global Patient and Family Advisory Board, The Beryl Institute  
Mareena Joseph | Nursing Professional Development Practitioner, AdventHealth  
Corey Kimpson | Patient and Care Partner Community Council Co-Chair, The Beryl Institute | Global Patient and Family Advisory Board, The Beryl Institute | Lived Experience Advisory Panel (LEAP), Institute for Healthcare Improvement | Ontario Health West Patient and Family Advisory Council | Cambridge Memorial Hospital Patient and Family Advisory Council Past Chair

- **Engaging Children and Youth in Healthcare: A Developmental Approach**  
Alexa Petta | Child Life Specialist, The Hospital for Sick Children (SickKids)
- **PFAC Restructure: Expanding Councils, Enhancing Quality, Securing Leader Buy-In**  
Tampa General Hospital:  
Fred Freeman | Executive Chair, Patient and Family Advisory Council  
Sarah Jones-Chambers | Executive Co-Chair, Patient and Family Advisory Council  
Amber Washington | Patient Advisory Coordinator, Patient and Family Advisory Council



- **Building Cognitive-Based Compassion into Service Recovery Training**

Maria Fernandez, MHA, CPXP | System Director of Patient Experience, Emory Healthcare

- **Global Headliner: National Human Experience Movement Led by SOBREXP in Brazil**

Marcelo Alvarenga, MD, MSc, CPXP | Director of Institutional Relations, SOBREXP – Brazilian Society of Patient Experience and Person Centered Care

Carla Ledo, RN, MBA, CPXP | President, SOBREXP – Brazilian Society of Patient Experience and Person Centered Care

- **PFAC Series (Part 2) Webinar/Panel: Revitalizing & Rebuilding a PFAC**

Presenter: Tony Serge | Senior Global Patient & Family Advisor | Co-Chair of The Beryl Institute Global Patient and Family Advisory Board | Past Co-Chair of the Senior Leadership Patient & Family Advisory Board at Brigham & Women's Hospital | Past Co-Chair of Dana Farber's Adult Patient & Family Advisory Council | Member, Institute for Healthcare Improvement (IHI) Lived Experience Advisory Panel

Moderator: Rosie Bartel | Patient Partner | Board Member, Global Patient and Family Advisory Board, The Beryl Institute | Member, Patient, Family and Care Partners Community, The Beryl Institute

Panelists:

Mark Agathangelou | Chair, Camden Patient & Public Engagement Group | Patient Member of Primary Care Committee, NHS North Central London Integrated Care Board (UK) | Board Member, Global Patient and Family Advisory Board, The Beryl Institute

Jeffrey Cousins | Care Consultant, AdventHealth | Co-Chair, Global Patient and Family Advisory Board, The Beryl Institute

Corey Kimpson | Patient and Care Partner Community Council Co-Chair, The Beryl Institute | Global Patient and Family Advisory Board, The Beryl Institute | Lived Experience Advisory Panel (LEAP), Institute for Healthcare Improvement | Ontario Health West Patient and Family Advisory Council | Cambridge Memorial Hospital Patient and Family Advisory Council Past Chair

Terrell Smith | Senior Director Patient and Family Engagement (Retired), Vanderbilt University Medical Center

- **Enhancing Provider Communication with the CURO Conversations Model**

Kate Clark, DNP, AGNP-C | Nurse Practitioner, Family Medicine, Cone Health

Donald Wickline, MD, FACEP | Medical Director for Patient Experience, Cone Health

Lillian Wright, CPXP, MSL | Sr. Patient Experience Manager, Cone Health

Marlee Foster | Sr. Patient Experience Manager, Cone Health

- **Breaking Down Communication Barriers in Emergency Patient Experience**

Mark Hayworth, DNP, MS, RN, CEN, NEA-BC | Vice President of Emergency Services, Medical City Healthcare

Michael Rogozinski, MSN, RN | Chief Nursing Officer, Vital

- **Breaking Barriers: Strategies for Effective Language Access in Healthcare**

Moderator: Katelyn Moser, MBA, CPXP | Senior Director, Patient Experience, MedStar Washington Hospital Center | Co-Chair, Language Services Community Council, The Beryl Institute

Panelists:

Tara DiDonato, MS, CPXP | Senior Director, Patient Experience, NewYork-Presbyterian Brooklyn Methodist

Rebecca Ruckno | Director, Language Services, Geisinger | Co-Chair, Language Services Community Council, The Beryl Institute

Athena Sehr, LCSW | Manager, Patient Relations & Language Assistance Services, Stamford Health

- **At the Ready! An Innovative Volunteer Float Pool and Its Positive Ripple Effects**

Shari Sirkin Kaplan, LCSW | Senior Director, Volunteer Services, Mount Sinai Health System

Dana Kuefner, LMSW, CAVS, CVA | Director, Department of Volunteer Services, Mount Sinai Hospital

- **PFAC Series (Part 3) Webinar/Panel: Sustaining & Growing a PFAC**

Presenter: Jeffrey Cousins | Care Consultant, AdventHealth | Co-Chair, Global Patient and Family Advisory Board, The Beryl Institute

Moderator: Rosie Bartel | Patient Partner | Board Member, Global Patient and Family Advisory Board, The Beryl Institute | Member, Patient, Family and Care Partners Community, The Beryl Institute

Panelists:

Maritza Boudrow, MEd | Director, Centers for Patients and Families and Volunteer Services, Department of Nursing and Patient Care Services, Dana-Farber Cancer Institute

Barbara Lewis, PhD | President, Healthcare PX (non-profit) Improving the Patient Experience | PT Faculty, University of Nevada, Las Vegas | Co-Chair Emerita, Global Patient and Family Advisory Board, The Beryl Institute | Co-Chair Emerita, Southern California Regional Patient Advisory, Kaiser Permanente

Aimee Williamson, PhD | Board Member, Global Patient and Family Advisory Board, The Beryl Institute | Past Co-Chair, Family Advisory Council, Boston Children's Hospital | Professor of Public Administration, Suffolk University

Tony Serge | Senior Global Patient & Family Advisor | Co-Chair of The Beryl Institute Global Patient and Family Advisory Board | Past Co-Chair of the Senior Leadership Patient & Family Advisory Board at Brigham & Women's Hospital | Past Co-Chair of Dana Farber's Adult Patient & Family Advisory Council | Member, Institute for Healthcare Improvement (IHI) Lived Experience Advisory Panel

- **Inclusive Perspectives: Diversifying Patient and Family Advisory Councils**

Matthew Masakayan, MHA, CPXP | Patient Experience Performance Advisor, Inova Health System

Grace Reed, MHA, CPXP | Patient Experience Program Manager, Inova Health System

## Fundamentals of Patient Experience: A CPXP Preparation Program (Arabic)

This year marked the launch of our **Fundamentals of Patient Experience: A CPXP Preparation Program (Arabic)** — and the graduation of our very **first cohort**. Designed for healthcare professionals and patient experience champions across the Middle East, this interactive program created a structured pathway to prepare for the globally recognized CPXP credential. Delivered bilingually and led by **Dr. Ahmed A. Abdelkawy, MQM, FPCC, CPXP, FHx, IHI Fellow**, the program connected global patient experience principles to practical application within Middle Eastern healthcare settings.

