



PRC
Excellence
in Healthcare Conference
St. Louis, Missouri • June 8 - 10, 2014

2014 CONFERENCE RECAP

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WHERE EXCELLENT PATIENT EXPERIENCES BEGIN



Close to 300 healthcare professionals from across the country gathered for the 15th annual PRC Excellence in Healthcare Conference in St. Louis, MO. This year's conference was held June 6-8, 2014, at the Hyatt Regency St. Louis at the Arch and included a welcome from PRC President and CEO Dr. Joe Inguanzo, award presentations, breakout sessions and engaging keynote speakers. For some attendees, the fun began before the conference at the pre-conference workshop.

The 2014 pre-conference workshop was a great way for attendees to get an intimate look at patient perception research. Attendees learned about evaluating and sharing patient perception data and improving the patient experience. This "learning before the learning" session consisted of interactive discussions and presentations by PRC consultants. Attendees left the workshop motivated by a greater understanding of how their patient experience leader role can evolve. The goal was to get teams where they want to be, instead of doing things the way they've always been done.

A valuable benefit of the PRC Excellence in Healthcare Conference is the opportunity to network with leading healthcare professionals from across the country. Networking breakfasts and the networking panel lunch provided conference-goers ample time to learn from and engage with individuals from across the PRC family of hospitals, systems and medical groups. Much of this networking happens organically. Attendees are often able to strike up a conversation over breakfast and discuss new strategies they are exploring within their organizations. Some networking, though, needs a more strategic push. At the conclusion of the awards lunch, attendees' business cards were collected, randomized and divvied up as participants left the session. Attendees were tasked with finding the person whose business card they received. After gaining his or her signature, they could exchange the cards for a fun prize. For the next day and a half, attendees went around asking, "Do you know who _____ is?" Some participants connected with the right person quickly, while others navigated a less direct route. Yet even in these seek-and-find missions, they had a chance to meet and talk with new people. Judging by the laughs, deep conversations, and friendships formed, the exercise paid off. The "selfies" we received from this event prove that our group was having a fun, and productive, time.

Also, during the networking lunch, Bill Nole, Director of Quality for St. Francis Health System in Tulsa, OK, Barbara Chavez, Customer Relations Specialist for Verde Valley Medical Center in Cottonwood, AZ, and Patrick Herrmann, Manager of Ascension Health Experience Team in St. Louis, MO, shared their networking connection success stories from prior PRC conferences. They support one another and their respective organizations through sharing ideas, discussing ways to overcome obstacles and more. When patient experience professionals have a strong support network, patients will benefit.

Networking at PRC conferences helps lead to better patient experiences, better patient survey scores and better overall hospital performance.



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PRC amped up social networking at the conference, as well. A conference app, Twitter and Facebook all helped attendees connect with PRC associates, speakers and other attendees. Like the Academy Awards®, networking even included a red-carpet-style selfie intermission. Midway through the awards luncheon, PRC invited attendees to take pictures of themselves with colleagues. People who didn't have Twitter accounts posed with those who did – in many cases with complete strangers. PRC's Twitter page featured dozens of selfie images and related tweets. These were projected onto screens at the front of the room for all to see. After the luncheon, many attendees commented on how much they enjoyed the experience.

A WELCOME FROM DR. INGUANZO

A JOURNEY TOWARD PERSON-CENTERED CARE



Dr. Joe Inguanzo, PRC's President and CEO, kicked off this year's conference by explaining to attendees how and why PRC began its work. "It's very simple," he stated. "The standard is excellence."

PRC generates high-quality data measuring the degree to which patients, employees and physicians feel that their healthcare organization delivers excellent experiences.

Dr. Inguanzo noted, "While Very Good is a nice place to be, the ultimate goal has been and always will be Excellent." The way to get there, he emphasized, is by using PRC research to increase employee and physician engagement. Engaged employees and physicians deliver better care to patients. "In any patient setting, the No. 1 factor that impacts how patients perceive the care they receive is how they feel about the doctors, nurses and staff. That is why physician and employee engagement is so critical. Working as a team is vital," said Dr. Inguanzo.

