



To the members of The Beryl Institute community:

It is with great excitement that our organization, The Society for Healthcare Consumer Advocacy (SHCA), joins forces with you. We have a great respect for The Beryl Institute, and all that you have accomplished in these past few years to advance the patient experience in our country and throughout the world.

Ruth Ravich, who was truly a pioneer in this field, founded our organization in 1971. In March of that year, 140 healthcare professionals met in Philadelphia to discuss the growth and importance of Patient Advocacy. Within the year, the Association of Patient Service Representatives was formed, and we have been a personal membership group of the American Hospital Association ever since. Ruth saw the need to ensure that the patient's voice is heard. For over 40 years that has been our goal. Our work and expertise in patient's rights, ethics, advocacy, etc., has allowed us to foster and promote the concept of keeping the patient at the center of our focus.

To this end, we have admired the work of The Beryl Institute and its clear, strong message about putting the patient first in all we do, and understanding that the experience is defined as *the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.*

As past presidents of SHCA, we are excited by and strongly endorse this partnership and our engagement in The Beryl Institute community. This is an incredible opportunity to continue our strong tradition of impacting the delivery of healthcare, and ensuring that the patient's voice is always heard. This is a strong and positive step for the future of our organization and for patient advocacy overall. We look forward to the next 40 years, as we continue this journey together.

Sincerely,
Past Presidents of SHCA

Mary Barks

Kate Clarke

Donna Davidson-Smith

Linda DeWolf

Jake Eisele

Rita Goldenberg

Nancy Green

Carol McAdoo

Brenda Radford

Mindy Raymond

Lisa Reynolds

Carol Santalucia

Jerri Scarzella

Ruth Sullivan

Bryan Tipton

Ellen Tolbert

Carol Waldemayer

Amy Wellington

Anita Woodward

Pat Wright

Irene Zbiczak