Participants strengthened their knowledge across the four CPXP domains, built personalized study plans, and advanced their ability to drive meaningful cultural and system-level change in their organizations. Graduates earned a certificate from Patient Experience University and joined a growing global community of leaders committed to elevating the human experience in healthcare.

### Certificate Recipients:

- Mohamed Abdelkader, CPXP
- Helala Albalawe, CPXP
- Meshal Aljuaid, PhD
- Dr. Deena Alshwairikh, CPXP
- Dr. Mona Ali Abdelfattah Saleh, CPXP
- Dr. Muhammad Lotfy Esmail Hassan
- Dr. Najd Mohammed Aleed
- Mohammad Almobarak, CPXP
- Sadeem Ahmed Y Aljilani, CPXP
- Dr. Osamah Abdullah Assiri, CPXP
- Amani Alzahrani
- Dr. Inas Fawzy Abdelkawy Mohamed, CPXP
- Shimaa Abdelhamid Abdelraouf Abdelhamid, CPXP
- Dr. Mahmoud Radwan, CPXP





# Awards

It is important to recognize the exemplary work being done in the field of patient experience and honor those who have dedicated their career and efforts to elevating the human experience in healthcare. Award recipients are announced annually at ELEVATE PX, the global patient experience event. In 2025, we honored **six individuals** with awards for their extraordinary work.

## NEW

**This year marked the first-ever presentation of the inaugural Dr. Michael Frumovitz Award**

Established to honor the legacy of Dr. Michael Frumovitz — a compassionate physician leader, experience executive, and beloved member of The Beryl Institute community — this award recognizes the essential role physicians play in transforming the human experience in healthcare.

Created in his memory, the award celebrates practicing physicians who lead with empathy, elevate the voices of patients and families, support the well-being of their peers, and drive meaningful, measurable change in their organizations and communities. It reflects Dr. Frumovitz's lifelong commitment to connection, communication, and patient-centered care, as well as the courage and openness he showed in sharing his own journey as a patient. This first year of recognition stands as a powerful tribute to his enduring impact and a call to physician leaders everywhere to carry this work forward.



**Michael Frumovitz, MD, CPXP**  
Former CPXO, MD Anderson

## NEW

### **The Beryl Institute DAISY Nurse Leader Award For Experience Champions**

The Beryl Institute DAISY Nurse Leader Award For Experience Champions reflects the vital role nurses and nurse leaders can and must play in transforming the human experience in healthcare. The award is offered in partnership with The DAISY Foundation, an international organization championing nursing's unique and vital role as compassionate, expert providers of healthcare.

This award is focused on Nurse Managers, Directors, Assistant Managers, Charge Nurses, and Chief Nursing Officers. Its intention is to recognize those who create a space as leaders for excellence in experience to occur through both their words and actions.



We were pleased to honor **Laura J. Wood, DNP**, Executive Vice President, Patient Care Operations and System Chief Nursing Officer, Boston Children's Hospital, with the 2025 Daisy Nurse Leader Award.

### Tiffany Christensen Patient and Family Advisor Award

The Tiffany Christensen Patient and Family Advisor Award celebrates great work being done across the globe to improve the human experience in healthcare. We understand the effort it takes to change cultures, implement new strategies and build true partnerships with patients and families.

We were pleased to honor **Isabela Castro, CPXP**, PX and QI Consultant, Rede Dor Sao Luis, with the 2025 Tiffany Christensen Patient and Family Advisor Award.



### Wendy Leebov Championing Experience Award

The Wendy Leebov Championing Experience Award recognizes and honors an individual in healthcare who has made an outstanding contribution to the field of patient experience and fostered human connections in healthcare.

We were pleased to honor **Anne Marie Hadley**, Chief Experience Officer, NSW Health, with the 2025 Wendy Leebov Award.



### Ruth Ravich Patient Advocacy Award

The Ruth Ravich Patient Advocacy Award is presented by the Patient Advocacy Council of The Beryl Institute. Awarded annually since 1991, first by the Society for Healthcare Consumer Advocacy (SHCA) Board of Directors, and now by the thought leaders of the Patient Advocacy Council, the award recognizes an individual for outstanding contributions, dedication, leadership and loyal service to fellow Patient Advocates.

We were pleased to honor **Tyler Gegen, CPXP**, System Senior Director, Patient Experience, UnityPoint Health, with the 2025 Ruth Ravich Award.



### Volunteer Professionals Award for Excellence

The Volunteer Professionals Award for Excellence recognizes individuals who have demonstrated exemplary service and contribution to the profession of healthcare volunteer management. The award began under the Association for Health Care Volunteer Resource Professionals (AHVRP) in 2006. With the transition of AHVRP into The Beryl Institute community in 2020, we are honored to carry on this tradition of recognition.

We were pleased to honor **Linda VanFulpen, CAVS**, Manager, Volunteer Services, Sharp Grossmont Hospital, with the 2025 Volunteer Professionals Award.



## Patient Experience Journal (PXJ) Awards

The Patient Experience Journal (PXJ) Awards celebrate powerful contributions to the literature and articles of impact in research and practice and introduce rising stars who are working to expand evidence and insights on patient experience and the human experience in healthcare. In 2025, we recognized the following winners:

### Article of the Year

#### Is Timing Everything? The Role of Time on the Relationship between Patient-Centered Communication and Provider Empathy

Shanequa S. Roscoe-Nelson, Department of Health Services Administration, University of Alabama at Birmingham

Geoffrey A. Silvera PhD, MHA, Department of Health Services Administration, University of Alabama at Birmingham

### Best Article - Emerging Scholar

Lead author has completed a doctorate within the last five years.

#### Patients' Perceptions of Interprofessional Collaboration: A Scoping Review

Robynne Gilchrist Miss, Department of Human Movement Science, Faculty of Health Sciences, Nelson Mandela University, Gqeberha, South Africa

Aayesha Kholvadia Dr, Department of Human Movement Science, Faculty of Health Sciences, Nelson Mandela University, Gqeberha, South Africa

William (Bill) Burdick Prof, Department of Emergency Medicine, Drexel University College of Medicine, Philadelphia, United States of America, PA

### Best Article - Practitioner

Lead author is a professional from a healthcare delivery organization.

