Patient Experience Conference 2012 Keynote Speakers Announced by The Beryl Institute

Bedford, TX (August 18, 2011) -- The Beryl Institute announces the line-up of keynote speakers for its Patient Experience Conference 2012 to be held April 25-27 in Fort Worth, Texas. The annual conference is the premier event for professionals passionate about improving the patient experience in healthcare.

Keynote speakers and their session topics include:

- **Colleen Sweeney, RN, BS, The Patient Empathy Project - What Patients Fear and Why Hospitals Have to Know**
  Sweeney is Director of Ambassador and Customer Services at Memorial Hospital in South Bend, Indiana. She conducted a three-year study about patient fears during their hospitalization, finding that getting inside the patient’s head and then having care providers grasp the effect of what is said and done to the patient is the key to patient compliance and loyalty.

- **Fred Lee, Going From Good to Great in Patient Perceptions**
  Lee has been both a senior vice president of a major medical center and a cast member at Disney University. He authored the top-selling book on hospital leadership, *If Disney Ran Your Hospital: 9 ½ Things You Would Do Differently*.

- **Tiffany Christensen, Beyond the Bedside: A Patient Perspective on Transforming the Healthcare Experience through Partnership**
  Christensen was born with cystic fibrosis and has received two life-saving double lung transplants. Today she is a national public speaker, the author of *Sick Girl Speaks* and *We are the Change: Transforming the Healthcare Experience through Partnership*. Tiffany is the Co-Chair of Duke Healthcare’s Patient Advocacy.

- **Wendi Lebov, Ed.D., How to Achieve a Win-Win-Win: The Patient-Physician Dialogue and CAHPS**
  Lebov has been a passionate advocate for the exceptional patient and family experience for more than 30 years. She has written twelve books for health care and produced the powerful, video-based Language of Caring Skill-Building System for health care. She publishes the monthly e-newsletter *HeartBeat on the Quality Patient Experience*.

“We are very excited about the line-up of speakers for 2012. They bring a variety of perspectives on the critical topic of patient experience through multiple vantage points – from hospital leadership to practitioners to an actual patient,” says Jason Wolf, executive director of The Beryl Institute. “Their presentations will uniquely frame the interactive and inspirational format of the conference.”
The conference will also include 16 breakout sessions focused on the topics of Patient Experience Practices, Culture and Change, Marketing Strategies and Measurement/Research. A call for submissions for breakout presentations is open through August 31, 2011.

To submit a breakout session proposal or to learn more about The Beryl Institute Patient Experience Conference, visit: https://theberylinstitute.site-ym.com/?page=Conference2012

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