

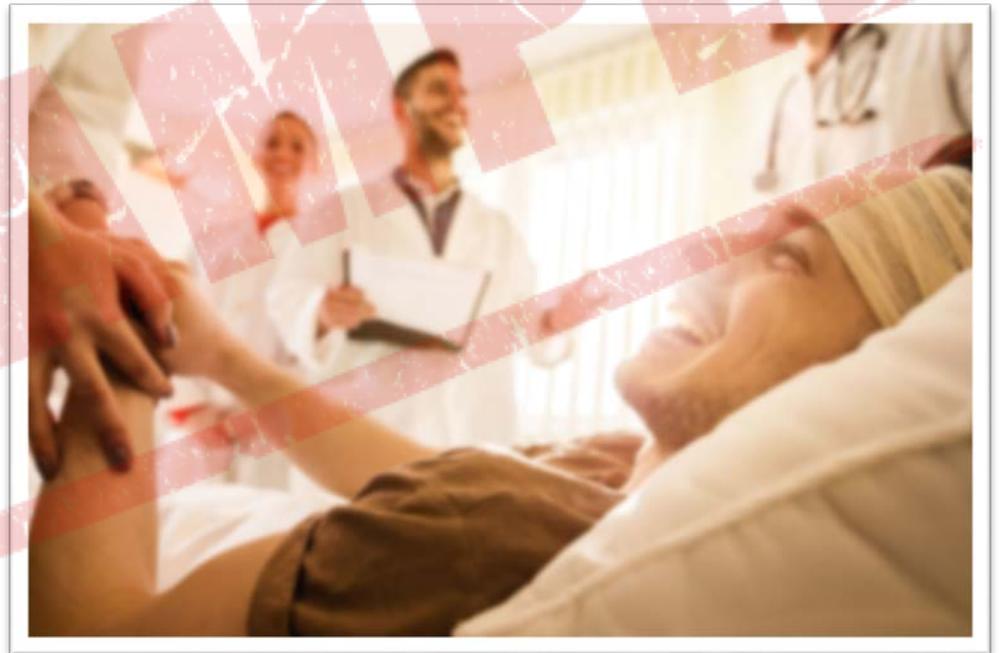


# *GUIDE FOR LEADERS*

Sample Document

THE BERYL INSTITUTE  
**PX101**

# Guide for Leaders



## Critical Role as PX Champions

Leading patient experience efforts in any healthcare organization, whether in a hospital, hospice, acute care, physician practice, or other type of facility, is never the responsibility of one person. Even when there is someone with a specific title such as chief experience officer or role with patient experience responsibilities, real impact happens when people in leadership roles throughout the organization believe in the value of patient experience, role model the desired behaviors and provide guidance and coaching for their direct reports and those they influence.

These are some ways Leaders can champion patient experience excellence:

- Talk about patient experience in words that show it matters
- Reference patient experience in daily tasks
- Role model the desired behaviors
- Guide and direct your team members. This includes clarifying the expected behaviors, then looking for people demonstrating them and recognizing them when they're doing the right things.
- Lead reinforcement activities to keep patient experience top-of-mind and extend awareness or deepen skills.

### PX 101 Reinforcement Activities

While you may be in favor of leading reinforcement activities, you probably don't have time to figure out what they are. This Guide can help you support the goals of patient experience excellence without taking time out of your busy schedule to plan or prepare team activities.

What you'll find in the next several pages are many PX 101 reinforcement activities for you to lead in huddles or team meetings. The activities work for all teams in any role and there are options presented so you can choose which ones work best for you and your team.

The activities here are aligned with PX 101 session topics that are presented in a classroom format and work best if they follow the topic that was already presented in an employee orientation or ongoing education class. The content of the PX 101 sessions are summarized in this Guide for your convenience; the follow-up activities are shown after the session summary.