#### Primary Care Productivity and Patient Satisfaction Community Practice: What is the Relationship?

Thomas G. Howell Jr., Mayo Clinic Health System

### Most Impactful Article

Selected from all articles published over the last five volumes.

#### Nursing leadership during COVID-19: Enhancing patient, family and workforce experience

Anne Aquilia, Yale New Haven Health/Bridgeport Hospital

Karen Grimley, UCLA Health

Barbara Jacobs, Anne Arundel Medical Center

Maryellen Kosturko, Yale New Haven Health/Bridgeport Hospital

Jerry Mansfield, Mount Carmel Health System | Trinity Health

Charlotte Mathers, Seasons Healthcare Management, Inc.

Peggie Parniawski, Yale New Haven Health/Bridgeport Hospital

Laura Wood, Boston Children's Hospital

Victoria Niederhauser, University of Tennessee Knoxville

# Advocacy



The Patient Experience Policy Forum (PXPF) is a broad-based coalition of healthcare organizations and patient and family advisors engaged in advocacy and action to give a greater voice in healthcare policy to those working to improve the patient and family experience.

## Executive Board Co-Chairs



**Shari Berman**  
Patient Advisor, Boston, MA



**Rick Evans**  
SVP and Chief Experience Officer  
NewYork-Presbyterian

In 2025, PXPF:

- Continued its collaboration with government policy makers, especially CMS and Battelle, to influence the direction and positive evolution of patient experience measurement nationwide.
- Advocated for preservation of key functions within CMS – especially AHRQ – during a period where changes were being made with the incoming administration in Washington.
- Issued a Call to Action for Supporting and Sustaining a Commitment to Experience and Championing High Quality, Safe Outcomes All Patients Deserve
- Released Letter in Support of the Agency for Healthcare Research and Quality (AHRQ)
- Networked with other allied organizations (Joint Commission, Leap Frog, and others) for stronger guidelines and standards supporting the importance of Patient and Family Advisory Councils in healthcare organizations.
- Presented a joint webinar with America's Essential Hospitals on "Understanding the CMS Stars System" to help advocate for more equitable use of patient experience ratings, especially with safety net hospitals.
- Expanded advocacy for Patient & Care Partner engagement in partnership with the efforts of patient leaders and workgroup in The Beryl Institute community.



# What Matters To You?

In 2025, The Beryl Institute and WMTY.world (What Matters to You) announced an exciting new collaboration built on a shared vision of elevating the voices of patients and families, driving innovation, and refocusing healthcare around what truly matters to those it serves.

"What Matters to You (WMTY)?" is an international person-centered care movement inspired by a 2012 New England Journal of Medicine article, Shared Decision-Making: The Pinnacle of Patient-Centered Care, written by Michael Barry and Susan Edgman-Levitan. The underlying principle, "Ask, listen, do" what matters is intended to shift the power to the person who knows best about the help or support they need, whether it be a person with a medical issue or the clinicians or staff providing care.

The collaboration leverages the strengths of both organizations to:

- **Amplify the Patient's Voice:** Encourage healthcare providers to adopt practices that center around understanding and acting on what matters most to patients and families.
- **Create a connected and empowered community:** Explore what matters most to those providing health and social care and connect them to their core purpose.
- **Foster Global Innovation:** Share best practices and innovative strategies across international networks to enhance care delivery and patient experience worldwide.
- **Expand a Unified Movement:** Unite healthcare leaders, organizations, and communities to grow a powerful global movement for compassionate, person-centered care.



12 convening team members:

- |                     |                    |
|---------------------|--------------------|
| • Maureen Bisognano | • James Mountford  |
| • Angela DeVanney   | • Jennifer Rodgers |
| • Damara Gutnick    | • Chris Sarfaty    |
| • Helen Lee         | • Claire Snyman    |
| • Mathieu Louiset   | • Karen Turner     |
| • Shaun Maher       | • Anders Vege      |

# Boards and Councils

The Beryl Institute's boards, councils and committees continued to bring valuable insights to guide the Institute forward as the independent, central voice and global community of practice for experience improvement.

## 2025 Board Members

### Strategic Advisory Board

#### Members

- **Marcelo Alvarenga**, MD, MSc, CPXP, CEO and Co-Founder, ConectaExp, Consulting, Healthcare Management and People Development
- **Joy Avery**, SVP Clinical Strategy, Cipher Health
- **Nicole Cable**, MHS, CPXP, LBBP, Chief People and Experience Officer, Blue Zones Health
- **Joanne Carrocino**, President and CEO, Cape Regional Medical Center
- **Neil Churchill**, Director for Patient Experience, Participation and Equalities, NHS England
- **Rick Evans**, SVP and Chief Experience Officer, NewYork-Presbyterian Hospital
- **Tyler Gegen**, System Executive Director, Patient Experience, UnityPoint Health
- **Karen Grimley**, PhD, Chief Nursing Executive and Assistant Dean, UCLA Health and UCLA School of Nursing
- **Corey Kimpson**, Chair, Patient and Family Advisory Council, Community Ambassador (COVID-19)
- **Amah Kouevi**, CEO, French Patient Experience Institute
- **Cate Murphy**, CPXP, Vice President, Corporate Relations and Client Engagement
- **Joyce Nazario**, CPXP, Patient Experience Excellence Head, Metro Pacific Health
- **Shannon Patterson**, Executive Director of Consumer and PX, Stamford Health
- **Alexie Puran**, MD, MS FACEP, FAAP, CPXP, Pediatric Emergency Medicine Physician, NYC Health + Hospitals, Harlem
- **Jennifer Purdy**, LCSW, CPXP, Executive Director, CX Tools and Implementation, Veterans Experience Office, Dept. of Veterans Affairs
- **Tony Serge**, Senior Executive Patient and Family Advisor, Co-Chair GPFAB of The Beryl Institute, Co-Chair, Brigham and Women's Hospital Senior Leadership Patient and Family Advisory Board, Past Co-Chair, Dana Farber Adult Patient and Family Advisory Council
- **Claire Snyman**, Health Care Advocate, Two Steps Forward, WMTV Convening Team

