The Beryl Institute Opens Call for Submissions for Presenters for Patient Experience Conference 2012

DALLAS (May 10, 2011) – The Beryl Institute invites leading thinkers, practitioners and researchers focused on improving the patient experience to submit proposals for presentations at next year’s Patient Experience Conference to be held in Fort Worth, Texas April 25-27, 2012. Submissions are due August 31, 2011.

“Patient Experience has become a top priority in healthcare, along with quality, safety, and financial performance due in large part to pending policy changes such as value-based purchasing. Successful organizations see improving the patient experience not as an initiative but as something that becomes intrinsic to the organization,” stated Jason Wolf, executive director of The Beryl Institute. Wolf referenced a recent benchmarking study conducted by The Beryl Institute and Catalyst Healthcare Research. The study showed seven in ten hospitals say they have adopted a formal mandate to improve patient experience and six in ten now have a formal structure to address this issue.

The Beryl Institute’s annual patient experience conference is designed for healthcare executives, leaders, and staff responsible for improving the customer and patient experience in healthcare. Attendees at this year’s event stated they no longer felt alone in their patient experience roles. They were able to network with others who experienced the same challenges and to take away best practices and practical solutions that they could implement in their own organization. The Beryl Institute Conference 2012 will continue to provide the best content and tools available for attendees to improve the patient experience.

Healthcare professionals are invited to submit proposals for the 2012 Conference. Speaker proposals should emphasize content related to one of the following topics:

- Patient Experience Practices
- Marketing and Community Outreach
- Culture and Change or
- Research/Measurement

For proposal guidelines and to submit a proposal, visit http://www.theberylinstitute.org/?page=CONFSUBMIT2012

The final conference program will be announced in Fall 2011.

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About The Beryl Institute:
The Beryl Institute serves as the professional home for stakeholders who recognize that the patient experience is an essential element in the execution and evaluation of health care performance. The Institute is committed to improving the patient experience, by serving 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.berylinstitute.org.