The Beryl Institute Announces 2011 Patient Experience Conference Dates and Opens Call for Submissions for Presenters

Dallas, TX (July 12, 2010) -- The Beryl Institute, a thought leadership organization committed to developing resources and research on improving the patient experience, announced plans today for its annual conference, to be held in Dallas, Texas, April 13-15, 2011. Leading thinkers, practitioners and researchers focused on improving the patient experience are invited to submit proposals for presentations that can be shared at the conference. Submissions are due September 30, 2010.

The Beryl Institute Patient Experience Conference is the premier event for health care executives, management and staff accountable for and/or passionate about improving the customer and patient experience in healthcare settings.

“The conference provides a platform for industry thought leaders to deliver current research, leading practices and cutting edge ideas on improving patient interactions across the continuum of care,” said Jason Wolf, Executive Director of The Beryl Institute. “In late 2012, Medicare plans to start reimbursing hospitals based in part on patient satisfaction scores. The challenge is that many hospitals are not fully prepared for this. Our research indicates that it can take about two years to drive measurable improvements in the patient experience, so hospitals must start paying attention to this issue today. Our goal is to serve as a clearinghouse for leading ideas that can help these healthcare organizations further improve the patient experience.”

“Participants in the conference will emerge with a clear set of proven practices that both generate positive outcomes for patients and families and support continued operational success. They will also gain an extended circle of peers and join a growing network of thinkers and doers with a shared commitment to positively impact this fundamental aspect of healthcare,” said Wolf.

According to the Institute’s conference guidelines, all presentation submissions must:

• Include stories/case studies of how an organization has improved the patient experience, including lessons learned or key new techniques created
• Provide concrete action steps that attendees can implement in their own organizations
• Promote open dialogue about the challenges involved in improving the patient experience in healthcare
• Address one of the following topics:
  o Culture
  o Customer Service
  o HCAHPS
  o Leadership
  o Marketing/PR/Community Outreach
  o Organization Development & Change
  o Physical Environment (Renovations or New Facility)
  o Social Media
  o Strategy/Strategic Alignment
  o Technology
  o Training

Full details on how to submit proposals are available at www.theberylinstitute.net.

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About The Beryl Institute:

The Beryl Institute has an unwavering commitment to improving the patient experience before, during and after the delivery of care. Founded in 2006, the Institute serves as a professional home for stakeholders who recognize that the patient experience is a critical element in the execution and evaluation of health care quality, performance and outcomes. Serving as a reliable resource for shared information and research, a dynamic incubator of new ideas and practices, and an interactive connector of effective leaders and practitioners, the Institute reaches thousands of healthcare executives and touches the lives of countless patients. Members of the Institute represent an interactive community of leaders, practitioners, academics, consultants and visionaries who are passionate about the patient experience. They contribute and access proven practices and ideas for improving the patient experience, ensuring the patient perspective is a central component of all health care conversations.

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