Why Patient Experience Matters Now More Than Ever: A Call to Action

Jason A. Wolf, Ph.D., CPXP, President, The Beryl Institute
Who We Are

The Beryl Institute is the **global community of practice** dedicated to improving the patient experience through **collaboration and shared knowledge**.
As a community, **we commit to**:

- Elevating the importance of experience across all care settings
- Generating, collecting and sharing ideas and proven practices
- Engaging a broad range of voices and views
- Putting patients, families and care partners first
- Recognizing the value of the entire healthcare team
- Reinforcing experience encompasses quality, safety, service, cost, and outcomes
Membership Provides Access to:

**PUBLICATIONS**
- White Papers
- Patient Experience Press
- Patient Experience Journal
- Research Papers

**LEARNING**
- Upcoming Webinars & Webinar Archives
- Topic Calls & Topic Call Archives
- Learning Bites
- Body of Knowledge

**CONNECTIONS**
- Listservs
- Career Center
- Member Directory
- Communities

**EVENTS**
- Regional Roundtable
- PX Conference

**MEMBERSHIP TYPES**
- Individual
- Organizational
- Student
- Patient & Family Advisors
Keynote Speakers

Christy Beam
Author and Mother

Gary S. Kaplan, MD, FACP, FACMPE, FACPE
Chairman and CEO of Virginia Mason Health System

Erik Wahl
Graffiti Artist, Author and Entrepreneur

Patient and Family Panel: Real Voices of Patient Experience

Breakout Sessions

50+ INSPIRING SESSIONS
{more details on our website}

7 Steps to Sustainability: Operationalizing Your Patient and Family Advisor Program
Allison Chrestensen, Tiffany Christensen, Tanya Lord

From Influence to Impact – Three Skills Every PXP Must Master
Kris Baird, Angela Fieler, Janet Schultz

Leading Your Patient Experience Strategy to the Next Level
Wendy Leebov, Jill Golde and Dorothy Sisneros

Pre-Conference Gatherings

Patient Advocacy Community
Physician Community
Pediatric Community
CPXP Preparation Workshop

Networking Dinner & Reception

McNichols Civic Center Building
Housekeeping

- All participant phone lines are muted.
- The presentation will run 45-50 minutes with about 10-15 min for Q&A.
- Q&A will be conducted through the Q&A function. Please submit questions to the host for a facilitated Q&A after the presentation.
- Chat function for sharing of ideas, interacting with presenters and attendees and not for promoting services and products.
- Webinar materials and session recording will be available for all attendees.
- This program is approved for 1 PXE
- Receive instructions on how to claim PXE in follow up email along with a survey
- Look for the email tomorrow afternoon
PX Continuing Education Credits

• In order to obtain patient experience continuing education credit, participants must attend the program in its entirety and return the completed evaluation.

• The planning committee members and presenters have disclosed no relevant financial interest or other relationships with commercial entities relative to the content of the educational activity.

• No off label use of products will be addressed during this educational activity.

• No products are available during this educational activity, which would indicate endorsement.
Our Speaker

Jason A. Wolf, Ph.D., CPXP
President, The Beryl Institute
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10 January, 2017
Framing Patient Experience:  
The Foundation on Which We Must Build
Patient Experience Defined

The sum of all *interactions*, shaped by an organization’s *culture*, that influence patient *perceptions* across the *continuum* of care.

- The Beryl Institute
To satisfy is to cause (someone) to be happy or pleased.

Satisfaction is in the moment.

It is the idea of how positive someone feels about an encounter.
Experience is something we have done or lived through. It is our **lasting story**…

It is defined in all that is **perceived, understood and remembered**…
Core Concepts in Patient Experience

**Patient & Family Engagement:**
Patients, families, their representatives, and health professionals working in active partnership at various levels across the health care system—direct care, organizational design and governance, and policymaking—to improve health and healthcare.


**Patient- and Family-Centered Care:**
An approach to the planning, delivery, and evaluation of health care that is grounded in mutually beneficial partnerships among health care providers, patients, and families.

Institute for Patient- and Family-Centered Care

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An Integrated Perspective
Choice...
Clinical Outcomes

Financial Outcomes

Consumer Loyalty

Community Reputation

The Experience Era:  
A New Focus for Healthcare
We do not remember days, we remember moments...

...and we must CO-CREATE those moments!

- Cesare Pavese
Looking Back to Look Forward

Doing TO → Doing FOR → Doing WITH

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A Change in Focus

FROM TRANSACTIONS TO INTERACTIONS
N of ONE
Reflecting on Era 3

The **Moral** Era  →  The **EXPERIENCE** Era

- Reduce Mandatory Measurement
- Give Up Professional Prerogative
- Protect Civility
- Stop Complex Individual Incentives
- Use Improvement Science
- Hear the Voices of People Served
- Shift Strategy from Revenue to Quality
- Ensure Complete Transparency
- Reject Greed

Era 3 for Medicine and Health Care, Berwick DM. JAMA. 2016; 315(13):1329-1330. Published online April 5, 2016

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The EXPERIENCE Era

Acknowledge Experience is a GLOBAL Movement

Recognize Experience Encompasses ALL We Do

Remember in Experience ALL Voices Matter

Focus on Value from the Perspective of the Consumer

Ensure Transparency for Accessibility & Understanding

Measure & Incent What Matters

Share Wildly & Steal Willingly

Reignite our Commitment to Purpose

What do you believe to be the most critical element of the experience era? And why?
The Patient Experience Movement: Where We Go from Here
Our Desired Impact

Changing healthcare by ensuring the human experience is at the center.

