Patient Experience Conference 2013 Keynote Speakers and Pre-Conference Workshops Announced by The Beryl Institute

Annual Event to Provide Inspiration, Networking and Education on Improving the Patient Experience in Healthcare

Dallas, TX (August 15, 2012) -- The Beryl Institute announces the line-up of keynote speakers and pre-conference workshops for Patient Experience Conference 2013 to be held April 17-19 in Dallas, 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:

- **Roberta Schwartz, Building a Culture for Exceptional Patient Experience**
  Schwartz is executive vice president of The Methodist Hospital in the Texas Medical Center, responsible for overseeing all operations at the 840+ bed hospital in Houston.

- **Kathy Torpie, Losing Face - A Patient Perspective on the Healthcare Experience**
  New Zealand psychologist and long term multi-trauma patient with extensive experience of the health sector, Torpie offers a unique perspective of health care that is based on both professional and personal experience.

- **Bryan Williams, Delivering World Class Service: What Healthcare Can Learn from Hospitality**
  Dr. Williams is a service consultant, trainer, and author. He is the former Global Corporate Director of Training and Organizational Effectiveness for the Ritz-Carlton Hotel Company.

- **Britt Berrett and Paul Spiegelman, Leading Change by Changing The Way You Lead**
  Berrett, president of Texas Health Presbyterian Hospital Dallas, and Spiegelman, founder and chief executive officer of The Beryl Companies, are co-authors of the upcoming book *Patients Come Second*. The book suggests that hospitals with the right culture can find meaningful ways to engage, honor and connect with their staff. In doing so, their clinical, financial and patient satisfaction objectives will be realized.

Two concurrent pre-conference workshops will also be offered:

- **Beginning the Patient Experience Journey**
  Presented by Hayley McCraney, Director of Patient & Guest Experience at UC Irvine Health, this session will explore the breadth and depth of opportunities and challenges in initiating a patient experience effort.

- **Leading Your Patient Experience Strategy to the Next Level**
  Presented by Wendy Leebov, Jill Golde and Dorothy Sisneros of Leebov Golde Group, this session will help participants learn to critically evaluate existing patient experience plans and build strong road maps for continued success.

“The 2013 lineup of speakers reinforces our commitment at The Beryl Institute to be the global community of practice and premier thought leader on improving the patient experience,” said executive director Jason Wolf. “Creating an experience for participants that incorporates the perspectives of leadership, patients and hospitality outside of the industry will spark new ideas and provide inspiration, impacting patient experience efforts around the world.”

Patient Experience Conference 2013 will also feature 28 breakout sessions to be announced later this month.


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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 leaders and 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.*