The Beryl Institute Announces Three New Patient Experience Advisory Board Members
Healthcare Leaders Join Existing Advisory Board to Provide Insight and Direction

Dallas, TX (August 30, 2012) -- The Beryl Institute announces three new members of its Patient Experience Advisory Board, further strengthening its role as the global community of practice and premier thought leader on improving the patient experience in healthcare.

Formed in August 2011, the advisory board is a true practitioner board providing insights and input on the direction of the Institute. Members are current patient experience related leaders or individuals with significant expertise in the area of service excellence or patient experience.

Joining the original eighteen healthcare leaders on the advisory board, the new members include:

- **Pam Guler, FACHE**, Executive Director of Patient Experience, Adventist Health System, Altamonte Springs, Fla.
- **Sandy Rush, BSN, MA**, Director of Patient and Family Experience, Dignity Health, Henderson, Nev.
- **Savannah Washington**, Customer Experience Manager, Harnett Health System, Dunn, N.C.

“As we work to expand the reach and impact of The Beryl Institute, including new voices and expertise and engaging the system-level perspective ensures the Institute will continue to provide the resources and programs most relevant to the full range of healthcare organizations,” said executive director Jason Wolf. “We are honored by the commitment of these new and all our existing volunteer leaders to the critical mission of improving the patient experience.”

To view the full list of members and learn more about The Beryl Institute’s Patient Experience Advisory Board, visit [http://www.theberylinstitute.org/?page=ADVBOARD](http://www.theberylinstitute.org/?page=ADVBOARD).

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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.*