## PX 101 Session Descriptions / Reinforcement Activities

*NOTE: The term, team members, is used when referring to employees in the following summaries and in all activities.*

### Session Summary: What is Patient Experience?

The aim of this first session is to have each person care about the patient's experience at a deep and profound level. It first encourages team members to share a personal experience when they themselves or a loved one interacted with a healthcare facility and to identify thoughts and feelings they had at the time. After exploring their own experience, they are then asked to identify thoughts and feelings of patients and family members shown on the PowerPoint as well as actions of people in clinical and non-clinical roles who positively impacted the feelings of those patients at a time when they were feeling most vulnerable and anxious. Through the examples shown, participants are encouraged to realize they too can impact the experience of patients and their families in simple yet profound ways.

As a result of their participation in this session, learners should be able to:

- Define patient experience
- Identify who can impact patient experience
- Describe their role in relation to the patient experience

### Follow Up Activity

#### Option 1.

Describe an experience you personally have had when you received feedback from a patient or his/her family that you had a significant impact on the patient's experience.

#### Option 2.

Tell your team members to picture themselves in the following scenario: On the way home from work today they stopped at a grocery store and had a fall on the wet pavement outside the door and broke their leg. Ask them to identify their immediate thoughts or feelings as they are transported by ambulance to the hospital, then relate their concerns to ones patients typically have when "entering" the healthcare system. Then they are asked to write down what they want or need from the healthcare provider. Relate the concept of getting their wants and needs met to "patient experience excellence."

#### Option 3.

Ask your team members what they learned about "patient experience" in the classroom session. (NOTE to Leaders: This activity allows individuals to express their thoughts in their own words which research indicates is one of the most powerful methods we can use for reinforcing key ideas.) Please show acceptance of your team members' description unless their description is factually inaccurate. Accepting thoughts and opinions expressed in the person's own words demonstrates respect for the individual and reinforces the point that their perceptions are valued which encourages future participation and learning.

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## Optional Activities Using Whiteboard Reinforcement Videos

Patient Experience 101 provides seven whiteboard videos, one for each of the seven sessions in the program which serve as additional reinforcement tools. The format consists of a brief video (approximately 3 minutes each), with a narrator summarizing the key points or describing a patient scenario which illustrates the key points made in that session.

Pictures and drawings are shown in a continuous flow to visually illustrate the points made by the narrator. The purpose is to review and reinforce key points rather than introduce new content and are therefore appropriate when used as review tools.

### **Important Note on Access**

Please obtain guidance from your Patient Experience or Education Leader for the method you should follow to access the videos and show them to your team.

The titles of the reinforcement videos are the same as the titles of the Sessions for ease of identification.

### **How to Use the Videos**

One way to use the reinforcement videos is to show them one-at-a-time in a huddle or team meeting followed by leader-led discussion.

In some cases, the healthcare organization may choose to use the reinforcement whiteboard videos in larger group sessions rather than make the videos available to individual leaders for use with their teams or may want to regulate their availability based on alignment with the classroom session. Please check with your Patient Experience or Education Leader for further information.

## Resources

We know the important role of leaders in sustaining your patient experience efforts. That's why we've included a list of additional resources you can use to build upon your knowledge and skills in patient experience. Organized by session topic, the list of resources includes webinars, learning bite videos, whitepapers and more. Please note that many of these resources are exclusive to members of The Beryl Institute.

### Session: What is Patient Experience?

#### Learning Bites

[Defining the PX](#)

[Centrality of Need](#)

[PX Made Easy: Lessons from "World Class" Experience-Focused Businesses](#)

[Eight Guiding Principles for Patient Experience Excellence](#)

#### Webinars

[The Human Experience in Healthcare/ How We Can Thrive at the Edge of Uncertainty](#)

#### White Papers and PXJ Articles

[Defining Patient Experience: A Critical Decision for Healthcare Organizations](#)

[Guiding Principles for Patient Experience Excellence](#)

[PXJ Article: Defining PX](#)

[PXJ Article: Patient Experience the Field and Future](#)

#### Other

[IMPX Video\(s\)](#)

### Session: The Ripple Effect of Patient Experience

#### Learning Bites

[What Healthcare Can Learn from Others](#)

#### Webinars

[State of PX 2017](#)

[Why Patient Experience Matters Now More than Ever: A Call to Action](#)

#### White Papers and PXJ Articles

[The State of Patient Experience 2017: A Return to Purpose](#)

### Session: What Matters Most to Patients and their Families

#### Learning Bites

[Patient's Perception of Care](#)