Some notes to take away from Dr. Inguanzo's speech are:

- Do a little extra
- Make experiences memorable
- Make it personal
- Be authentic

Robert J. Henkel, President and CEO of Ascension Health, gave the conference's first keynote address, during which he shared how Ascension Health has worked as a team from its inception 15 years ago when two health systems merged. Since then, numerous health systems have joined the effort, and, today, Ascension Health is composed of ministries across the country.

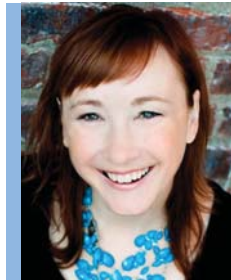
While the ministries that have come together have long histories, dating back over 100 years collectively, Ascension Health has worked hard to

develop a common culture in all of its locations –one that emphasizes person-centered care. Henkel attributes this strategic direction to the common culture Ascension Health has developed, emphasizing the importance of each and every Ascension Health employee and physician to the organization's culture and success. From the highest-ranking leaders to every staff member, the organization continues to strive toward delivering person-centered care.

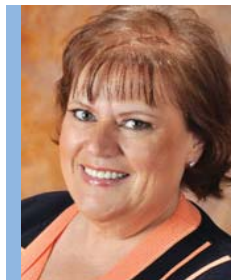


KEYNOTES

This year's conference featured three informative and inspirational keynote addresses. Tiffany Christensen, Liz Jazwiec, and Eric Greitens, Ph.D., presented practical ways attendees can be better teammates, leaders and caregivers. Attendees were impressed by these dynamic and engaging speakers.



Tiffany Christensen captivated attendees with her personal story, "A Bed's Eye View." She shared that we need to shift culture through personal stories backed with data. She challenges medical staff to go beyond the diagnosis and beyond filling a prescription to present clinical information with sincerity based in empathy, especially when the news is bad. She encourages a culture of caring. By following the adage, "Do unto others as they would have done unto themselves," Christensen believes we can improve patient experience and healthcare overall.



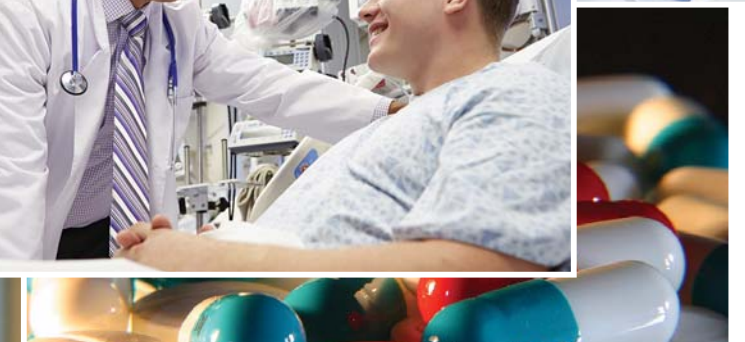
Liz Jazwiec presented attendees with concrete steps to create excellent care experiences. She reminded the audience that focusing on service does not make the job more difficult but, instead, makes it better. She walked attendees through an analogy. If medical care were like the car industry, people would have certain minimum expectations, such as working brakes. Patients expect doctors to make the right decision (life and death at times), but going beyond making the right decision is what makes patients recommend a hospital, doctor or health system. She left conference-goers with this advice, "'Wow' is personal ... not big." You don't have to roll out the red carpet for patients, but getting someone a Diet Coke when you know he or she wants one can really make a difference.



Eric Grietens left attendees with a renewed sense of accountability—that through persistence, not excuses, individuals and teams can become wiser and more effective in their work. His experiences as a Navy SEAL qualify him more than most to speak about living with resilience and leading with strength and compassion through adverse situations. Hearing about some of the obstacles he overcame in Navy SEAL training added perspective to the challenges of providing exceptional medical care. Attendees left this session with renewed energy and the motivation and confidence to improve.

