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The Beryl Institute Announces 3 Newly Aligned Patient Experience Boards

Healthcare Leaders Provide Valuable Insights to Support the Institute and Guide the Global Patient Experience Movement Forward

Dallas, Texas (February 7, 2019) – Strengthening its dedication to the growth of the patient experience across the continuum of care, [The Beryl Institute](#) announces three newly aligned patient experience boards: [Strategic Advisory Board](#), [Patient Experience \(PX\) Advisory Board](#) and the [Solutions Advisory Board](#).

Joining the Institute's existing Global Patient and Family Advisory Board, the newly aligned boards bring valuable insights to guide the Institute forward as the independent, central voice and global community of practice for the experience movement.

The [Strategic Advisory Board](#) serves as a key advisor to operations of the Institute. The board provides practical advice on strategy, growth opportunities and future plans, along with valuable insights into market and industry trends. The Strategic Advisory Board members include:

- **Michael Bennick**, MD, Medical Director of the Patient Experience, Chairman, Patient Experience Council, Yale-New Haven Hospital
- **Joanne Carrocino**, President and CEO, Cape Regional Medical Center
- **Neil Churchill**, Director for Patient Experience, Participation and Equalities, NHS, England
- **Rick Evans**, SVP and Chief Experience Officer, New York-Presbyterian Hospital
- **Sven Gierlinger**, Chief Experience Officer, Northwell Health
- **Pam Guler**, CPXP, Vice President, Chief Experience Officer, Advent Health
- **Wendy Leebov**, Partner, Language of Caring
- **Victoria Niederhauser**, PhD, Dean & Professor, University of Tennessee Knoxville, College of Nursing
- **Dan Prince**, Vice President, Healthcare, SMG
- **Colleen Sweeney**, Founder, Sweeney Healthcare Enterprises

The [Patient Experience \(PX\) Advisory Board](#) members provide insights and input on the direction of the Institute and review the Institute's current resources, offering suggestions on new opportunities and areas of focus. The purpose of this group is to ensure the Institute maintains its focus on the topics of greatest importance to healthcare leaders and has a finger on the pulse of the critical issues influencing patient experience efforts. The PX Advisory Board members include:

- **Co Chairs:**
 - **Sven Gierlinger**, Chief Experience Officer, Northwell Health, New Hyde Park
 - **Pam Guler**, CPXP, Vice President, Chief Experience Officer, AdventHealth, Altamonte Springs, FL
- **Board members:**
 - **Tena Alonzo**, Director, Education and Research, Director Comfort Matters, Beatitudes Campus, Phoenix, AZ
 - **Marcelo Alvarenga**, CPXP, Chief Experience Officer, São Paulo, Brazil

- **“Dexter” Janet Borrowman**, CPXP, Director, Care Experience, Maui Health System Affiliated w/Kaiser Permanente, Wailuku, HI
- **Nicole Cable**, CPXP, Chief Experience Officer, Innovacare Health, Fort Lee, NJ
- **Kate Clarke**, Manager, Patient Relations/Interpreter Services, Northwestern Medicine, Winfield, IL
- **Kathi Cox**, Senior Vice President, Integrated Experience, Texas Health Resources, Arlington, TX
- **Bryanna Gallaway, CPXP**, System Director, Patient and Family Engagement, Sutter Health, San Mateo, CA
- **Kevin Hill**, CPXP, Director, Office of Experience, Vidant Health, Greenville, NC
- **Joan Kelley**, Chief Experience Officer, Yale New Haven Health, New Haven, CT
- **Tammy Marshall**, Chief Experience Officer, Thrive Senior Living, Atlanta, GA
- **CJ Merrill**, Patient Experience Officer, Mission Health System, Asheville, NC
- **Tony Padilla**, Vice President, Patient Experience, City of Hope, Duarte, CA
- **Elizabeth Paskas**, Vice President, Human Experience, Hackensack Meridian Health, Edison, NJ
- **Kim Pedersen**, CPXP, Director, Patient Relations, MarianJoy Rehabilitations Center, Wheaton, IL
- **Jennifer Purdy**, Executive Director for VA Patient Experience, U.S. Department of Veteran Affairs, VEO, Washington, DC
- **Walter Rojenko**, CPXP, Director Customer Care, Ontario Workplace Safety and Insurance Board, Maple, Ontario Canada
- **Sandra Rush**, Senior Director, Patient Experience, Dignity Health, Henderson, NV
- **Carol Santalucia**, Director, Business Development, Patient Experience, Cleveland Clinic, Cleveland, OH

The [Solutions Advisory Board](#) serves to integrate market intelligence and insights into the strategic and tactical direction of the Institute. The Solutions Advisory Board ensures a breadth of innovative insights from the healthcare marketplace to inform the strategic direction and resource offerings of the Institute. The Board will review the Institute’s areas of focus and current resources and offer suggestions on new opportunities and topics of interest ensuring the Institute maintains a leading-edge perspective on the patient experience. The Solutions Advisory Board members include:

- **Co Chairs:**
 - **Dan Prince**, Vice President, Healthcare, SMG, Nashville, TN
 - **Colleen Sweeney**, Founder, Sweeney Healthcare Enterprises, Apollo Beach, FL
- **Board Members:**
 - **Samir Batra**, Founder & CEO, BAHA Enterprises, Campbell, CA
 - **Richard Corder**, Partner, Wellesley Partners, Ltd., Ipswich, MA
 - **Anne Freeman**, Consultant, Press Ganey Associates, Inc., La Mirada, CA
 - **Janiece Gray**, CEO, Founding Partner, DTA Associates, Inc., Edina, MN
 - **Senem Guney**, Founder & Chief Patient Experience Officer, NarrativeDx, Austin, TX
 - **Joe Inguanzo**, President and CEO, Professional Research Consultants, Inc. Omaha, NE
 - **Gautum Mahtani**, Founder and CEO, Care Experience LP, Dallas, TX
 - **Susan Mazer**, Presider/CEO, Healing Healthcare Systems, Reno, NV
 - **Jake Poore**, President and Chief Experience Officer, Integrated Loyalty Systems LLC, Orlando, FL

T H E B E R Y L I N S T I T U T E

- **Avi Ratnanesan**, CEO, Energesse, Bondi Junction, New South Wales, Australia
- **Mary Beth Resimisius**, Business Leader, Healthcare Experience Solutions, McCall, ID
- **Bill Roberts**, VP of Sales, ImageFIRST Healthcare Laundry Specialists, King of Prussia, PA
- **Ed Shin**, CEO Quality Reviews, Inc., New York, NY
- **Dorothy Sisneros**, Partner, Language of Caring, Washington, DC
- **Eileen Smith**, Vice President, Marketing, GetWell Network, Bethesda, MD
- **Tim Travis**, Co-Founder and President, Truthpoint, Eden Prairies, MN
- **Ralph Wiegner**, Head of Improving Patient Experience, Siemens, Healthineers, Erlangen, Bavaria Germany

To view the list of members and learn more about The Beryl Institute's Patient Experience boards and councils, visit: <https://www.theberylinstitute.org/page/BOARDSCOUNCILS>

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About The Beryl Institute:

[The Beryl Institute](#) is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge. We define patient experience as *the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.*