The Beryl Institute Welcomes Tiffany Christensen as Vice President, Experience Innovation
Visionary Leader and Respected Patient Advocate to Help Guide Future of the Patient Experience Movement

Dallas, Texas (October 5, 2017) – Enhancing its commitment to expand the conversation on improving the patient experience, The Beryl Institute welcomes Tiffany Christensen in the newly created role of Vice President, Experience Innovation.

Christensen will serve as a focused innovator of the Institute’s globally recognized community through speaking engagements, identifying opportunities for collaboration and evolving the scope of the Institute’s patient experience programs and resources. She brings unique perspective and strategic thinking as both a life-long cystic fibrosis patient, having received two double lung transplants, and a professional patient advocate. She will also support the Institute’s Global Patient and Family Advisory Council, a group committed to advancing the patient experience movement with a focus on the patient and family perspective.

Prior to joining the Institute, Christensen served as a Patient and Family Engagement Specialist at North Carolina Hospital Association and was the Duke Hospital Oncology Patient Advocate and Program Coordinator for Duke Medicine’s Patient Advisory Council Expansion Program. She is a Respecting Choices Instructor/Facilitator and was the first patient to be certified as a TeamSTEPPS Master Trainer. Christensen previously served as a member of The Beryl Institute’s Executive Board, providing valuable insights to the market and industry trends. She is a nationally recognized public speaker and author of three books exploring advocacy, end of life planning and partnership strategies in healthcare.

“We are excited to welcome Tiffany formally to The Beryl Institute team. Her experience as a powerful voice for patient perspective, an advocate for understanding the critical needs of healthcare professionals and a champion for bringing all voices together to improve the patient experience position her to be a visionary leader for experience innovation,” said Jason A. Wolf, PhD, CPXP, President of The Beryl Institute. “She will help us in ensuring the Institute continues to lead in pushing the patient experience movement forward.”

###

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.