Perspectives on Patient Experience: 
A Dialogue on the Future of the Experience Movement

Patient Experience Week - Webinar Series

Special Guest Panel

Wendy Leebov, Partner, Language of Caring  
Tony Padilla, Chief Patient Experience Officer, UCLA Health  
Carol Santalucia, Vice President, CHAMPS Patient Experience  
Paul Westbrook, Vice President, Patient Experience, Inova Health System

Facilitated by: Jason A. Wolf, PhD, President, The Beryl Institute

May 1, 2014

www.theberylinstitute.org
Our Agenda

- Introductions
- Framing Our Discussion
- Perspectives on Patient Experience
- Discussion / Q & A
- Wrap Up
Housekeeping

• All participant phone lines are muted.
• Presentation will run 30 minutes with about 30 min for panel discussion and Q&A.
• Q&A will be conducted through the Q&A function. Please submit questions to the host for a facilitated Q&A after the presentation.
• Webinar materials and session recording will be available for all attendees. (You will receive an email notification with the appropriate link post event and completion of evaluation)
Our Panel

Wendy Leebov  
*Partner*  
*Language of Caring*

Tony Padilla  
*Chief Patient Experience Officer*  
*UCLA Health*

Carol Santalucia  
*Vice President*  
*CHAMPS Patient Experience*

Paul Westbrook  
*Vice President, Patient Experience*  
*Inova Health System*
FRAMING OUR DISCUSSION
Defining Patient Experience

The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

The Beryl Institute
PX Remains a Top Priority

Please rank your organizations top 3 priorities for the next 3 years.

- Patient Experience/Satisfaction: 70%
- Quality/Patient Safety: 63%
- Cost management/Reduction: 37%
- EMRs/meaningful Use/IT: 35%
- Employee engagement/satisfaction: 22%
- ACO development/implementation: 18%
- Physician recruitment/retention: 17%
- Construction/capital improvements: 11%

State of Patient Experience in American Hospitals, 2013
A Growing PX Movement

2011 • Establishing Reputation

2012 • Creating Community

2013 • Expanding Thought Leadership

2014 • Building a Professional Home
Building the Field of Patient Experience

Community of Practice
Over 20,000 strong in almost 50 countries

Body of Knowledge
15 domains identified and developed by community

Academic Research
Scholarly publication exploring efforts to improve the patient experience

Professional Certification
Formal designation highlighting commitment to the profession

The sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.
PERSPECTIVES ON PATIENT EXPERIENCE
• **Reality**: Patient experience has been very focused on metrics

• **Opportunity**: To re-ignite the passion and purpose of healthcare employees

• **Approach:**
  – Leading with strength and empathy
  – Focusing on the emotional connection and an individual’s ability to make a difference
  – Inspiring stories about delivering acts of kindness and compassion
  – Building enthusiasm and momentum around every caregiver’s contribution to the patient experience
• **Servant Leadership** – Leadership that walks the talk, asks probing questions, listens and engages employees for process improvement.

• **Structured Communication** – Information is power – when prioritized, it demonstrates respect and sends the message of “you are important”.

• **Clear Expectations** – Process to clarify what “winning” looks like and establish confidence in employees that they are doing the right thing.
• **Perfecting patient voice methodologies** in the care improvement process

• **Re-defining “value” of process and outcomes** in patient centered terms

• **Forging the new role for Patient Experience Professionals** in the midst of a care delivery reform revolution
• Trend toward PERSON experience, not patient experience – Growing attention to experience across continuum

• Attacking the healthcare pecking order – Focus on TEAM, which includes patients and family and requires collaboration across lines and roles

• High reliability culture – Reaching a tipping point where initiatives turn into cultural habits

• Attention shifting from WHAT to HOW – Focus on communication quality as factor in effectiveness
DISCUSSION/
Q & A
WRAP UP & REMINDERS
Resources for You

Patient Experience Journal (PXJ) is an international, multidisciplinary, and multi-method journal focused on the research and proven practices around understanding and improving patient experience.

Coming soon…
We invite you to join us...

The Beryl Institute is the leading community of practice for individuals and organizations committed to improving the Patient Experience. Through its efforts, the Institute:

- Engages over 20,000 members and guests from over 40 countries
- Produces two monthly e-news features *Patient Experience Newsl ink* and *Patient Experience Monthly*, sharing leading policy and practice around the patient experience
- Publishes 6-8 comprehensive white papers per year
- Supports patient experience research grants
- Conducts the leading benchmarking study on the state of patient experience
- Hosts the annual Patient Experience Conference and Regional Roundtable gatherings
- Offers monthly learning events including webinars, virtual conferences and topic calls

**Individual and NEW Institutional Memberships Available**

Resources for all stages of the Patient Experience Journey
Thank you for participating!

Please look for a post- webinar evaluation coming soon...

www.theberylinstitute.org