Experience Identified as Key Driver in Consumer Healthcare Decision Making

Global research study from The Beryl Institute explores consumer views on patient experience

Dallas, Texas (July 19, 2018) – The Beryl Institute announces the release of the full research report from the inaugural study, Consumer Perspectives on Patient Experience 2018. The first of its kind global research, the study engaged 2,000 respondents across four continents. It shares the perspectives of consumers of healthcare on the patient experience, its importance, the critical factors that impact its success and how it will influence individual choices in healthcare.

The study provides insights on how patient experience is central to consumers’ expectations around health and healthcare delivery. According to the research:

• 91% of consumers confirm patient experience is extremely/very important to them overall and is significant to the healthcare decisions they will make
• 78% of consumers identify their personal health and wellbeing as the primary reason that patient experience is important
• 69% of consumers believe a good experience contributes to their healing/good health outcomes
• Consumers affirm that human interactions are most important to them in assessing patient experience, followed by the processes they encounter and then the place in which they receive care
• Consumers offer that being listened to, communicated to in a way they can understand and treated with dignity and respect are the three most important factors influencing their experiences
• 72% of consumers identify recommendations of family and friends as important in their decisions about healthcare

“The consumer perspective on patient experience revealed in this study offers validity to many of the core assumptions of the current global experience effort in healthcare and also reveals a path for prioritizing action, ensuring focus and moving forward with intention,” said Jason Wolf, Ph.D., CPXP, President of The Beryl Institute. “In listening to the voices of healthcare consumers around the world we are reminded of the fundamental idea that, in healthcare, we are human beings caring for human beings. In getting that right, healthcare can and will realize the outcomes it aspires to achieve.”

This study was made possible with the support of Research Partner, Service Management Group and Corporate partner, Studer Group, a Huron solution. To access the complimentary research report, visit: http://www.theberylinstitute.org/?page=PXCONSUMERSTUDY.

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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.
About SMG:
Service Management Group (SMG) partners with more than 500 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform the competition. Strategic solutions include omniCX™, Brand Research, and Employee Engagement. SMG evaluates 250 million surveys annually, across 130 countries.

About Studer Group:
Studer Group, a Huron solution, is an outcomes-based performance improvement company. Working together, we partner with leaders to get the foundation right so organizations can build a sustainable culture that promotes accountability, supports leadership and consistently delivers a great patient experience and quality outcomes over time. It's this commitment to helping organizations accelerate their ability to execute that led to Studer Group receiving the 2010 Malcolm Baldrige National Quality Award.