BREAKOUT SESSIONS

The 16 breakout sessions created opportunities for clients to learn from the best of the best. Sessions covered: gaining insights into making a first impression; using incentive plans to engage providers; improving the patient and family experience; harnessing the power of the healing arts; understanding the latest CAHPS updates; engaging employees and front-line staff to improve the patient experience; implementing effective off-shift rounding; optimizing the patient experience with emergency rooms and mobile pharmacies; developing authentic leaders; fostering pharmacy and nursing collaboration; improving patient relations; and more.



The Best of the Best

Congratulations to the 2014 PRC Excellence in Healthcare Award Winners! Every year, PRC recognizes healthcare organizations that have excelled in creating excellent experiences for patients while making their organizations better places to work and practice medicine. Healthcare facilities, healthcare providers, outpatient service lines, and inpatient units are all eligible for a variety of awards, including patient experience awards, physician engagement awards and employee engagement awards. 4-Star Awards go to those scoring

in the top 25 percent of PRC's national client database for the prior calendar year, and 5-Star Awards go to those scoring in the top 10 percent. Organizations scoring at or above the 100th percentile for the Overall Quality of Care percent rated "excellent" score in our national client database for the prior calendar year earn Top Performer Awards.

PRC presented more than 1,500 awards at the 2014 Excellence in Healthcare Awards Luncheon and Dinner, hosted by PRC's Audrey Page and Garry Floyd. During the luncheon, 65 different facilities accepted 23 Achievement Awards, 92 Top Performer Awards, 1,253 5-Star Awards and 330 4-Star Awards. At the Awards Dinner, 15 facilities accepted 19 Top Performer Awards. In addition, the Leading Light and President's Awards were presented to Barb Carbon and The Beryl Institute, respectively.

Top Performers are compared to world-renowned organizations and innovative healthcare providers across the United States. Teira Gunlock, the 2014 Excellence in Healthcare Awards Dinner emcee, summarized, "Top performers, then, are the best and brightest talents in the healthcare industry."

Gunlock commended the award winners and explained, "We invest a lot of time and energy to carefully and thoughtfully measure the perceptions of your patients, physicians and employees. A lot of effort and care go into collecting and evaluating this data, and it turns out that it's not easy to be at the top of the heap." Significant effort and care also go into providing excellent patient, physician and employee experiences. Here's a recap of the top-performing organizations honored.



**prc national
excellence
in healthcare
award winner** 2014

Patient Experience

Cadence Convenient Care Centers — Winfield, IL

Categories: **Engagement Index, As a Place to Work**

Employee Engagement Top Performers truly understand the importance of taking care of their employees. And that helps employees provide quality care to patients. Cadence Convenient Care Centers earned Top Performer status in two overall measures. With seven locations throughout Northeastern Illinois, nearly 75 percent of their employees rated Cadence Convenient Care Centers as an excellent place to work.

Physician Engagement

Inova Fair Oaks Hospital — Fairfax, VA

Inova Fair Oaks is a consistently high performer when it comes to physician perceptions—this marks the fifth year it has been recognized as a Physician Engagement Top Performer. This year, the hospital earned 20 5-Star and Top Performer Awards based on the results of its physician perception research. Inova Fair Oaks tied for the top spot this year through its focus on transparency and clear communication between administrators and physicians.

Physician Engagement

St. David's South Austin Medical Center — Austin, TX

St. David's South Austin Medical Center began its journey to improve its physician engagement scores about four years ago by focusing on organized, transparent communication with physicians. To increase physician engagement, St. David's created a strategic growth council to garner greater physician involvement in strategic decisions. Additionally, the organization conducted quarterly meetings with physician groups to improve communication and encourage input into operations. St. David's is now among an elite list of organizations raise the bar for serving physicians, tying for the position of Top Performer in Physician Engagement.

