
DALLAS, TX (January 17, 2011) – The Beryl Institute announces the Patient Experience Leadership Panel and David T. Feinberg as keynote speaker, joining previously announced industry leaders speaking at the annual Patient Experience Conference, April 13-15, in Dallas, Texas.

David T. Feinberg, M.D., M.B.A., and Chief Executive Officer of UCLA Hospital System and Associate Vice Chancellor, UCLA Health Sciences, will speak on why patients and their families are the most important aspect of quality care. In addition to his commitment to uphold the highest clinical standards of patient care, Dr. Feinberg’s primary goal is to ensure patient satisfaction.

The conference’s Patient Experience Leadership Panel discussion is a dialogue among healthcare leaders addressing real patient experience issues. Participants will learn from leading organizations as they share their stories and engage in a Q&A session. The panel includes:

- Devin C. Carty, chief experience officer & chief learning officer, Vanguard Health Systems
- Tom Dennis, vice president of service excellence, Texas Health Resources
- Brent Lemonds, administrative director of emergency services, Vanderbilt University Medical Center
- Marsha Price, director of operations, emergency services, Vanderbilt University Medical Center
- Colleen Sweeney, director of innovation, ambassador and customer services, Memorial Hospital of South Bend

“We are very excited to round out our keynote line-up with Dr. David Feinberg; his passion for patient satisfaction and recognition of the significant influence organization culture has on the patient experience is exemplified through the resources we provide at The Beryl Institute,” stated Jason Wolf, Executive Director of the Institute. “Through the keynote line-up of top executives and our impressive panel of patient experience leaders, we will create an environment of learning and networking at the 2011 Conference.”

The Beryl Institute Patient Conference 2011 offers a unique opportunity for healthcare professionals to collaborate with peers and learn strategies and solutions that create an exceptional patient experience. The conference will feature four keynotes, 16 breakout sessions, roundtables and a leadership panel where attendees will learn from healthcare leaders who are transforming the way care is managed.

These interactive sessions continue the Institute’s ongoing mission to improve the patient experience by examining patient experience success stories and successful cultural practices and organizational issues.
Attendees will also learn how to align their marketing practices with quality and patient experience measurement – all issues that must be addressed to effectively improve the patient experience.

View the full conference program or register at: http://www.berylinstitute.org/?page=Conference

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**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.berylinstitute.org.