DALLAS, TX (March 16, 2011) – The Beryl Institute has partnered with Catalyst Healthcare Research to launch a research initiative aimed at gathering information on what U.S.-based hospitals are doing to improve the patient experience. The study will determine the individuals responsible for leading patient experience initiatives, the approaches hospitals take to improve patient experience, including the key areas of focus and top priority action items, and how patient experience efforts are being measured. The study will also poll healthcare leaders and share the challenges and opportunities they are facing and the steps they are taking to address the patient experience.

“Research shows that improving patients’ perception of the care they receive is a major goal for healthcare systems across the country. This study will provide a clear picture of the state of patient experience efforts today and an excellent baseline for measuring future change and performance improvements,” said Jason Wolf, executive director of The Beryl Institute. “Hospitals continue to look for answers on how to address this critical priority. This research will offer a platform for an even broader perspective and collective improvement.”

Initial results of this research study will be announced at The Beryl Institute Patient Experience Conference April 13, 2011. You can learn more about the conference at www.theberylinstitute.org/?page=Conference. Healthcare leaders or patient experience champions in a U.S.-based hospital who are interested in participating in the survey should contact Robyn Burns at Robyn.Burns@CatalystHCR.com. Those who participate in the survey will receive a copy of the research paper highlighting the key trends from this study after results have been compiled. Others interested in receiving an alert when results are available can sign up for The Beryl Institute Patient Experience News and updates at: www.theberylinstitute.org/?PENEWSSUBSCRIBE.

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.

**About Catalyst Healthcare Research**
Catalyst Healthcare Research, headquartered in Nashville, TN, provides customized, practical marketing research services to help healthcare clients transform and strengthen their organizations. CHR specializes in understanding, measuring, and leveraging the customer experience, both in the physical and online worlds. Learn more at www.catalysthealthcareresearch.com.