📌 Patient Experience

St. Louis Children's Hospital – *St. Louis, MO*

Categories: **Children's Hospital Emergency Care, Children's Hospital Outpatient Care**

St. Louis Children's Hospital serves the children of St. Louis and the world. As the pediatric teaching hospital for the Washington University School of Medicine, the hospital offers nationally recognized programs for physician training and research. The exceptional care St. Louis Children's Hospital provides earned it two Top Performer Awards. The hospital attributes its success to having an engaged, proactive approach with front-line leaders.

📌 Patient Experience

Monroe Carell Jr. Children's Hospital at Vanderbilt –

Nashville, TN

Category: **Children's Hospital Inpatient Services**

Monroe Carell Jr. Children's Hospital teams always place patient and family first, and the organization credits the commitment of its teams for earning its Top Performer Award.

📌 Patient Experience

Southeast Pediatrics – *Cape Girardeau, MO*

Category: **Outpatient Clinic**

For the third year in a row, Southeast Pediatrics tops the database for pediatric services. It provides comprehensive pediatric care by prioritizing personalization and making the experience as stress free as possible. From Southeast Pediatrics' inception three years ago, its goal has been to create a medical home for the people of Cape Girardeau, MO, and the surrounding area. The physicians of Southeast Pediatrics attribute this award, and their success, to gaining the trust needed to build lasting relationships with the people they serve.

📌 Patient Experience

Cadence Physician Group, Sports Medicine – *Winfield, IL*

Category: **Outpatient Clinic – Specialty Care Services**

As first-time Top Performers, these physicians are strongly committed to providing compassionate care of the highest quality. They support and encourage the athlete in everyone. The physicians of CPG Sports Medicine attribute their success to two factors: first, they are truly inspired by the athletes and patients who come in every day; second, they approach their jobs as educators, coaches and motivational speakers.



Beth Dobby accepts the Top Performer award for Outpatient Clinic and Specialty Care Services on behalf of Cadence Physician Group, Sports Medicine.

📌 Patient Experience

Parkview Physicians Group

Categories: **Surgical Specialty Outpatient Clinic, Primary Care Outpatient Clinic**

Parkview Physicians Group provides quality, specialized care to communities in Northeast Indiana and Northwest Ohio. This organization performs exceptionally across many PRC award categories, earning 75 awards this year.

📌 Patient Experience

CaroMont Pediatric Partners – *Gastonia, NC*

Category: **Pediatric Primary Care Outpatient Clinic**

This clinic is constantly innovating new ways to amplify the patient experience, and one of the ways it does so is through an "Adopt a Book" program in the lobby. This program allows patients to give and take gently used books. CaroMont Pediatric Partners is being honored for the creative ways it delivers memorable patient experiences, and for the compassion its providers show patients and families every day.



Kim Hohenstein, Barb Murray and Jeff Vanslette accept the Top Performer award for Outpatient Services on behalf of Progress West Hospital.

Patient Experience

Cancer Care of Western North Carolina — Asheville, NC

Category: **Outpatient Clinic**

At the top of the medical specialty database, this organization offers innovative, effective and caring treatment options for people fighting cancer or blood disorders. Its approach to the healing process is to treat individuals as whole persons. Its staff is concerned with the patient's overall well-being, not just the state of the disease. Cancer Care of Western North Carolina credits its staff and the "personal touch" its people provide to the patients they serve for earning this recognition.

Patient Experience

Progress West Hospital — O'Fallon, MO

Category: **Outpatient Services**

This is Progress West Hospital's sixth Top Performer award in just seven years of operation. Progress West approaches medicine using a model of patient-centered care that inspires everyone it treats to feel confident, secure and safe. It considers every member of its staff a caregiver and works with each of them to find creative ways to improve care every day.

