C-I-CARE PATIENT EXPERIENCE WEEK

April 28th – May 2nd, 2014
The **C-I-CARE Patient Experience Week** is an annual event, held across the nation, to celebrate healthcare staff impacting patient experience everyday.

Inspired by members of the Beryl Institute community, C-I-CARE Patient Experience Week provides a focused time for us to **celebrate accomplishments, reenergize efforts** and **honor the people who impact patient experience everyday**.

From nurses and physicians, to support staff and executive professionals, to patients, families and communities served, SHC coordinated educational and celebratory activities during each day of C-I-CARE Patient Experience Week.

For more information on Patient Experience Week and the Beryl Institute, visit [http://www.theberylinstitute.org/](http://www.theberylinstitute.org/)
C-I-CARE Patient Experience Week
By The Numbers

- **5** days of events
- **1** Open House, **25** team booths
- **12** SHC Videos and Patient Stories played on loop for 6 hours, paired with **30+** pounds of popcorn
- **2** Beryl Institute Webinars
- **2** Patient Experience Panels: PFPP & SHC
- **1** Town Hall Session with Amir
- **121** Thank You Cards Crafted
- **529** Photos Captured
- **7058** Raffle Tickets collected, **20** big winners
- **Many, many, many** volunteers!
Monday through Friday, this information table was hosted primarily by many members of the Patient Experience team
  - Many thanks to the SHC Navigators, Patient Representation, Service Excellence, Health Library, and several other individual hosts

The C-I-CARE Patient Experience Info table provided patients, family, and staff information on Guest Services, Patient Experience Programs, and Patient Satisfaction Reporting
Multidisciplinary patient experience fair, offering an opportunity for promotion and education on services, programs, and improvements around the SHC patient experience


Open House activities included a Video Viewing Lounge, “I am C-I-CARE Photo Booth”, and a Raffle
C-I-CARE Patient Experience Week
Open House
Tuesday and Thursday the Art for Health team hosted a table of arts and crafts, focused on thanking a patient, family member, or care team member.
Held in the atrium was a great opportunity to hear and ask questions about the future of patient experience at SHC, directly from Amir Dan Rubin, President and CEO.

Click here to read the details from this town hall:
http://portal.stanfordmed.org/KMA/Pages/CICARE-open-forum.aspx
Held in the atrium was a panel of four patient and family partners who shared their experiences at SHC, both the times they received great care, and those times that care could have been improved.

Panel included:
- Joan Forte Scott, Administrative Director of Patient and Community Engagement (Moderator)
- Lynn Fraher
- Michael Moore
- Carolina Tejada
- Tebbie Afshar
Held in the atrium was a panel of four executives who shared their diverse perspectives on patient experience.

Panel included:
- Fouzel Dhebar, Administrative Director of Health Navigation Services (Moderator)
- Bev Anderson, Patient Consultant
- Dan Morissette, Chief Financial Officer
- Christina Saint Martin, Vice President of Patient Experience
- Christine Cunningham, Director of Patient Experience at LPCH
The State of Patient Experience and Five Strategies for Success

- The Beryl Institute will review findings from the benchmarking study, The State of Patient Experience in American Hospitals. It also examines the dynamic changes in today’s healthcare environment and their influence on the patient experience, and five strategic keys to patient experience success to consider as you build and drive patient experience efforts for your own organization.
- Webinar hosted by Jason A. Wolf, Ph.D., President of The Beryl Institute
- Enjoy this recording here: http://www.theberylinstitute.org/?page=LearningBites

Perspectives on Patient Experience: A Dialogue on the Future of the Experience Movement

- Learn perspectives from four of the leading professionals on the top opportunities we have for addressing patient experience improvement and excellence.
- Panel includes:
  - Jason A. Wolf, Ph.D., President of The Beryl Institute (Moderator)
  - Wendy Leebov, Partner, Language of Caring
  - Tony Padilla, Chief Patient Experience Officer, UCLA Health
  - Carol Santalucia, Vice President, CHAMPS Patient Experience
  - Paul Westbrook, Vice President, Patient Experience, Inova Health System
- Enjoy this recording here: http://www.theberylinstitute.org/?page=PXPERPECTIVES
C-I-CARE Patient Experience Week
Special Thanks

