Healthcare Gains Perspective on Patient Experience from the Hospitality Industry
Insights on Building Effective Culture Shared in White Paper from The Beryl Institute

Bedford, TX (September 22, 2011) – To offer new perspective on how healthcare can improve the experience of patients and their family, The Beryl Institute partnered with Chip Conley, author of PEAK and founder of boutique hotel company Joie de Vivre, for its latest white paper, *Creating PEAK Patient Experiences: Applying Maslow’s Hierarchy of Needs to Healthcare*.

Examining the many parallels between the hotel and healthcare industries, the paper shares Conley’s insights on building a leading service organization by using Maslow’s Hierarchy as a foundation for examining relationships with employees, customers and investors. “By focusing on the higher, often unrecognized, needs of employees and patients and building on strong organizational culture, hospitals and healthcare organizations can experience effective outcomes,” says Conley.

The paper offers ideas and tools to foster cultures where employees view their work life as a calling versus a job and explains how that differentiation can have a significant impact in the experience provided to patients. It also provides a unique look at the needs of patients and how focusing attention on meeting their desires over managing transactional expectations has the greatest influence on overall patient experience.

“There is a reason why healthcare leaders are intrigued by ideas from such places as Disney, The Ritz Carlton, or in the case of this paper Joie de Vivre. They fundamentally and expertly understand that service is about being exceptional in every way they interact with the customer,” noted Jason Wolf, executive director of The Beryl Institute. “From that perspective, healthcare is no different.”

To download the white paper, visit [https://theberylinstitute.site-ym.com/?page=PUBS](https://theberylinstitute.site-ym.com/?page=PUBS).

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About The Beryl Institute:
The Beryl Institute is the global community of practice and premier thought leader on improving the patient experience. The Institute serves as a reliable resource for shared information and proven practices, a dynamic incubator of leading research and new ideas and an interactive connector of effective leaders and dedicated practitioners. The Institute is uniquely positioned to develop and publicize cutting-edge concepts focused on improving the patient experience, touching thousands of healthcare executives and patients.

The Beryl Institute defines the patient experience as the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

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