Patient Experience Study Identifies Drivers of Success and Roadblocks

‘The State of Patient Experience in American Hospitals’ Report Released by The Beryl Institute

Bedford, Texas (May 24, 2011) – The Beryl Institute released a report highlighting results from its recent patient experience benchmarking study conducted in collaboration with Catalyst Healthcare Research, an independent marketing research firm. The report, which offers analysis and perspective on the study, can be downloaded on the Institute’s website.

According to the research, patient experience is one of the top priorities facing hospital executives over the next three years. Patient Experience/Patient Satisfaction was ranked number two (21 percent) behind Quality/Patient Safety (31 percent).

“The findings are encouraging. They show patient experience in healthcare is an executive priority with significant consequences and an increasing focus,” said Jason Wolf, executive director of The Beryl Institute. “Through the research and analysis available in this report, The Beryl Institute offers insight to help hospitals drive operational changes to place the patient at the center of healthcare and to continue to strive towards better outcomes for everyone.”

The study of more than 790 hospital executives examined the state of the patient experience in the nation’s hospitals and identified the top drivers of success to implementing change:

• Strong, visible support from the top
• Clinical managers who visibly support patient experience efforts
• Formalized process review and improvements
• Ongoing internal communications push
• Effective new employee orientation

Topping the list of roadblocks to implementing change was general cultural resistance to doing things differently, followed closely by leaders being pulled in too many directions and other organizational priorities reducing emphasis on patient experience.

“By helping us understand the strengths and obstacles faced by hospitals, the survey responses tell a story that can help guide healthcare organizations to be more successful in their patient experience efforts,” said Wolf.

To download the report, visit http://www.theberylinstitute.org/?page=PEBENCHMARKING.

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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.

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