Bedford, TX (August 2, 2011) – Contributing to its mission of improving the patient experience in healthcare, The Beryl Institute releases its latest white paper – *The Role of Cultural Competence in Delivering Positive Patient Experiences*. The paper explores the increasing importance of cultural competence and cultural sensitivity and how they impact the experience of patients, their families and support groups.

“In efforts to strive for consistency in healthcare, it is all too easy to overlook the basic differences faced every day in delivering care,” said Jason Wolf, executive director of The Beryl Institute. “Cultural competence plays a critical role in ensuring the most positive experience for patients of all races, religions, backgrounds and beliefs.”

The white paper identifies the key elements of cultural competence and its impact on the healthcare setting, offering important facts on the changing demographics of the patient population. It offers suggestions for the development of successful learning programs on cultural competence and steps for moving to action. The impact of cultural competence on the patient experience reveals the power of the personal relationships central to the healthcare process. It is about how every patient is offered the care, kindness and respect they deserve.

To download the paper, visit [https://theberylinstitute.site-ym.com/store/view_product.asp?id=820269](https://theberylinstitute.site-ym.com/store/view_product.asp?id=820269).

### 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.theberylinstitute.org](http://www.theberylinstitute.org).