- C-I-CARE Patient Experience Week Sponsorship
  - Christina Saint Martin, Vice President of Patient Experience
  - Christine Cunningham, Director of Patient Experience, LPCH

- Communications
  - Gary Migdol & Katie Lipovsky, SHC Communications Team

- Planning & Organizing
  - Jezrel Badoy, Perioperative Improvement Team
  - Krisanne Hanson, Facilities Services & Planning
  - Erin Reeser, Guest Services
  - Cammie Farmer, Service Excellence
  - Elena Gonzalez, Patient Experience at LPCH

Thank You!
C-I-CARE Patient Experience Week
APPENDIX
C-I-CARE Patient Experience Week
Learned Lessons

- Clarify the mission of the week and events
- Start planning 3-4 months in advance
- Adjust budget to include activity and equipment costs
- Better organize volunteer assignments
- Obtain larger quantities of S.W.A.G.
- Engage more leaders in more events
- Diversify location and timing of panels or events
- Improve communication reach to staff and patients
- Broaden involvement with off-site locations
C-I-CARE Patient Experience Week Materials & Deliverables

- C-I-CARE Patient Experience Week Community Canvas
- C-I-CARE Patient Experience Week Video Loop & Panel Recordings
- C-I-CARE Patient Experience Week Mosaic Poster
- C-I-CARE Patient Experience Week Chocolate Bars
- C-I-CARE Patient Experience Week Stickers (I am C-I-CARE)
- Service Excellence Programs Posters (C-I-CARE, Reporting, Patient Experience, Programs: Team Cards, Service Spotlight)
# C-I-CARE Patient Experience Week

## Schedule of Events

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>Monday</td>
<td>10.00am-2:00pm</td>
<td>Atrium</td>
<td>Open House — Team Booths</td>
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| 11.00am-12:00pm | LPCH Auditorium |                   | Beryl Institute Webinar
"The State of Patient Experience and Five Strategies for Success"
Call In Number: 1-800-832-0736 Room Number: 6609245
https://theberylinstitute.adobeconnect.com/stateofpx/ |
| Tuesday   | 9.00am-4:00pm  | Cafeteria Breezeway | Patient Experience Info Table and Community Comment Wall                  |
| 9.00am-4:00pm |               |                   | Thank You Card Craft Table                                                |
| 10.00am-2:00pm | Roaming SRC    |                   | Video-Photo Tour                                                          |
| Wednesday | 9.00am-4:00pm  | Cafeteria Breezeway | Patient Experience Info Table and Community Comment Wall                  |
| 10.00am-11:00am | Atrium          |                   | Ask Amir! (Town Hall)                                                     |
| 2:00pm-3:00pm | Atrium          |                   | Patient and Family Panel                                                  |
| Thursday  | 9:00am-4:00pm  | Cafeteria Breezeway | Patient Experience Info Table and Community Comment Wall                  |
| 9:00am-4:00pm |               |                   | Thank You Card Craft Table                                                |
| 9:00am-11:00am | LPCH Auditorium |                   | IPFCC Seminar Debrief (only for participants who attended the IPFCC seminar) |
| 11:00am-12:00pm | LPCH Auditorium |                   | Beryl Institute Webinar 
"Perspectives on Patient Experience: A Dialogue on the Future of the Experience Movement"
Call In Number: 1-800-832-0736 Room Number: 6609245
https://theberylinstitute.adobeconnect.com/pxperspectives/ |
| Friday    | 9.00am-4:00pm  | Cafeteria Breezeway | Patient Experience Info Table and Community Comment Wall                  |
| 10.00am-11:00am | Atrium          |                   | Patient Experience Panel and Closing Reception                            |
C-I-CARE Patient Experience Week

Floor Plan

4/28 Open House - SHC Atrium

Schedule of Activities:

- 10:00am-2:00pm  Open House (Atrium)
  - Info Table & Raffle Prizes
  - Photo Booth
  - Video Lounge
  - Community Comment Wall

- 11:00am-12:00pm  Beryl Institute Webinar (LPCH Auditorium)
  “The State of Patient Experience and Five Strategies for Success”
  Call In Number: 1-800-832-0736
  Room Number: 6609245
  https://theberyllinstitute.adobeconnect.com/stateofpx/

Plants
Electrical
Folding Chair
# 6 foot Table No Power
# 6 foot Table W/Power
Piano
Pillars
Lounge Seating