Healthcare Organizations to Share Practices for Improving Patient Experience
The Berylinstitute Announces Breakout Sessions for Patient Experience Conference 2012

Bedford, TX (September 29, 2011) – The Beryl Institute is pleased to announce sixteen breakout sessions for its annual Patient Experience Conference to be held April 25-27, 2012 in Fort Worth, Texas. The presenters represent healthcare organizations from across the United States and the topics provide patient experience perspective in the areas of practice, culture and change, marketing strategies and research/measurement. The sessions join the previously announced keynote speakers in shaping the agenda for the annual event for professionals passionate about improving the patient experience in healthcare.

A call for submissions was held through August 2011, and finalists were selected by the Institute and its advisory board of patient experience leaders. “We were overwhelmed by the historic number of submissions for the 2012 event,” said Jason Wolf, executive director of The Beryl Institute. “The volume and quality of the proposals received are strong indicators of the increasing importance the healthcare industry places on improving the experience of patients, families and caregivers.”

Session titles and presenters by track include:

**PATIENT EXPERIENCE PRACTICES**

**Engaging Physicians in the Patient / Provider Experience - A Case Study**
Daniel D. Arguello, Emergency Medicine Physician, *Banner Health* and Diane Rogers, Healthcare Organizational Change Consultant, *Contagious Change LLC*

**Involving Nurse and Physician Leaders in Improving Patient Satisfaction and Experience of Care**
Mary Ann Dragon, Director, Patient & Family Services, *University Hospitals/Rainbow Babies & Children’s Hospital*, Sumana Narasimhan, MD, Assistant Professor and Medical Director and Theresa Kearns-Fischer, RN, MBA, Clinical Nurse Manager, *Rainbow Babies & Children’s Hospital*

**Families In Our ICU?, Oh My! The Development of the Family Care Partner Role in a Level One Trauma Center**
Laura Friday, Manager, Patient & Family Centered Care, Maria Theron, MSN, RN, Executive Director, Critical Care and Emergency Services, and Sherry Smith, Coordinator of Patient Satisfaction, *Memorial Health University Medical Center*

**Process Improvement Practices and Tips for Sustaining Change**
Jennifer Kufta, Manager, *Henry Ford West Bloomfield*

**CULTURE AND CHANGE**

**Achieving Patient Experience Excellence through Cultural Transformation**
Rhonda Dishong, Director of Customer Experience Design, *Memorial Hermann Healthcare System* and Qaalfa Dibeehi, Chief Operating and Consulting Officer, *Beyond Philosophy*

**Creating and Sustaining a Culture of Service**
Lynn Ehrmantraut, Senior Vice President and Julie O’Shaughnessey, Executive Consultant, *Avatar International LLC*

www.theberylinstitute.org
Hardwiring Service Excellence
Hayley McCraney, Director, Patient & Guest Relations, UC Irvine Healthcare

Rewiring the Patient Experience in the Emergency Department
Ann Evans, Vice President/Chief Nursing Officer and Scott Day, Vice President, Human Resources, Exempla Lutheran Medical Center

MARKETING STRATEGIES

Becoming One with the Patient: Aligning Patient Experience with Brand Promise
Teresa Murphy, Vice President, Marketing & Communications and Laurie Gunn, Vice President, Human Resources, Fletcher Allen Health Care

Concierge Care: Service with (Much) More than a Smile
Tria Deibert, Director of Marketing, Meridian Health

CXO, WOW, & WOM: A Top-Down Approach to Patient Experience Tied to the Bottom Line
Anthony Cirillo, President, Fast Forward Consulting and Tom Voccola, President, CEO2

You Cannot Manage Perceptions in the Same Way You Measure Outcomes
Fred Lee, Author, If Disney Ran Your Hospital

RESEARCH AND MEASUREMENT

Bedside Service Recovery: Using Insights Obtained at the Point of Care to Improve the Patient Experience
Diane Phillips, RN, BSN, MA, CEN, Patient-Centered Care Coordinator, Washington DC VA Medical Center

Discoveries from The Beryl Institute Noise Project
Gary Madaras, Ph.D., Associate, Building Momentum Group

Patient Experience Grant Research Panel
Participants in The Beryl Institute Patient Experience Grant Program

What’s Reasonable? Patient and Caregiver Perspective in Provisions of Service
Dan Prince, President, Catalyst Healthcare Research

For more information about Patient Experience Conference 2012, visit http://www.theberylinstitute.org/?page=CONF2012_OVERVIEW.

# # #

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.

You can follow The Beryl Institute on LinkedIn, Facebook, and Twitter (@berylinstitute) or visit The Beryl Institute website, www.theberylinstitute.org