Society of Healthcare Consumer Advocacy to Join The Beryl Institute

Leaders identify strong alignment with mission to improve overall patient experience

Dallas, TX (December 4, 2013) – Acknowledging a shared vision to advance patient experience efforts globally, The Beryl Institute announces a collaborative partnership to integrate members and resources of the Society of Healthcare Consumer Advocacy (SHCA) into its patient experience community as of January 1, 2014. Currently part of the American Hospital Association, SHCA has a 40-year history leading the advancement of healthcare consumer advocacy by supporting the role of professionals who represent and advocate for consumers across the healthcare continuum.

“We are excited by and strongly endorse this partnership and our engagement in The Beryl Institute community,” stated a letter of support signed by 21 past presidents of SHCA. “This is an incredible opportunity to continue our strong tradition of impacting the delivery of healthcare and ensuring the patient’s voice is always heard. This is a positive step for the future of our organization and for patient advocacy overall.”

SHCA’s community of over 800 members will become part of The Beryl Institute, gaining access to the largest community of practice and thought leadership organization on patient experience improvement. Current SHCA resources, including its library of patient advocacy books, publications and educational programs will be incorporated into The Beryl Institute’s patient experience resources.

Carol Santalucia, SHCA’s current president, will join the Institute’s Executive Board and Kim Pedersen, SHCA’s President-Elect and Kate Clarke, SHCA’s Past President will become part of its the Institute’s Patient Experience Advisory Board. In addition, the Institute will incorporate the annual SHCA conference as part of its annual Patient Experience Conference, to be held April 7-9, 2014 in Chicago, through the addition of a patient advocacy track.

“The commitment to engaging all voices and growing the network and community of those engaged in this important work is top of mind for us all,” said Jason A. Wolf, Ph.D., President, The Beryl Institute. “I am excited and proud to welcome the SHCA community to the Institute family as their new professional home. By coming together, our communities will continue to expand the patient experience conversation and, in doing so, model that through collaboration, rather than competition, not just great, but even greater things can happen in our efforts to improve patient experience.”

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About The Beryl Institute:

The Beryl Institute serves as the professional home for stakeholders who recognize that the patient experience is an essential element in the execution and evaluation of healthcare professionals. The Institute is committed to improving the patient experience, by serving 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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