### PX Advisory Board

- **Tyler Gegen**, System Executive Director, Patient Experience, UnityPoint Health
- **Shannon Patterson**, Executive Director of Consumer and PX, Stamford Health
- **Sonia Almendarez**, Division Vice President, Patient Experience, HCA Houston Healthcare
- **Katie Arnett**, Vice President, Chief Patient Experience Officer, UK King's Daughters Medical Center
- **Jennifer Ball**, Regional Director of Patient Experience Improvement for CHS, Community Health System
- **Randall Caldwell**, CPXP, Director of Patient Experience, Norton Healthcare, Audubon Hospital
- **Cheryl Call**, Senior Manager, Market Lead, Volunteer, Gift Shops, Hospitality and Chaplaincy Services, Intermountain Health, Utah Valley Hospital
- **Jennifer Carron**, Patient Experience Officer, BJC Healthcare
- **Amanda Casillas**, Director, Service Excellence, Stanford Healthcare
- **Karen Cernock**, MBA, CPXP, Vice President, Consumerism, Memorial Hermann Health System
- **Stacy Colimore**, Director of Patient Experience, Johns Hopkins Health System
- **Tara DiDonato**, Senior Director, Patient Experience, NewYork-Presbyterian Brooklyn Methodist
- **Linda Fisher**, CAVS, MS, CEL, Regional Director, Guest Services, UCHHealth
- **Brandon Jones**, System Patient Experience Manager, Carilion Clinic
- **Namgyal Kyulo**, Director, Patient Experience, John Hopkins Health System
- **Cherie Lytle**, CPXP, Manager of Consumer Experience, Nebraska Medicine
- **Katelyn Moser**, CPXP, Senior Director, Patient Experience, MedStar Washington Hospital Center
- **Jennifer Muchow**, System Director, Experience of Care, Bon Secours Mercy Health
- **Liz Paskas**, SVP, Chief Patient Experience Officer, Hackensack Meridian Health
- **Bianca Radney**, Vice President of Patient and Family Experience, Texas Health Resources
- **Rebecca Ruckno**, Director, Language Services, Geisinger
- **Prabhiyot Singh**, Director, Customer Experience, Trinity Health



- **Alison Soileau**, System VP, Patient Experience and Service Excellence, Ochsner Health
- **Garrett A. South**, CPXP, Director of Patient Experience, Dignity Health California Hospital Medical Center
- **Karenn Thatcher**, Director of Experience Learning, AdventHealth
- **Alicia Wierenga**, Sr. Director, Patient and Family-Centered-Care, UMass Memorial Medical Center

## Global Patient and Family Advisory Board

### Co-chairs

- **Jeff Cousins**, Family-Centered Care Consultant, AdventHealth for Children, Orlando, FL
- **Corey Kimpson**, Chair, Patient and Family Advisory Council, Cambridge Memorial Hospital, Ontario, Canada
- **Tony Serge**, Co-Chair, Brigham and Women's Hospital Senior Leadership Patient and Family Advisory Board, Past Co-Chair, Dana Farber Adult Patient and Family Advisory Council, Groton, MA

### Members

- **Mark Agathangelou**, Bridges Self-Management, NHS England
- **Rosie Bartel**, Patient Advisor, Chilton, WI
- **Ashley Bates**, Executive Director, Founder, Team Josiah 2K22 Foundation Inc
- **Isabela Castro**, PX and QI Consultant, Rede Dor Sao Luis, Rio de Janeiro, Brazil

- **Lynn Ferguson**, Member, Patient and Family Advisory Council, Vanderbilt University Medical Center
- **Kelly Foran**, Friendly Faces Helping Hands Foundation, Australia
- **Sydney Graham**, Engagement Specialist and Educator, Ontario Family Caregiver Advisory Network, Board Member, Toronto, Canada
- **Jamonica Hill**, Volunteer, Duke University Hospital, PFAC, Quality Executive Improvement Committee Member, Durham, NC
- **Melissa Jones**, Patient and Family Engagement Consultant, Toronto, Canada
- **Corey Kimpson**, Patient and Family Advisory Council, Cambridge Memorial Hospital, Ontario, Canada
- **Tanya Lord**, Director of Patient and Family Engagement, Foundation for Healthy Communities, Concord, NH
- **Nikki Montgomery**, President, Patient and Family Partnership Council, University Hospitals Rainbow Babies and Children's, Euclid, OH
- **Josh Paxton**, Patient Experience Coach, University of Iowa Health Care
- **Cristina Serrao**, Lived Experience Ambassador, NHS England, London, England
- **Tony Serge**, Senior Executive Patient and Family Advisor, Brigham and Women's Hospital Senior Leadership Patient and Family Advisory Board, Dana Farber Adult Patient and Family Advisory Council, Groton, MA
- **Aimee Williamson**, PFA for Boston Children's Hospital, Boston, MA

## Solutions Advisory Board

### Co-chairs

- **Joy Avery**, MSN, RN, SVP Clinical Strategy, Cipher Health
- **Cate Murphy**, CPXP, Vice President, Corporate Relations and Client Engagement

### Members

- **Meade Atkinson**, Chief Revenue Officer, Kovo HealthTech Corporation
- **Jennifer Baron**, CXO, NRC Health
- **Vishal Bhalla**, CEO and Co-Founder, AnalytAIX
- **Adrienne Boissy**, Chief Medical Officer, Neurologist, Qualtrics
- **Janiece Gray**, Founder and Executive, Life and Leadership Coach, JGray and Associates
- **Brian Hatch**, CEO, HatchMed
- **Thomas Jackson**, Director of Partnerships, Qventus
- **Paul Jaglowski**, Co-Founder and Chief Strategy Officer, FeedTrail
- **Debra Kofal**, Principal, Patient and Customer Engagement, Genentech
- **Gidon Margolin**, CEO, Practicing Excellence
- **Amber Maraccini**, VP, Healthcare Executive Advisor, Medallia
- **Bill Mills**, CEO, Best Upon Request
- **Shawn Nason**, Chief Experience and Innovation Officer, PatientPoint
- **Melissa Paufler**, Strategy and Solutions Architect, Huron
- **Steven Peltzman**, Head, FeedbackNow
- **Kjrk Reyerson**, Executive Fellow, Digital Experience and Engagement

Advisor, University of St. Thomas and Tegria Services Group

- **Joshua Titus**, CEO, Gozio
- **James Vinall**, Director of Sales, The C.A.R.E. Channel
- **Blaik Wilson**, CEO, Cemplicity
- **Lori Zwigart**, Project Manager, Sodexo

## Patient Experience Policy Forum (PXPf) Board

### Co-chairs

- **Shari Berman**, Patient Advisor, Boston, MA
- **Rick Evans**, SVP and Chief Experience Officer, NewYork-Presbyterian
- **Charisse (Nikki) Montgomery**, MA, MEd, GPAC, PXPf Program Coordinator, Parent President, University Hospitals Rainbow Babies and Children's Hospital Patient and Family Partnership Council

### Members

- **Nicole Cable**, CPXP, Chief People and Experience Officer, Blue Zones Health
- **Susan Edgman-Levitan**, PA, Executive Director, Mass General Hospital Stoeckle Center for Primary Care Innovation, Co-chair, Mass General Brigham Patient Experience Leaders Committee
- **Sheila Delaney Moroney**, MPH
- **Courtney Nataraj**, Patient Advisor, NewYork-Presbyterian
- **Bob Parrish**, Patient Advisor, President, Future Directions in Health Care