Patient Experience

Sacred Heart Hospital on the Gulf — Port St. Joe, FL

Categories: **Emergency Services, Inpatient Services**

Sacred Heart Hospital on the Gulf thrives on the incredible teamwork practiced by its employees and physicians. It has sustained this culture of teamwork since opening its doors in 2010.

Patient Experience

St. Thomas Hospital for Spinal Surgery — Nashville, TN

Category: **Inpatient Services**

St. Thomas performs more than 3,000 surgeries a year, and all of its work is guided by a commitment to quality, innovation and optimal patient outcomes, including the patient experience. Its philosophy is to treat patients like family.

Patient Experience

Seton Southwest Hospital — Austin, TX

Category: **Inpatient Services**

Seton Southwest Hospital focuses on treating all patients with dignity and respect, while providing the best care possible. Acting on this core belief, Seton is taking home PRC's top honor for the second time.

Patient Experience

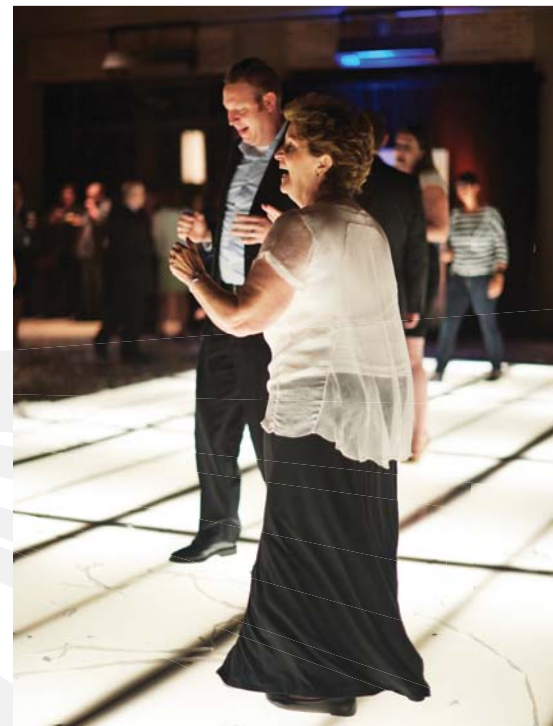
Black River Memorial Hospital — Black River Falls, WI

Categories: **Overall HCAHPS, Overall Quality of Care**

Through ongoing communication with patients, staff and physicians, Black River Memorial Hospital is constantly evaluating how it can continuously improve care for its patients and support for patients' families and the community as a whole. It continues to pursue evidence-based practices and partnerships to provide the best possible service to the community.

CONFERENCE HIGHLIGHTS

2014 LEADING LIGHT AWARD



AN INTERVIEW WITH BARB CARBON

For eight years, PRC has presented a superior hospital employee with the Leading Light Award. This award was created to pay tribute to exemplary work overseeing the PRC education process and consistently monitoring patient perception survey results. The recipient of this award is one who positively impacts her or his organization, develops strategies to educate staff on the PRC philosophy, and effectively improves patient experience scores. This year, PRC is proud to honor Barb Carbon with the 2014 Leading Light Award.

As a results-driven, registered medical professional, Carbon effectively advocates for excellent patient experiences. She is an expert in patient experience strategy and initiatives, survey methods, coaching, relationship-building, marketing, and process and quality improvement. PRC was so delighted to honor such an accomplished professional with this award that we asked her to share her expertise.

Let's begin with the obvious question to anyone whose profession lies in healthcare: Why healthcare?

I had the healthcare bug at a very early age. When I was in first grade, I wanted to be a nurse. My favorite aunt was a nurse, and I remember her telling me, "As a woman, make sure that you get yourself a career so you can be independent and take care of yourself." Nursing proved to be a great career for her, and it continues to be for me.



Barb Carbon proudly accepts the 2014 Leading Light Award from Dr. Joe Inguanzo.

It sounds like you were happy providing nursing care, so what was it that appealed to you and led to your transition into focusing on the patient experience?

