Leading Healthcare Executive Al Stubblefield Announced as Keynote for Patient Experience Conference 2012
President and CEO of Baptist Healthcare Corporation to speak on Culture at The Beryl Institute Event

Bedford, TX (October 27, 2011) – The Beryl Institute is pleased to announce Al Stubblefield, president and CEO of Baptist Health Care Corporation, as a keynote speaker for Patient Experience Conference 2012 to be held April 25-27 in Fort Worth, Texas.

Stubblefield, author of The Baptist Health Care Journey to Excellence: Creating a Culture that WOWs!, joins four previously announced keynote speakers at the annual event for professionals passionate about improving the patient experience in healthcare.

“The addition of Al Stubblefield to our keynote line-up of industry thought leaders brings the perspective of executive leadership and the role it plays in impacting the patient experience,” says Jason Wolf, executive director of The Beryl Institute. “His work highlights the importance of leadership engagement in organizational culture to drive positive outcomes, a core belief of The Beryl Institute.”

The complete line-up of keynote speakers and topics includes:
- Tiffany Christensen, Beyond the Bedside: A Patient Perspective on Transforming the Healthcare Experience through Partnership
- Fred Lee, Going From Good to Great in Patient Perceptions
- Wendi Leebov, Ed.D., How to Achieve a Win-Win-Win: The Patient-Physician Dialogue and CAHPS
- Al Stubblefield, Creating and Sustaining a Culture of Patient-Centered Excellence
- Colleen Sweeney, RN, BS, The Patient Empathy Project - What Patients Fear and Why Hospitals Have to Know

The conference will also include 16 breakout sessions focused on the topics of Patient Experience Practices, Culture and Change, Marketing Strategies and Measurement/Research. To learn more about Patient Experience Conference 2012, visit www.theberylinstitute.org.

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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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