The Beryl Institute Welcomes Deanna Frings as Director of Education and Professional Development
New Role to Help Shape Educational and Certification Programs for Patient Experience Leaders

Dallas, Texas (March 26, 2013) The Beryl Institute, the global community of practice and premier thought leader on improving the patient experience in healthcare, announced today that Deanna Frings has joined the organization in the newly created role of Director, Education and Professional Development.

Frings will shape the learning strategy for the Institute, expanding educational efforts to support the healthcare industry in addressing patient experience. She will also lead further development of the Patient Experience Body of Knowledge, a collaborative effort initiated by the Institute in 2012 engaging over 400 participants to identify the skills necessary for an effective patient experience leader. Frings will guide the effort to translate the body of knowledge into a comprehensive curriculum and patient experience certification Program.

“As we continue to support our growing global community on the journey to improve patient experience, we recognized the need to define and shape the education and professional development opportunities for patient experience and healthcare leaders on this critical issue,” said Jason Wolf, President, The Beryl Institute. “With over 25 years of healthcare experience, from clinical, to learning and development, to patient experience, Deanna has a unique combination of passion, dedication and experience, making her the ideal champion to lead this effort.”

Prior to joining the Institute, Frings served in a variety of roles with Wheaton Franciscan Healthcare including Manager of Cardiopulmonary Neurology Services, System Manager of Training and Development, Director of Organizational Development, and Director of Patient and Family Experience. She was also an active member of The Beryl Institute and a recipient of one of the Institute’s Patient Experience Grants. In joining the Institute team, she looks forward to having a more widespread impact on the patient experience as well as shaping the future of healthcare around the world.

Frings believes in one simple truth - that to improve the patient experience we must touch the hearts of care givers and connect with them in ways that help them to emotionally connect with the patients they care for and serve. She currently lives in Wisconsin and holds a Master of Arts degree in education and instructional design from Alverno College, Milwaukee, Wisc.

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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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