- **Dale Shaller**, MPA, Principal, Shaller Consulting Group
- **Dwight McBee**, EVP, Clinical Health Equity, Chief Experience Officer
- **Erin O'Malley**, Health Policy Leader
- **Linda Van der Voort**, White Plains Hospital, Montefiore Health System

## Ex Officio Members

- **Jason Wolf**, PhD, CPXP, President and CEO, The Beryl Institute, Founding Editor, Patient Experience Journal

## PX Journal Board

### Executive Editorial Team

- **Geoffrey A. Silvera**, PhD, MHA, Associate Editor, Associate Professor of Health Services Administration, University of Alabama at Birmingham
- **Brittany Lax**, Managing Editor, PXJ, Manager Research, The Beryl Institute
- **Jason A. Wolf**, PhD, CPXP, Founding Editor/Editor-in-Chief, President and CEO, The Beryl Institute

### Members

- **Samereh Abdoli**, PhD, RN, Associate Professor, College of Nursing, University of Tennessee-Knoxville
- **Corey Adams**, RN, GradDip Psych, MBA, Clinical Research Officer, Australian Institute of Health Innovation
- **Agnes M. Barden**, DNP, RN, CPXP, Deputy Chief Experience Officer, Office of Patient and Customer Experience, Northwell Health
- **Britt Berrett**, PhD, FACHE, Healthcare Leadership, BYU Marriott School of Business, Brigham Young University

- **Vishal Bhalla**, MBA, MS, CPXP, SPHR, Founder and CEO, AnalytAIX
- **Megan Chavez**, MS, FACHE, CPXP, Vice President, Experience, Cook Children's Health Care System
- **Lihua Dishman**, DBA, MBA, FACHE, Associate Professor, Health Administration (DHA and MHA) Programs, College of Graduate Health Studies, A. T. Still University
- **Karen Drenkard**, PhD, RN, NEA-BC, FAAN, President, Drenkard Healthcare Consulting, LLC
- **Sherri LaVela**, PhD, MPH, MBA, Research Health Scientist, Center of Innovation for Complex Chronic Care, Department of Veterans Affairs, Research Professor, Department of Physical Medicine and Rehabilitation, Feinberg School of Medicine, Northwestern University
- **Daniel D. Maeng**, PhD, Associate Professor, Department of Psychiatry, University of Rochester Medical Center
- **Umair Majid**, MSc, MEd, PhD, Institute of Health Policy, Management and Evaluation, University of Toronto (Canada), Research, Public Policy, and Evaluation, United Way Greater Toronto (Canada), Institute for Better Health, Trillium Health Partners (Canada), Centre for Continuing Education, McMaster University (Canada), Government College University (Pakistan)
- **Dianne Marshburn**, PhD, RN, Adjunct Graduate Faculty, College of Nursing, East Carolina University
- **Erin Moore**, BS, Quality Improvement Manager, Pennsylvania Department of Health
- **Sinyoung Park**, PhD, Associate Professor of Health Administration,

Brooks College of Health, University of North Florida

- **Marie-Pascale Pomey**, MD, PhD, Researcher, Research Center of the University Hospital of Montréal
- **Sophie Staniszezwska**, DPhil (Oxon), Professor, Patient and Public Involvement and Experiences of Care, Co-Editor in Chief, Research Involvement and Engagement, Warwick Medical School, University of Warwick (England)
- **Anthony C. Stanowski**, DHA, FACHE, President and CEO, Commission on Accreditation of Healthcare Management Education
- **Tammy Thompson**, EdD, CPXP, EDAC, Director of Experience Design, ECU Health, Adjunct Instructor, North Carolina A&T State University
- **Dominic O. Vachon**, MDiv, PhD, John G. Sheedy, M.D., Director, Ruth M. Hillebrand Center for Compassionate Care in Medicine

### Emeritus

- **Stefan Agamanolis**, PhD, Chief Innovation Officer, Akron Children's Hospital
- **Bill Boulding**, PhD, Dean and J.B. Fuqua Professor of Business Administration, The Fuqua School of Business, Duke University
- **Bob Cottor**, MD, Board Member, Taos Institute
- **Denise M. Kennedy**, MBA, Clinical Assistant Professor, Arizona State University, College of Health Solutions, School for the Science of Health Care Delivery
- **Christy Harris Lemak**, PhD, FACHE, Chair, Department of Health Services Administration, UAB

- **William G. Lehrman**, PhD, Social Science Research Analyst, Division of Consumer Assessment and Plan Performance, Centers for Medicare and Medicaid Services
- **Karen Luxford**, PhD, CEO, Australian Council on Healthcare Standards
- **Joseph Michelli**, PhD, Chief Experience Officer, The Michelli Experience
- **Vickie Niederhauser**, PhD, RN, Dean, The University of Tennessee, College of Nursing
- **Zal Press**, Founder, Patient Commando Productions, Former Co-Chair, Global Patient and Family Advisory Council, The Beryl Institute

## Conference Planning Committee

### Co-chairs

- **Beth Daddario**, CAVS, Director of Volunteers Experience, Inspira Health
- **Ron Hamner**, National Program Manager, Policy, VHA Office of Patient Advocacy
- **Ellen Harry**, Director, Human Centered Care, Hartford HealthCare

### Members

- **Nicole Allen**, MSHA, Assistant Vice President, Patient Experience, Surgery Ventures powered by HCA
- **Marcelo Alvarenga**, MD, MSC, CPXP, Physician, ConectaExp CEO, SOBREXP Director of Institutional Relations and Co-Founder, ConectaExp Consulting
- **Darrell Atkin**, CPXP, Principal, Darrell Atkin + Associates

- **Roxanne Baier**, Patient Experience Leader
- **Rosie Bartel**, Patient Coordinator, University of Wisconsin School of Medicine Infectious Disease Research
- **Miranda Bond**, MHR, CPXP, Administrative Director, Patient Relations, Parkland Health
- **Amanda Casillas**, Director, Service Excellence, Stanford Health Care
- **Maria Fernandez**, Director of Patient Experience, System Services, Emory Healthcare
- **Toni Land**, Founder, Chief Experience Officer, Landing Exceptional Experiences
- **Amber Maraccini**, VP, Head of Healthcare, Medallia
- **Kristin Maier**, Director, Patient Relations and Guest Services, Tampa General Hospital
- **Alexa Petta**, Child Life Specialist, SickKids Hospital
- **Garrett A. South**, MPH, CPXP, Director of Patient Experience, CommonSpirit Health
- **Vita Steina**, Advisor to Health Minister of Latvia, Health Ministry of Latvia
- **La Shawna Williams**, Physician, Kaiser Permanente

