Executive Summary

Return on Service

This paper addresses the idea that improving the patient experience has true financial implications reaching well beyond reimbursement dollars, performance pay and compensation tied to outcomes. By examining the return of service from financial, marketing and clinical perspectives, it offers research and justification for investing in patient experience efforts to achieve valuable returns.

Obviously, providing a quality and enjoyable experience for patients is a right to do and nice to do, but recognizing it as a must do and smart thing to do is something else entirely. Data from multiple studies and publications are explored offering healthcare organizations an evidence-based case for improving the service encounter for the patients, families and communities they serve. These data prove the potential for gains in not only the lives of patients, but financial implications as well. The patient experience extends from the moment they begin their interactions, until after they leave the hospital; your dedication should reflect this notion.

While this paper does not offer a magic formula for addressing these bottom line issues that influence the patient experience on a daily basis, it does provide details on addressing the experience from the cultural, organizational and process angles. Intertwined with all these concerns, lies the financial side of the same coin. “It is in this area that patient experience champions have focused the least,” says Jason Wolf, Executive Director of The Beryl Institute, “but [this area] could have the most significant impact in making the case for the important work being done.”

In order to receive this ‘return on service,’ the authors explore the financial, marketing, and clinical perspectives and investigate ways to align them with current research. This will spark further thoughts and conversations to support the continued improvement of the patient experience.

To download the complete paper or access other patient experience resources, visit www.theberylinstitute.org.

About The Beryl Institute

The Beryl Institute serves as a professional home for stakeholders who recognize that the patient experience is an essential element in the execution and evaluation of healthcare performance. The 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.”