Dallas, TX (December 5, 2012) – Emphasizing the importance of building a culture of engagement to impact patient experience efforts, The Beryl Institute releases its latest white paper, *The Role of Organization Culture in a Positive Patient Experience: A Leadership Imperative*.

In the paper, Britt Berrett, president of Texas Health Presbyterian Hospital of Dallas, and Paul Spiegelman, chief executive officer of The Beryl Companies, also co-authors of the book *Patients Come Second*, suggest many healthcare organizations have missed an important point; that the best way to improve the patient experience is to build better engagement with their employees who, then, will provide better service and healthcare to patients. The paper shares results of a Culture IQ test from over 400 healthcare respondents signaling that many organizations have ample opportunity to improve their overall cultural engagement.

"In other industries, leaders have learned that the primary driver of customer satisfaction is internal engagement of an organization's employees," remarks Berrett. "In healthcare, we are rapidly adjusting delivery and business models to meet the quality and satisfaction metrics tied to hospital reimbursement. We must also focus on our own teams to better engage them in our purpose and vision. Enhancing the strength of employee morale will drive better patient satisfaction and a better patient experience."

"I have experienced within my organization the connection between culture, the patient experience and financial results," says Spiegelman. "Our goal is to convince other leaders to change the way they lead for not only their own staff morale, but for the patients and the families they touch every day."

In examining the critical nature of culture as a driver for patient experience effectiveness, the authors reinforce that leadership is central to the ability to frame, explain and execute on this effort. They also provide principles behind the power of employee engagement and the idea that the only manner in which an organization can deliver a top-notch patient experience is to ensure its employees are aligned with and executing the organization's mission.

To download the white paper, visit [http://www.theberylinstitute.org/?page=PUBS](http://www.theberylinstitute.org/?page=PUBS).

Berrett and Spiegelman will also address the importance of organization culture in their keynote presentation *Leading Change by Changing the Way You Lead* at The Beryl Institute’s *Patient Experience Conference 2013*, April 17-19 in Dallas, Texas.

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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*. 

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