## Global Experience Collaborative

### Co-Chairs

- **Marcelo Alvarenga**, President, Brazilian Society of Patient Experience SOBREXP, Brazil
- **Irene Chan**, Director, National Cancer Centre Singapore, Singapore

### Members

- **Ahmed Abdelkawy**, Senior Consultant, Ascend Solution
- **Nuria Diaz Avendano**, Quality and Patient Experience Director, Quironsalud, Spain
- **David Grayson**, Consultant Otolaryngologist, Te Whatu Ora Health New Zealand, New Zealand
- **Anne Marie Hadley**, CXO, NSW Health, Australia
- **Sherri Huckstep**, Chief Experience Officer, The Royal Women's Hospital, Australia
- **Ana Kernkraut**, Patient Experience Coordinator, Hospital Israelita Albert Einstein, Brazil
- **Amah Kouevi**, CEO, French Patient Experience Institute, France
- **Ayman Naser**, Alnafea, Administrative Off Duty Manager, King Abdullah Medical City in Makkah, Saudi Arabia
- **Vita Steina**, Advisor to the Latvian Minister of Health, Chairman, Health Ministry of Latvia, Latvia
- **Rosanne Zimmerman**, Director, Patient Experience and Safety, Hamilton Health Sciences, Canada
- **Chatchai Yachantha**, Deputy Chief Operating Officer, Tokio Marine Life Insurance, Thailand

- **Maria Elvira Aldeco**, Deputy Director of Patient Experience, Fundación Santa Fe de Bogotá, Colombia
- **Serena Bertoli-Haley**, Manager, Experience in Care, First Nations Health Authority, Canada
- **Carlos Bezos Daleske**, CEO, Institute for Patient Experience, Spain
- **Hiroko Fujii**, Public Relations Manager, Association for Patient eXperience Japan, Japan
- **Duaa Hammada**, Director of Service Excellence, International and Emerging Markets, Cleveland Clinic, US
- **Joep Paemen**, SPX, Belgium
- **Anne Sophie Gresle**, SPX, Spain
- **Jennifer Carron**, Patient Experience Officer, BJC HealthCare and Washington University
- **Brittany Chambers**, MPH, MCHES, Director of Health Equity, Mount Sinai
- **Estela Gimenez**, Multicultural Health Officer, ISLHD Multicultural and Refugee Health Service
- **Jodi Gross**, MPH, MSW, CPHQ, Manager of Patient Support Services, Sharp Grossmont Hospital
- **Heather Hardinger**, Director, Consumer Experience, DEIB, CoxHealth
- **Frank Hrabe**, Retired Volunteer Professional, Children's of Alabama
- **D'Andrea Joiner**, Patient and Family Experience Consultant, Texas Health Resources
- **Maria Fernandez**, MHA, CPXP, CDEI, Director of Patient Experience, System Services, Emory Healthcare
- **Meg Rider**, MBA, CPXP, Director, Patient Experience, Co-Chair, Pride, Jefferson Health
- **Carol Santalucia**, Consultant, Santalucia Group

## Community Council Workgroups

### Access and Belonging

#### Co-Chairs

- **Lisa Branson**, MSN, RN, MSCN, CPXP, Nursing Executive, SONIFI Health
- **Christine Kouri**, BScN, MHA, Director, National Newcomer Navigation Network, Canada

#### Members

- **Carson Bethards**, Patient Experience Coordinator, UnityPoint
- **Ghecora Boyd**, Care Transition Nurse Navigator, Temple University Health System
- **Cheryl Call**, CAVS, Manager Volunteer, Gift Shops, Hospitality and Chaplaincy Services, Intermountain Health, Utah Valley Hospital

## Ambulatory Care

### Co-chairs

- **Denise Clanton**, BS, MA, CPXP, Director, Diagnostic Imaging Operations, MD Anderson Cancer Center
- **Debbie Young**, BS, CPXP, Clinical Performance Improvement Consultant, Ambulatory, Sutter Health

### Members

- **Nicole Allen**, AVP, Patient Experience, Surgery Ventures powered by HCA

- **Elizabeth Clinton**, MPH, CLSSGB, Director, Consumer Experience, Memorial Hermann Health System
- **Natasa Dill**, DNP, MBA, RN, CPHQ, CPPS, NE-BC, Vice President, Quality and Safety, MaineHealth Medical Group
- **Sonya Fleming**, VP of Transformation and Experience, Vytalize Health
- **Marjorie Foster**, Sr. Patient Experience Manager, Cone Health
- **Laura McDonagh**, AVP, Northwell Health
- **Shonda Marsh**, MHA, RRT, Patient Experience Manager, UTHET Physicians
- **Jessica Collet Murphy**, MBA, MS, RD, Mgr., Member Experience, Premise Health
- **Tammy Reid**, MBA, Director of Operations, North Olympic Healthcare Network
- **Natalie Rivera**, MHA, CPXP, LSSGB, Patient Experience Consultant, Children's National
- **Rachel Scally**, Director of Patient Experience, MOTION PT Group, a partner of Confluent Health

## Essential Hospitals

### Co-Chairs

- **Sharif Abdelhamid**, Senior Director, Patient Experience and Language Services, Denver Health
- **Nicole Kirchhoffer**, PXO, Maimonides Medical Center

### Members

- **Mohammad Almobarak**, Physician, Freelance
- **Donna Brown**, Associate Hospital Administrator, Erie County Medical Center
- **Lara Burnside**, BA, MHA, CEC, CXO, CSE Leadership
- **Gerardo De Leon**, MHA, CLSSGB, CPXP, Director, Patient Experience, Parkland Hospital, Dallas
- **Jamie Di Piazza-Rodriguez**, MBA, MSW, CPXP, Manager of Patient Experience, Saint Francis Health System, Tulsa, OK
- **Terri Hepp**, MS, FACMPE, CPXP, FHx, Chief Experience Officer, Arnot Health, Elmira NY
- **Aqueelah Johnson**, Director, Patient and Guest Relations, Jefferson Einstein Philadelphia
- **Aiyana Johnson**, MSW MPH, Chief Experience Officer, San Francisco Health Network
- **Heather Lazarides**, MHA, MS CCC-SLP, CPXP, Clinical Program Manager, BJC Healthcare
- **Cherie Lyttle**, Patient Experience Manager, Nebraska Medicine
- **Amy Matthews**, MBA, Manager of Patient Experience for Non-Acute Hospital Based Services, Tampa General Hospital

- **Garrett South**, Director of Patient Experience, CommonSpirit Health
- **Kristi Stern**, CPXP, Corp. Director of Patient Experience, Ardent Health Services
- **Sharon Cross**, Program Director, PFCC, Ohio State University Wexner Medical Center