My ultimate goal is to make a difference in patients' lives. I've been a nurse. I've managed a health and wellness community education program. I started a 24-hour nurse advice line. Focusing full-time on the patient experience is one more way I can make that difference.

You sound so passionate about the patient experience, and I'm sure there are many things that you enjoy about this arena, but what is your most joyful work?

My most joyful work is leader rounding on patients. I love having the opportunity to talk and connect with patients. I introduce myself: "Hi, I'm a nurse leader. It's our goal for you to have an excellent experience while you're here with us. How has your care been?" I talk with the leadership team and focus my questions on initiatives they are working on. I also ask, "Is there anybody you'd like to comment on? Is there anything we could do better?" Listening to a patient's story is valuable and humbling, and I'm happy when I'm afforded the time to do that.

What has been the biggest lesson you've learned trying to improve the patient experience?

There are two. First, don't judge people. Try to look at what it's like for each patient. You can become callous in healthcare; you can be judgmental. Patients, though, aren't all dealt the same cards. Some people are born into circumstances and don't necessarily have the resources, education, mentoring and support that others get. They are dealt a difficult situation. It's up to us to try to understand their situation, not judge it.

Second, be a good listener. Try to listen to where patients and families are coming from so you can build trust and relationships. Ultimately, they're going to get better outcomes then. Healthcare tends to be very prescriptive, dictating what you need to do, but we really need to collaborate and partner with our patients.

I imagine that, even with the best resources, not everything is easy. What's most difficult about your work?

The most difficult thing is getting team members to move from focusing on the task to focusing on the patient experience. As professionals, we often learn a task or what to do. Where we often fail is learning how to talk about that task and what to say to patients. How will we narrate this to patients? What will we tell patients about what we're doing in ways they can understand?

When you work with staff to focus more attention on the patient experience, what do you do?

Shadowing is so important. We shadow staff. We shadow physicians. We role-play in groups. For example, when we launched hourly rounding, we actually got in the bed and pretended we were the patients. We also set up imperfect situations (e.g., side rails down, messy room, etc.) so that staff learn how to cope with those situations. People need to know how to react and what to say.

What types of coaching do you provide staff around the 'what to say' elements of care?

I always tell staff that there are four things we want to point out to patients:

1. Our goal is to provide an excellent experience.
2. We work together as a team.
3. Here is how we keep him/her safe.
4. Here is how we protect his/her privacy.

I don't script every single word for people. I tell them to do it in their own way, but that those four things should be woven in throughout the

conversation with a patient. Most patients are not aware of what happens on the other side of their door, so we have to tell them about the things that we do to provide safe care, work together as a team, etc.

What is most valuable about the data in terms of being able to improve the patient experience?

Generally speaking, the most valuable thing about the data is transparency. People love seeing who is at the top so they can find out what they're doing. Also, I love Target Tracker, which displays the number of people who gave a particular response, instead of top box scores and percentiles. From a coaching perspective, we have to identify the positives and make the task ahead seem achievable. I think Target Tracker gives us the opportunity to say, "Look how many people said Excellent, and Very Good, and Good." Look at the good care you're already providing, and let's talk about ways you can enhance patient perceptions.

What kinds of advice do you have to other patient experience leaders?

It takes time. Don't give up. At the end of the day, think about the people you impact and what a difference you make.

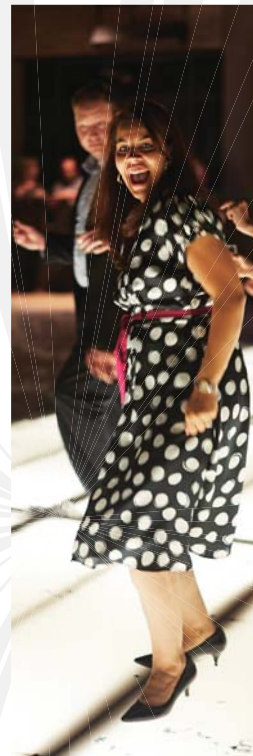
We'd like to thank Barb for continuing to make a difference in patients' lives. At the time of this award, Barb was the Manager of Patient Satisfaction at Cadence Health in Winfield, IL. She is now the Vice President of Patient Experience at Alexian Brothers Health System in Arlington Heights, IL, continuing to fulfill her goal of making a difference in patients' lives.

