Executive Summary

The Four Cornerstones of an Exceptional Patient Experience

SEPTEMBER/OCTOBER 2010

This white paper highlights the results of two new surveys that illuminate the importance of the patient experience and describes the components to create a successful service culture. The four key characteristics of top performers are detailed, followed by case studies that illustrate service excellence.

Leaders in high performing healthcare organizations keep service issues visible by identifying clear goals and establishing accountability. By engaging staff at all levels of the organization and allocating the appropriate personnel and time as a foundation for improvement, these organizations are showing measureable gains in the patient experience. Organizations that build an effective service culture will have mastered the art and science of putting patients first, which is the key to an exceptional patient experience.

Patient care has been the primary focus and purpose of healthcare. Beginning October, 2012, the Centers for Medicare and Medicaid Services (CMS) will introduce a value-based purchasing (VBP) system that will link payment to clinical care and patient experience scores. While healthcare organizations now recognize the importance of ensuring an exceptional patient experience (Figure 1), they struggle with exactly how to accomplish this. Improving the patient experience and creating consistency at the same time is a challenge, since every patient’s healthcare encounter is different. Hospitals have always been surveying patient satisfaction, but quantifying the patient experience is a much broader task and will soon have financial implications.

To download the complete paper and access other patient experience resources, go to 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.”