## Home Health - New in 2025

### Co-Chairs

- **Jeff Behm**, Managing Director, VNA Health Group
- **Carrie Koenig**, Vice President, Patient Experience and Communication, MedStar Health Home Care

### Members

- **Amanda Miltenberg**, Director, Patient and Customer Experience, Northwell At Home, Hospice
- **Jennifer Gruber**, Director, Patient Experience, Continuing Health, Atrium Health, Advocate Health
- **Maureen Phillippi**, Consultant, Patient Experience, Monroe Carell Jr Children's Hospital at Vanderbilt

## Language Services - New in 2025

### Co-Chairs

- **Katelyn Moser**, Senior Director, Patient Experience, MedStar Washington Hospital Center
- **Rebecca Ruckno**, Director, Language Services, Geisinger

### Members

- **Amanda Alvarez**, Manager, Customer Service, MemorialCare Long Beach Medical Center
- **Misty Bowman**, Manager, Interpreter Services, Penn State Health Milton S. Hershey Medical Center
- **Cory Davis**, Director of Operations, Arkansas Children's Hospital
- **Pedro Diaz**, Director of Language and Guest Services, Children's National Hospital
- **Annie Ferrer Mellor**, Interpreter Services and Spiritual Care Manager, Valley Children's Healthcare
- **Jill Granger**, Medical Content Writer, St. Jude Children's Research Hospital
- **Theresa Green**, Executive Director, Carle Experience, Carle Health
- **Robin Gordon**, MA, Director, Patient and Family Identity, Language, Culture, Texas Health
- **Marta Hand**, Language Services Manager, Ochsner Health
- **Giselle Lopez-Ingram**, Administrative Manager, Language Services, Mount Sinai Hospital
- **Itala Milan-Escobar**, Director of Language Services, Children's of Alabama
- **Hazelin Ngan**, Chief Experience Officer, NYC Health + Hospitals, Community Care
- **Alexandra Rodriguez**, Director of Patient Experience, RWJBH Somerset
- **Radha Sayal**, Patient Experience Specialist, Hamilton Health Sciences
- **Sarah Sossou**, Regional Manager, Language Services, University of Michigan Health



## Patient Advocacy

### Co-Chairs

- **Elizabeth “Liddy” Deacon**, MSHCM, FACHE, CPXP, Senior Director, Experience of Care, Sutter Health
- **Kelly Holland**, MHA, CPXP, BCPA, Manager, Patient and Family Experience, University of Vermont Medical Center
- **Linda Vandervoort**, MA, CPXP

### Members

- **Jennifer Ball**, M.S., CPXP, BCPA, Director of Patient Experience, University of MD Midtown
- **Dana Berry**, MBA, CPXP, CPHQ, Market Director, Regulatory and Accreditation, UTHET
- **William Bryant**, MS-HCM, Director, Data Reporting and Analytics, Sutter Health
- **Samantha Callen**, Director, Patient Experience Leader
- **Lisa A. Cunningham**, Program Manager, Patient and Family Engagement, Vanderbilt University Medical Center
- **Kathy Denton**, Director, Patient Experience, UT MD Anderson Cancer Center
- **Ann E Doran**, MHSM, MPA, CPHQ, CPHRM, Executive Director, Office of Patient Advocacy, Veterans Administration
- **Renice Edwards**, MBA, MPH, BCPA, CPXP, Manager, Patient Advocate and Interpretive Services, University of Maryland Baltimore Washington Medical Center

- **Tyler Gegen**, MBA, CPXP, System Executive Director, Patient Experience, UnityPoint Health
- **Nora Gibbeaut**, CPXP, CAVS, Director of Patient Experience and Volunteer Services, Rivers Health
- **Mecciya Majrashi**, MBA, CPPS, CPHQ, CPXP, President, Saudi Patient Experience Club
- **Jeff Mitchell**, Veteran Experience Officer, U.S. Department of Veterans Affairs
- **Kim Pedersen**, CPXP, MHA, Director, Operations, Northwestern Medicine, Marianjoy Rehabilitation Hospital
- **Nikki Pollard**, Patient Experience Specialist, Bozeman Deaconess Regional Medical Center
- **Rob Rahal**, Patient Advocate, VA Pacific Islands Health Care System
- **Jesse Santos**, MBA, CPXP, Director of Business Development, EMPros, Emergency Medicine Professionals, P.A.
- **Amanda Shea**, MSW, LICSW, Director, Advocacy and Development, UMass Memorial Medical Center

## Patient, Family and Care Partners - New in 2025

### Co-Chairs

- **Corey Kimpson**, Community Ambassador, Cambridge Memorial Hospital
- **Joshua Paxton**, Patient Experience Coach, University of Iowa Health Care
- **Saima Ahmed**, MBA, PFACQS Member, Patient Family Advisory Council for Quality and Safety, MedStar Washington Hospital Center
- **Rosie Bartel**, Patient Advisor

- **Ashley Bates**, Executive Director, Founder, Team Josiah 2K22 Foundation Inc
- **Tammy Bocek**, Clinical Director of Patient Experience, Arnot Health
- **Isabela Castro**, PX and QI Consultant, ISQUA
- **Sydney Graham**, Engagement Specialist and Educator, Ontario Family Caregiver Advisory Network, Board Member
- **Ellie Hubbard**, Manager, Experience of Care, Sutter Health Sacramento Sierra Region
- **Christine Jackson**, Senior Risk Consultant, MedStar Washington Hospital Center
- **Melissa Jones**, Patient and Family Engagement Consultant
- **Vicki Kelley**, Director, Family Engagement, Cook Children's Medical Center
- **Tanya Lord**, Director, Patient and Family Experience, Foundation for Healthy Communities
- **Olayinka Oluwole**, Executive Director, Service Excellence and Patient Experience, Southcoast Health
- **Tony Serge**, Patient Advisor
- **Cristina Serrao**, Lived Experience Ambassador, NHS England
- **Erica Snyder**, Parent Experience Specialist, Cook Children's Medical Center
- **Kristi Stern**, Corp. Director of Patient Experience, Ardent Health Services

## Pediatric

### Co-Chairs

- **Ginger Dzick**, Director, Experience, Children's Wisconsin
- **Stacy Sedlack**, MHA, CCLS, CPXP, Patient Experience Manager, St Louis Children's Hospital, BJC Health System

