Executive Summary

Structuring the Patient Experience Effort: An Inquiry of Effective Practice

This paper explores how healthcare organizations are structuring their patient experience activities and the trends that may be contributing to positive results. An effective organizational structure supports the achievement of an organization’s goals and serves as a cultural foundation for ongoing performance. Recognizing the structure of your patient experience effort could have a significant impact on overall results.

The survey and interview process conducted for this paper looks to explore the range of existing models for structuring the patient experience function and to uncover proven practices aligned with sustained outcomes around the patient experience effort. It is an investigation that is not designed to be conclusive, but rather one that is meant to serve as a catalyst for ongoing sharing and dialogue about patient experience activities, representing the practices shared by over 80 healthcare organizations. The data can be used to guide the ongoing efforts to support and improve patient experience across the industry.

While this paper does not suggest one specific model to shape a patient experience function, it does reinforce the idea that a dedicated role and centralized structure are key to patient experience success. Patient experience is not a passing fad. It is a significant strategic consideration for healthcare organizations. Moving patient experience from an initiative to an integrated activity is a critical first step in driving positive patient experience outcomes.

Areas of Accountability within Patient Experience Departments

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.”