With this focus healthcare will:

- Lead differently
- Listen differently
- Prioritize differently
- Act differently
- Partner differently

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Strategy Landscape
Strategy in Action

Research

- Structuring PX – Jan 2017
- Return on Value – March 2017
- State of PX – March 2017

Policy

- Taking a Stand for PX Policy
- Opportunities for Policy Focus:
  - Value Case
  - Patient/Family Voice
  - Measurement
  - Alignment
  - Transparency
  - Professional Education/Workforce Development
  - Healthcare Teams/Employees
Reinforcing Core Values

**Accessibility**
Commitment to open access, a spirit of generosity and the active invitation to engage and contribute that continuously expands reach and sustains growth

**Agility**
Ability to rapidly reconfigure and realign resources to lead in new directions and respond as needed within the industry

**Innovation**
Vigilance in continuously searching for new ways of thinking, doing and disseminating ideas

**Inclusivity**
Purposeful consideration of expansive ideas and the engagement of all voices to ensure the broadest perspective and awareness

**Collaboration**
Recognition that overall success is driven by a willingness to partner with others in the sharing of ideas, information and action that ensures better outcomes for all involved

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Guiding Principles for PX Excellence

- Identify and support accountable leadership with committed time and focused intent to shape and guide experience strategy.
- Establish and reinforce a strong, vibrant and positive organizational culture and all it comprises.
- Develop a formal definition for what experience is to their organization.
- Implement a defined process for continuous patient and family input and engagement.
- Engage all voices in driving comprehensive, systemic and lasting solutions.
- Look beyond clinical experience of care to all interactions and touch points.
- Focus on alignment across all segments of the continuum and the spaces in between.
- Encompass both a focus on healing and a commitment to well-being.

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Value & Benefit of a Focus on PX

Patient/Family

outcomes  focus  family  better  value  feel

Healthcare Leaders

feel  focus  outcomes  quality  better  family  value

Research Pending. The Value and Impact of Patient Experience, The Beryl Institute, March 2017
Question & Dialogue

What can we be doing to support YOU and how do we stand together to reinforce this idea at the heart of healthcare?

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Patient Experience Matters: A Call to Action
The Fundamentals Matter

Experience drives the fundamental results we look to achieve.
In healthcare that includes, in this order, clinical and financial outcomes, consumer loyalty, and community reputation.

Interactions are the point where experience happens…
and ideally positive interactions result in positive experiences.

Good choices are the seed of every positive interaction.

Culture serves as the lens through which good people make good choices.

Build vibrant cultures…
rooted in clear and shared purpose, framed by sound core principles and espoused values, and focused on understandable and actionable goals.

Engage the best people to make up our organization,
people who are aligned with the expected behaviors and attitudes we believe best to deliver on our organizational commitments.

Wolf, Why the Organizations We Build Are the Engine for Experience Excellence, Wednesday, September 14, 2016, ATD Health Blog
but NOW we must

THINK

BIGGER!
Compounding pressures including:

- Uncertain and competing **policy issues** and related **financial constraints**
- Challenges posed by a **shrinking pool of clinicians** with broadened professional expectations
- Rapidly growing number of **individuals accessing healthcare**
- Broadening **technologies** and expanding **access points**
- Increasingly demanding healthcare **consumers**

will require our current healthcare models to think, structure, and act in new ways.

But a focus on **VALUE** will remain. (We must ensure it does!)

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Considerations for the Future of PX

**Shift in language** from centeredness to collaboration and partnership

**Shift in technology** from internal processes to accessible, practical, and externally facing applications

**Expansion of transparency** to include greater understanding of healthcare

**Freeing of data** to enable more immediate and impactful decisions, actions, and results

**Explosion in choice** driven by a proliferation of potential points of care

**Reframing of expectations** driven by new and expanded points of comparison
The future belongs to those who believe in the beauty of their dreams.

Eleanor Roosevelt
Now is the time to move beyond dreams to ACTION!
What Will You DO?

How will you reinforce the importance of experience in your work and/or as a consumer of care?

What top issues are most critical to you in this effort and how will you elevate them as focus for your work?

How will you support others in standing as champions for experience excellence?

How will we expand the experience conversation to change healthcare for the better?
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10 January, 2017
Participate in the 2017 State of Patient Experience Study

As the largest independent study of its kind on this topic, the fourth biennial benchmarking study explores all you and your peers are doing to drive patient experience excellence around the world.

PX Continuing Education Credits

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• Look for email with instructions next day
Upcoming Webinars

January 17
What Does Engaging with Patients Really Mean?

January 31
The Return on Value When Focusing on Your Patients’ Mind & Emotions

February 21
Social Media: Opportunities and Challenges

March 7
Partnering for Improvement
We invite you to join our global community of over 50,000 members and guests passionate about improving the patient experience.

Become a member today at www.theberylinstitute.org
Thank you for participating

Please look for a post-webinar evaluation coming soon.

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