PAST WINNERS

- 2013 • Amy Jacquemard**
Children's Hospital Colorado
Aurora, CO
- 2012 • Lori Strahm-Helmkamp**
Parkview Physicians Group
Fort Wayne, IN
- 2011 • Terri Teinert**
Valley Baptist Health Systems
Harlingen, TX
- 2010 • Brent Anthony**
WakeMed Health and Hospitals
Raleigh, NC
- 2009 • Bonnie Felts Jones**
Carolinas HealthCare System
Charlotte, NC
- 2008 • Sharon Barlik**
Bon Secours St. Francis Health System
Greenville, SC
- 2007 • Bill Nole**
Saint Francis Health System
Tulsa, OK

CONFERENCE HIGHLIGHTS

2014 PRESIDENT'S AWARD



Jason Wolf, Ph.D. and Paul Spiegelman accept the 2014 President's Award on behalf of The Beryl Institute.

AN INTERVIEW WITH JASON WOLF

Each year, PRC presents its most prestigious award to one organization or individual that has made an extraordinary contribution to healthcare. This award historically recognizes those who are the most progressive in implementing strategies aimed at improving experiences for physicians, employees and patients. PRC recognizes organizations that elevate the conversation from meeting expectations to exceeding expectations and that provide excellent services to these important constituencies. PRC was honored to present the 2014 President's Award to The Beryl Institute of Dallas, TX.

After working on the front line of healthcare, Jason Wolf, Ph.D., joined The Beryl Institute four years ago. Wolf is passionate about improving the patient experience, and he has helped The

Beryl Institute earn global recognition for the patient experience it delivers. PRC was thrilled to honor such an exemplary organization with the President's Award this year. To learn more about The Beryl Institute's commendable work and future goals, we talked with President Jason Wolf.

Let's start with where you started when you joined The Institute four years ago. What was your first order of business when you arrived?

Four years ago, when we started, we had a vision for what The Beryl Institute could be and where we wanted it to go, with a focus on a strong community of practice and the development of broad thought leadership on the topic. We also

recognized that, if we were going to build an organizational committed to patient experience improvement, we would have to define what we meant by “patient experience.”

healthcare, we are first human beings caring for human beings, so, at the end of the day, culture is the foundation on which everything else is built.

Now that we have a definition for ‘patient experience,’ can you describe what an ‘excellent’ patient experience looks like?

I can only tell you what mine would look like. I can’t tell you what my wife’s would look like or what yours would look like. It’s impossible for me to speak for anyone else because, in order to gauge someone’s overall experience, you have to understand (and be willing to clarify) his or her expectations. Once you understand what patients’ expectations are, you can work with them to understand how you may or may not be able to meet them. This intentional effort leaves a patient feeling listened to, understood, and respected. In turn, the patient is further engaged and moved toward the best outcome possible.

Organizations are striving for these better outcomes and improved patient experiences, and healthcare is known for being competitive. I’ve noticed, though, that people seem willing to share what works. Have you found people just needed a space for that collaboration?

That’s it exactly. That’s what I feel like we’ve been able to provide a space for and reinforce at The Beryl Institute. It’s a place where people can come together to collaborate. What we’ve been able to create is a place that brings together front-line caregivers, healthcare leaders, resource providers, and vendors, patients and families, all in a way that enables them to share ideas for improvement without the overarching pressure of competition. I think a focus on collaboration exemplifies where healthcare is—and should be—going. The reality now is that healthcare organizations compete in many new ways. They’re competing on value versus volume. They’re competing outside of

their geographic markets, because healthcare has essentially become a global enterprise. People are willing to go to other cities, other states and other countries to get their healthcare. The model of competition has changed, and the emerging reality is sharing. Collaboration offers all of us a greater opportunity to get stronger. This is an exciting and important outcome we should all continue to work toward.

