The Beryl Institute Partners with Inspiration NW to Introduce Patient Experience Care Cards
Practical Tool Helps Hospital Staff Foster Meaningful Conversations with Patients

Dallas, Texas (June 5, 2013) – The Beryl Institute announces a partnership with Inspiration NW, founder of Patient Experience Care Cards, to expand usage and awareness of the tool in the healthcare industry. Care Cards impact the patient experience by helping staff foster more meaningful conversations with patients.

In a feasibility study conducted by U.K.-based Inspiration NW using Care Cards with 500 patients in acute care, 96% of patients reported that Care Cards were helpful in expressing care preferences and 83% of patients reported improved care as a result of using the cards.

“The emotional experience of care is often as important as the clinical outcome but often neglected in personalized care planning,” said Janet Butterworth, Director, Inspiration NW, LTD. “The cards help nurses and other hospital staff learn more about patients in order to customize the care experience.”

Packaged in decks of eight cards, each representing a different emotional aspect of care, Care Cards help patients and family members explore and communicate their emotional needs and care preferences. “The cards help care providers understand what matters to each patient, why it matters and how to adapt care to meet individual needs,” said Mandy Wearne, Founder and Director, Inspiration NW, Ltd.

The emotional aspects of care featured on the cards include:

- Self confidence
- Respect
- Reassurance
- Effectiveness
- Safety
- Comfort
- Understanding
- Honesty

The Beryl Institute will offer the Care Cards program to its patient experience community for a nominal implementation and licensing fee that includes ongoing support and access to a group of other healthcare leaders to share proven practices and ideas. This partnership allows for the expanded usage and awareness of the program to help improve care experiences globally.

To learn more about Care Cards visit http://www.theberylinstitute.org/?page=CareCardsOverview.

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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.