Honoring Human Service Site Launched By The Beryl Institute

New microsite celebrates contributions to the human experience in healthcare during the COVID-19 crisis and into the future

Nashville, TN (June 3, 2020) – Reinforcing its commitment to improve patient experience throughout the care continuum, The Beryl Institute introduces Honoring Human Service, a new website to acknowledge and celebrate the human spirit during the COVID-19 crisis and beyond. The microsite, launched in collaboration with Ascend Marketing, is dedicated to the extraordinary service from healthcare providers, caregivers, essential workers and patients throughout the COVID-19 pandemic and will serve as a place to continue to honor their contributions going forward.

The Beryl Institute invites individuals and organizations globally to share inspiring stories of selfless service during this trying period. The aim of Honoring Human Service is to portray a sincere appreciation message for all who have given of themselves and the difficult work that the community contributes daily.

“While the pace of the crisis can be overwhelming and challenging, incredible efforts are underway to manage the intricacies of human need at this time,” said Jason Wolf, Ph.D., CPXP, President & CEO of The Beryl Institute. “At its heart, healthcare has been, is and will remain human beings caring for human beings, and in that light significant efforts are taking place, no matter how big or small to address the human experience happening now.”

The Honoring Human Service microsite amplifies The Beryl Institute’s mission to elevate the human experience in healthcare. Stories, videos and images can be submitted for review here: https://honoringhumanservice.com/submit-a-story/

To view the Honoring Human Service website, visit https://honoringhumanservice.com/

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About The Beryl Institute:

The Beryl Institute is a global community that builds the capacity of organizations to elevate the human experience in healthcare and develops individuals who impact experience excellence. We believe human experience is grounded in experiences of patients & families, those who work in healthcare and the communities they serve.

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 Ascend Marketing:

Not a typical agency or consultancy, Ascend Marketing enables marketing organizations to engage their customers more powerfully, plugging our capabilities directly into our clients’ organizations to make them stronger. We tailor our marketing solutions to deliver higher-performing campaigns, more engaging websites and digital experiences, and fully-integrated customer journeys. The result? More powerful customer engagement and elevated results.