### Members

- **Anna Ahrens**, Senior Director, Patient-and Family-Centered Care, Monroe Carell Jr Children's Hospital at Vanderbilt Health
- **Andrea Aken'Ova**, MBA-HCA, CPXP, Director, Patient and Family Experience, Phoenix Children's Hospital
- **Joy Burt**, Patient Experience Manager, Akron Children's
- **Kamil Cak**, DMin, MBA, BCC, FACHE, Vice President, Experience of Care, Children's Hospital of The King's Daughters
- **Jennifer Coldren**, MPH, CPXP, Manager, Quality and Operations Improvement, Children's Hospital of Philadelphia
- **Sandra Cortez-Schultz**, MHA, CPXP, Executive Director, Patient and Family Experience, CHOC Hospital
- **Kelly Foy**, Certified Child Life Specialist, Connecticut Children's
- **Lisa Gingerich**, MBA, CPXP, Regional Director, Service Excellence, Baylor Scott and White Health
- **Elizabeth “Liz” Kruvand**, CPXP, Patient Experience Specialist, SSM Health Cardinal Glennon Children's Hospital



- **Shanna McCann**, CPXP, Sr. Experience Coach, Children's Minnesota
- **Alexa Petta**, MSc, CCLS, Child and Youth Experience Specialist, The Hospital for Sick Children
- **Teresa Prouty**, Family Partnership Coordinator, Dayton Children's Hospital
- **Mandy Riemer**, Director, Care Navigation and Experience, Children's Mercy
- **Missy Staben**, Director of Experience Elevation, Cook Children's
- **Hannah Wynn**, Patient Experience Specialist, UF Health

## Physician

### Co-Chairs

- **Liza Di Leo Thomas**, MD, FACEP, CPXP, Medical Director, Patient and Provider Advocacy, Ochsner Health
- **Alexie Puran**, MD, MS, FACEP, FAAP, CPXP, Pediatric Emergency Medicine, Asst. Professor of Clinical Pediatrics, Columbia University, NYC Health + Hospitals, Harlem

### Members

- **Dr. Syed Ahmed**, Physician, Endeavor Health, Northwest Community Hospital
- **James Castellone**, Chief Medical Officer, Eastern CT Health Network
- **Michael Kanter**, Professor, Health System Science, Kaiser Permanente School of Medicine
- **Mikelle Key-Solle**, Physician, Duke University
- **Sherry Kroll**, Director of Human Centered Care, Hartford Healthcare

- **Paul Lansdowne**, MD, CPE, CPXP, FACOG, Executive Medical Director, Physician Service Excellence, Methodist Health System, Dallas
- **Winnie Lee**, Chief of Staff, Chief of Diagnostic Imaging, Cambridge Memorial Hospital
- **Swati Mehta**, MD, FACP, CPXP, SFHM, National Director for Patient Experience, Vituity, Chair, S.H.M PX Council, Adult Hospitalist, CommonSpirit Health, California
- **Sofie Morgan**, Associate Chief Quality Officer for Patient Experience, University of Arkansas for Medical Sciences
- **Sephora N Morrison**, MBBS, MSCI, MBA, CPE, CPXP, FHX, Pediatric Emergency Medicine Physician, Children's National Hospital
- **Sachin B. Patel**, MD, Pulmonary and Critical Care Physician, Respiratory Consultants
- **Taylor Sewell**, MD, MBA, CPXP, Associate Professor of Pediatrics at CUMC, Columbia University, Medical Director of Patient Experience, NewYork-Presbyterian Hospital
- **Amit Singh**, MD, FAAP, Pediatric Hospitalist Attending, Physician Director, Cook Children's Experience, Cook Children's Medical Center
- **Donald Wickline**, MD, FACEP, Medical Director of Patient and Consumer Experience, Cone Health

## Rural Health - New in 2025

### Members

- **Alison Angstrom**, Patient Experience Coordinator, Humboldt Community Memorial Hospital
- **Catherine Heath**, Clinical Services Manager, NFMCI, Inc.
- **Stacey Davidson**, Patient Experience Advisor, Ochsner Health
- **Patricia Forest**, Director of Volunteer Services and Hospital Entrance Operations, Northeastern Vermont Regional Hospital
- **Carrie Miller**, Chief Nursing Officer, Carle Richland Memorial Hospital

## Volunteer Professionals

### Co-Chairs

- **Erica Luciano**, Program Manager, UChicago Medicine
- **Alex Seblatnigg**, CAVS, CPXP, Director of Volunteer Services and Internal Engagement, Shepherd Center

### Members

- **Kim Beasley**, Director of Communications and Outreach, A.G. Rhodes
- **Beth Daddario**, CAVS, Director, Volunteer Experience, Inspira Health
- **Katie Daher**, CAVS, AVP, Volunteer, Guest, and Spiritual Care Services, Ochsner Health
- **Linda Fisher**, Regional Director, Guest Services, UCHHealth
- **Robin Goldberg**, Director of Volunteers, Burke Rehabilitation
- **Kameil Grant-Knight**, MS Ed, MPA, CAVS, CVA, Corporate Manager,

Volunteer Services, NewYork-Presbyterian Hospital

- **Joy Hardy**, MS, CCLS, CAVS, CPST, Director of Volunteer and Guest Services, Children's of Alabama
- **Marie Howell**, CVA, CAVS, Manager, Volunteer Services, Cook Children's Medical Center
- **DaVida Lee-Williams**, Director, Guest and Volunteer Services, Winship Cancer Institute
- **Crystal Lorah**, CVA, MA, BS, Director of Auxiliary and Volunteer Services, Phelps Health
- **Kathleen McIntire**, CAVS, Sr. Operations Manager, Volunteer Services, Kaiser Permanente Orange County
- **Mary O'Brien**, CAVS, Manager, Volunteer Services, Gift Shop, UnityPoint Health St. Luke's
- **Erin Pittman**, CAVS, Director, Volunteer Services, Animal-Assisted Services and Gift Shops, Mayo Clinic
- **Peggy Skudera**, CDVS, Manager, Volunteer and Student Services, McLeod Health
- **Katie Smith**, CAVS, PMP, Manager, Volunteer Resources, Stanford Health Care
- **Laura Smith**, Experience Director, Stormont Vail Health
- **Tricia Spence**, CAVS, CDVS, Program Manager, Volunteer Services and Special Events, St. Jude Children's Research Hospital
- **Linda VanFulpen**, CAVS, CPXP, FPCC, Manager of Volunteer Services, Sharp
- **Amy Venenciano**, CAVS, Director of Guest Services and Volunteer Services, University of California San Francisco

# Special Welcome

Enhancing our commitment to expand the conversation to transform the human experience in healthcare and to support continued community growth, we were excited to welcome three team members in 2025.



**Erin Best**

Patient Experience University



**Nia Byrd**

Marketing Intern



**Ahmed A. Abdelkawy, MQM,  
FPCC, CPXP, FHX,  
PXU Faculty**

# Supporting Partners

Special thanks to our 2025 Supporting Partners. These organizations have contributed to the future of the field by supporting the continued growth of The Beryl Institute as the global community of practice on improving the patient experience.



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Elevating the Human Experience  
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