Navigating the Patient Experience Community to Your Solutions

Patient Experience Marketplace serves as the go to resource for identifying patient experience products and services to support organizational improvement in addressing patient experience issues. Organizations are listed by the eight strategic lenses of the Experience Framework and are further identified by product and service offerings specific to patient experience needs. The strategic lenses are eight main entry points of the Experience Ecosystem, an interconnected community of resources, organizations and solutions to support healthcare teams in positively impacting the patient experience.

By joining the PX Marketplace, your organization will:

• **Highlight** your commitment to patient experience improvement
• **Broaden** visibility within the industry
• **Promote** your patient experience product or services
• **Connect** to the Experience Ecosystem’s strategic lenses

Our growing community is eager to hear from you and learn how you can help them achieve success on their patient experience journey.

**Listing includes:**

| Choice of two strategic lenses and one category based on the product/service you provide |
| Organization description (150 words or less) |
| Direct link to URL from organization logo and name |

**Annual Investment:**

$1,000 per listing  
*10% discount on any additional listings

**SAMPLE LISTING:**

**Quality & Clinical Excellence**

**CIPHERHEALTH**

CIPHERHealth is a healthcare technology company focused on providing patient engagement solutions designed to improve patient outcomes and experiences. Through our patient follow-up, preventive outreach, care management and digital rounding solutions, we are helping to increase HCAHPS scores, reduce readmissions, and improve labor utilization with enhanced communication and care team coordination.

For more information, contact Russell Senger, Director, Partnerships at russell.senger@theberylinstitute.org or 1.866.488.2379 x708

theberylinstitute.org/PXMarketplace
The Experience Ecosystem is an interconnected community of resources, organizations and solutions to support healthcare teams in positively impacting the patient experience. Built around the Institute’s Experience Framework, which reinforces the integrated nature of the healthcare experience by identifying eight strategic lenses through which any experience endeavor should be framed, the ecosystem includes three levels: Institute Resources, Associated Organizations and Solutions Providers.

The strategic lenses comprise of eight main points of entry to the Institute for the community. The Solutions Provider levels includes all organizations in PX Marketplace. Your listing in PX Marketplace provides a warm introduction to the patient experience community and helps shorten the gap in connecting them to the products or services you offer.

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The Beryl Institute is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge.

Our Community
More than an association, the Institute is a community of practice, engaging members as active participants and contributors to the collective development of knowledge, reinforcing the value and expanding the impact of patient experience efforts globally. Members come from healthcare organizations around the world with roles in such areas as:

• Executive Leadership
• Physician/Nurse Leadership
• Patient Experience/Satisfaction
• Service Excellence
• Patient and Family Advocacy
• Marketing/Community Outreach
• Quality/Safety
• Operations
• HR/Organization Development
• Clinical Education/Staff
• Development
• Patient and Family Advisors

Average Monthly Website Interactions

28,622
Unique Visitors

67,378
Page Views

Organization Type
45% Hospital
30% Health System
9% Academic Medical Center
7% Resource Provider
5% Non-Hospital Healthcare

Job Function
39% Patient Experience
15% Patient and Family Advocacy
9% Quality/Safety
8% Executive Leadership
6% Physician/Nurse Leadership
4% Operations
4% HR/Organization Development
2% Marketing/Community Outreach