The Beryl Institute Launches Global Patient Experience Benchmarking Study
Biannual Research Study to Identify Trends and Progress in Addressing Patient Experience

Dallas, Texas (February 21, 2013) – The Beryl Institute has again partnered with Catalyst Healthcare Research to conduct a study aimed at gathering information on what hospitals and physician practices are doing to improve the patient experience. The benchmarking study is a bi-annual initiative, started by The Beryl Institute in 2011, intended to capture trends and progress around patient experience efforts. The 2013 study has been expanded to include international perspectives and physician efforts in addition to the voices of American hospitals.

“The more voices of practice we can gather, the stronger our ability to show the true reach of the patient experience conversation,” said Jason Wolf, executive director of The Beryl Institute. “Healthcare organizations around the world continue to look for answers on how to address this critical priority. This research offers a platform for an even broader perspective and collective improvement.”

The study is focused on investigating ideas in practice, so it is specifically focused on healthcare organizations and their actions versus the perceptions of patients or communities, which is addressed through other Institute efforts. It will determine the individuals responsible for leading patient experience initiatives, the approaches hospitals take to improve patient experience, including the key areas of focus and top priority action items, and how patient experience efforts are being measured. The study will also poll healthcare leaders and share the challenges and opportunities they are facing and the steps they are taking to address the patient experience.

All healthcare leaders or patient experience champions in a hospital, healthcare system or in a physician practice environment are encouraged to participate in the survey by visiting: https://catalysthcr.us.qualtrics.com/SE/?SID=SV_9t0J9jxMLbFOWjP

Initial results of this research study will be announced at The Beryl Institute Patient Experience Conference April 17, 2013. Those who participate in the survey will receive a copy of the research paper highlighting the key trends from this study after results have been compiled. Others interested in receiving an alert when results are available can sign up for The Beryl Institute Patient Experience E-News at: http://www.theberylinstitute.org/?page=ENEWSSUBSCRIBE.

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About The Beryl Institute:
The Beryl Institute is the global community of practice and premier thought leader on improving the patient experience. The Institute serves as a reliable resource for shared information and proven practices, a dynamic incubator of leading research and new ideas and an interactive connector of leaders and practitioners. The Institute is uniquely positioned to develop and publicize cutting-edge concepts focused on improving the patient experience, touching thousands of healthcare executives and patients.

The Beryl Institute defines the patient experience as the sum of all interactions, shaped by an organization’s culture, that influence patient perceptions across the continuum of care.

About Catalyst Healthcare Research:
Catalyst Healthcare Research (CHR) is a full-service research firm specializing in designing and conducting ongoing programs and custom studies for health providers, health plans, and suppliers to the healthcare industry. Using a range of innovative research tools, CHR delivers key insights to healthcare organizations who want to understand, measure, and leverage “customer experience” to build stronger brands and capture more market share. CHR is headquartered in Nashville, TN. Learn more at www.CatalystHCR.com or call Robyn Burns at 615.297.6535.