Structure of Patient Experience Efforts in Healthcare Examined by The Beryl Institute
White Paper Opens Dialogue on How Hospitals Execute on Service & Satisfaction Efforts

Dallas, TX (July 30, 2012) – A new white paper released by The Beryl Institute explores how healthcare organizations structure their patient experience activities and the trends that contribute to positive results. The paper “Structuring the Patient Experience Effort: An Inquiry of Effective Practice” reports data shared by over 70 healthcare organizations and is intended to serve as a catalyst for the ongoing sharing and dialogue about patient experience activities.

This paper reports results of a 2012 research study conducted by The Beryl Institute to explore the range of existing patient experience models, with topics including:

- Department Names
- Areas of Accountability
- Staffing Considerations
- Organizational Positioning and Support
- Successes and Roadblocks of Action

The research was initiated by two members of The Beryl Institute and the white paper’s co-authors: Doug Della Pietra, Director, Customer Service and Volunteers, Rochester General Hospital and Jamie Markel, Patient Experience Officer, WellSpan Health. Both leaders are catalysts for the ongoing exploration into how healthcare can most effectively address the needs of patients, their families and caregivers.

“This paper represents the start of an ongoing exploration,” says Jason Wolf, executive director of The Beryl Institute. “If you believe, as we suggest at the Institute, that patient experience is not an initiative, but a continuous effort that encompasses every interaction across the continuum of care, then the healthcare community will find great value in these practices shared by its peers. They signify the great efforts underway and the opportunity that still lies ahead for so many.”

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

Healthcare organizations are encouraged to contribute to the dialogue by sharing their patient experience efforts and structure at https://www.surveymonkey.com/s/PXSTRUCTURE

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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.