Patient Experience Week Introduced by The Beryl Institute
Annual Event to Celebrate Healthcare Staff Impacting Patient Experience Every Day

Dallas, TX (February 20, 2014) – Recognizing and encouraging global efforts to improve the healthcare experience for patients, their families and caregivers, The Beryl Institute announces Patient Experience (PX) Week to be held annually starting in April 2014.

Inspired by members of the Institute community, PX Week provides a focused time for organizations to celebrate accomplishments, reenergize efforts and honor the people who impact patient experience every day. From nurses and physicians, to support staff and executive professionals, to patients, families and communities served, the Institute hopes to bring together healthcare organizations across the globe to observe PX Week.

“While patient experience is central to our healthcare efforts in every encounter, every day of the year, it is also important we take pause to acknowledge and recharge these efforts for all those involved and impacted,” said Jason Wolf, President, The Beryl Institute. “PX Week will help us to reinforce that the experience for patients and families is not just an initiative, but central to how we operate healthcare organizations around the world.”

PX Week will start the fourth Monday in April with the first annual event held April 28 – May 2, 2014. The Institute has compiled a list of suggested ways to celebrate PX Week and will also offer a series of free virtual educational opportunities on various aspects of patient experience improvement.

With the recent integration of the Society of Healthcare Consumer Advocacy (SHCA) to The Beryl Institute, PX Week also represents an exciting evolution of the previously observed Patient Advocacy Week and honors and expands this rich tradition.

To learn more, visit http://www.theberylinstitute.org/?page=PXWEEK

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About The Beryl Institute:
The Beryl Institute is the global community of practice and premier thought leader on improving patient experience in healthcare. 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 leaders and 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.

www.theberylinstitute.org