Foundational Role of Experience in Healthcare Affirmed through Global Trends and Insights

Biennial study from The Beryl Institute reveals that the focus on the human experience in healthcare continues to mature

Nashville, TN (September 11, 2019) – The Beryl Institute announces the release of the full research report from its latest patient experience benchmarking study, A Call to Action for the Future of Human Experience. The study engaged over 1,000 healthcare organization voices from 34 countries across six continents and shares trends, identifies changes, elevates challenges and shares insights on patient experience including how healthcare professionals are structuring their experience efforts across the globe.

Since the launch of its first biennial benchmarking study in 2011, the Institute continues to expand the conversation on experience. It has evolved from something that healthcare does to what healthcare is and will need to be. The study reinforces the idea that experience is essential to the future of healthcare and through community, greater change can be achieved.

The study reveals relevant and practical data and insights, providing clarity on the state of patient experience across the continuum of care. According to the research:

• Patient experience efforts continue to mature and remain established within healthcare organizations.
• An integrated view of experience continues to be supported and is grounded in the engagement of patients and families as well as employees.
• Focused leadership remains the greatest support of experience, while diluted leadership emerges as the biggest roadblock.
• Culture is vital for achieving positive experience efforts, signifying a growing recognition that the types of organizations we build in healthcare are the foundations for the experience provided.
• Healthcare organizations are utilizing social media feedback as a tool to measure their overall improvement in patient experience.
• The eight strategic lenses of The Beryl Institute’s Experience Framework support and influence experience outcomes.

“The patient experience movement is at an exciting moment in its arc of life” said Jason Wolf, Ph.D., CPXP, President of The Beryl Institute. “We are now at an inflection point, where healthcare organizations globally now recognize the broad and integrated effort it takes to elevate the human experience they provide. It this realization and the action that results that will ultimately lead to the outcomes healthcare aspires to achieve every day.”

This year’s study was conducted in partnership with patient experience management firm Service Management Group. A complimentary webinar of the research occurred on Tuesday, September 10th. To access the complimentary research report and to view a recording of the webinar, visit: http://www.theberylinstitute.org/?page=PXBENCHMARKING.

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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 the patient & family experience and integrates the experiences of healthcare staff 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 Service Management Group (SMG):
SMG inspires experiences that improve people’s lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.