You bring so many different people together from so many different places. From your perspective, what does it mean to be a thought leader in healthcare?

To me, what it means to be a thought leader in today’s healthcare environment is this: creating a community of practice where multiple voices, from multiple places, from multiple perspectives can come together to work on similar issues, debate and discuss critical ideas, and come to some agreement on forward actions, efforts, and needs. Our approach as a community of practice is central to this. At The Beryl Institute, we spend time in the field regularly and work hard to represent what’s happening on the front lines of healthcare today. Being a thought leader ultimately is about being in touch with the day-to-day pulse of healthcare and so you can translate that information into practical recommendations people can use to improve their lives.

In 20 or even 50 years, where do you hope you’ll see The Beryl Institute?

My view is big, bold and, in a way, simple. I hope we have impacted the experience of every patient and every family member in the world by providing access to information, reinforcing the sharing of ideas, and shifting the way people think about this work. We will never touch every individual directly, nor could we intend to, but that’s the magic about what I believe we’ve

created at The Beryl Institute. I like to think we have just made the first drop in this pond. By the ripples we create, we can ultimately touch and impact the lives of people around the globe. With our full-time staff of five, a community of almost 25,000 members and guests, and the broader community around them engaging in our mission – improving patient experience – the ripples are spreading rapidly. This brings us back to your first question about our intention when we started the Institute. Working together, as a community of practice, we can change the face of healthcare.

“... I think to see what the overall experience of someone is, you have to understand (and be willing to clarify) their expectations. Once you understand what patients’ expectations are, you can work with them to understand how you may or may not be able to meet them.”

– Jason Wolf, Ph.D.

How did you go about defining ‘patient experience?’

Through broad research of existing literature, and, more importantly, through the contributions of a number of members of The Beryl Institute community, we worked on the right set of themes and concepts central to effective patient experience efforts. This extensive set of conversations and member input ultimately led us to the definition of patient experience that has remained a central aspect of what we do today: “The sum of all interactions shaped by an organization’s culture that influence patient perceptions across the continuum of care.”

“Why was including culture in the definition so important to you?”

The group that helped craft the definition made it very clear that reinforcing culture was a central part of the definition. The group agreed that we can deliver experience through culture. Culture frames the kind of organization you’re going to be, as well as the expectations you place on others in terms of behaviors and actions. It also shapes how you’re going to respond and react to every scenario or situation you are faced with. In

PAST PRESIDENT'S AWARD WINNERS

- 2013 • HCA Central and West Texas, Austin, TX
- 2012 • Inova Health System, Falls Church, VA
- 2011 • Novant Health, Winston-Salem, NC
- 2010 • Central DuPage Health, Winfield, IL
- 2009 • Parkview Health System, Fort Wayne, IN
- 2008 • Roper St. Francis Healthcare, Charleston, SC
- 2007 • Memorial Healthcare System, Hollywood, FL
- 2006 • Novant Health, Winston-Salem, NC
- 2005 • Quint Studer (The Studer Group), Pensacola, FL
- 2004 • El Camino Hospital, Mountain View, CA

Save the Date!



EXCELLENCE IN HEALTHCARE CONFERENCE

Scottsdale, Arizona • May 31 - June 2, 2015



Please make plans to join us for our annual Excellence in Healthcare Conference May 31 - June 2, 2015, at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch. In addition to enjoying a wonderful location in sunny Scottsdale, Arizona, you will find all the educational sessions, networking opportunities and fun you've come to expect from a PRC conference.

Stay up to date on all the latest conference details by visiting www.PRCconference.com

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