

Summary – Supporting the Workforce

Key Takeaways

- The healthcare workforce is the primary conduit through which any experience is delivered.
- Organizations must support and care for their workforce to foster engagement, wellness, and growth.
- Active engagement of the healthcare workforce is vital and involves not just listening to their concerns but also taking meaningful actions based on their feedback.

Impact

- Improved workforce engagement
- Elevated team member attraction/retention
- Enhanced workforce wellbeing

DISCUSSION

In what ways does your organization work to understand and act on the needs and vulnerabilities of your workforce?

Engaging Patients & Care Partners is a Must

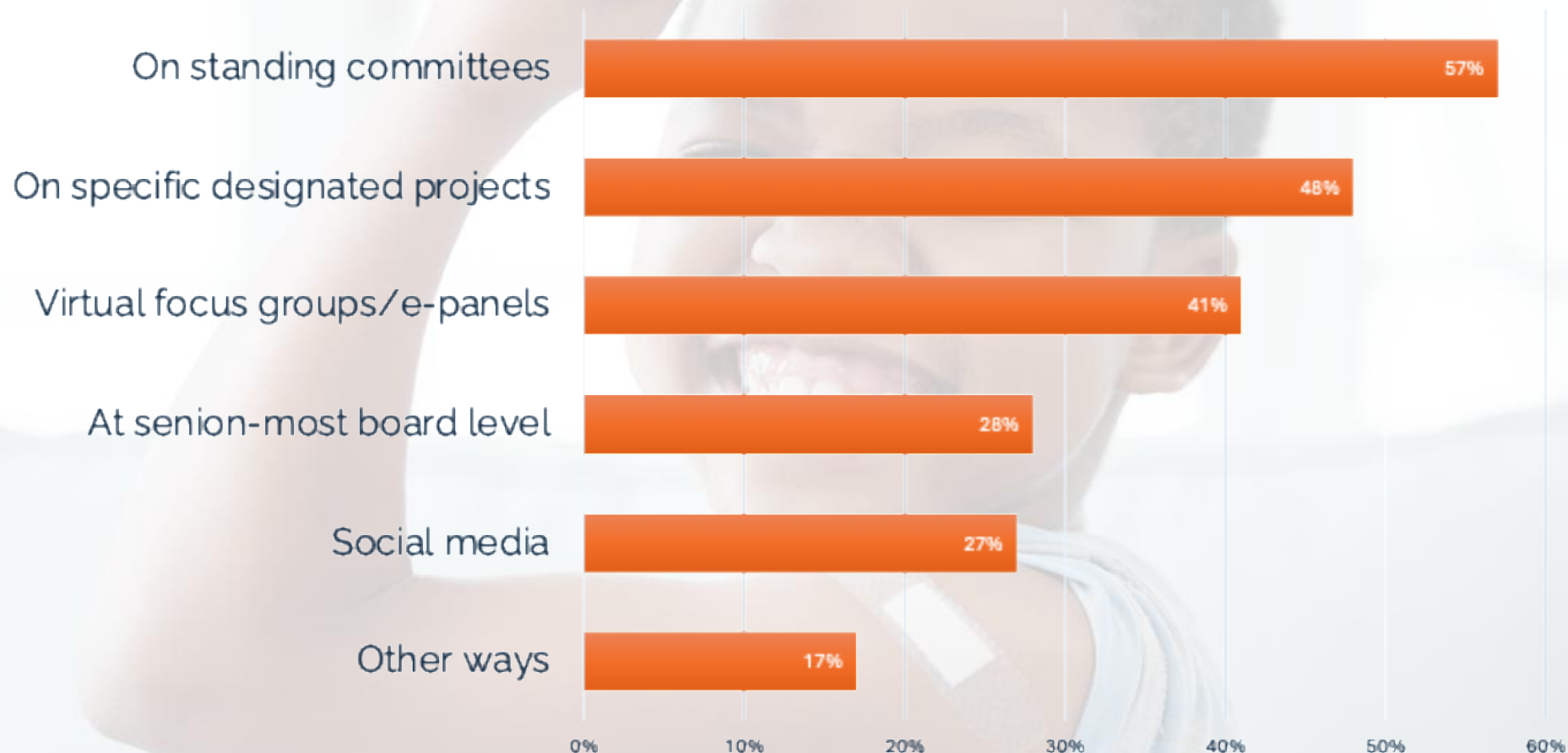


GUIDING PRINCIPLE

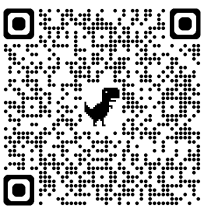
Implement a defined process for formal, intentional, and continuous partnerships with patients, families, and care partners.



Organizations are engaging patient, family & care partner voice in multiple ways



In what ways, other than a Patient & Family Advisory Council, does your organization engage patients and family advisors?

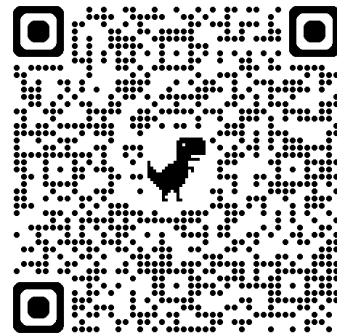




Listening Organizations: Elevating the
Human Experience in Healthcare through the
Lived Experience of Patients & Families

Contributors

Children's Mercy Kansas City
Duke Health
ECU Health
Institute of Patient- & Family-Centered Care
Kaiser Permanente
New South Wales Health
NHS England
Pediatric Hospital
PFCCpartners
SingHealth Patient Advocacy Network



6 Actions of a Listening Organization

- 1 Ask for feedback with deliberate intention
- 2 Build advisory programs with inclusive and diverse representation
- 3 Seek out innovation & technology
- 4 Share knowledge through structural alignment & collaboration
- 5 Provide patients and families with education, training & peer support
- 6 Embed PFCC core concepts into organizational culture

Summary – Patient/Care Partner Engagement

Key Takeaways

- Patients and care partners must be intentionally and actively engaged as co-designers in the care process and included as key members of their care team.
- Healthcare organizations must understand and address what matters most to patients and their care partners and ensure their voices are integral in the decision-making process.
- Formal partnership roles for patients and care partners should be established to ensure active participation in the design and improvement of healthcare services overall.

Impact

- Strengthened patient partnership
- Improved clinical outcomes
- Increased quality and safety

DISCUSSION

How does your organization partner with patients, families, or care partners today?

Share examples of meaningful change your organization made based on their input.

All Touch Points & Every Interaction Matter



GUIDING PRINCIPLE

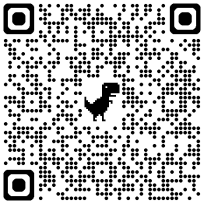
Acknowledge the healthcare experience reaches beyond clinical interactions to all touchpoints across the continuum of care.



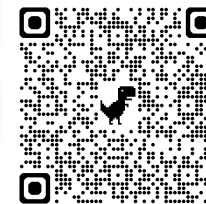
Experience is now seen with a fully integrated focus.



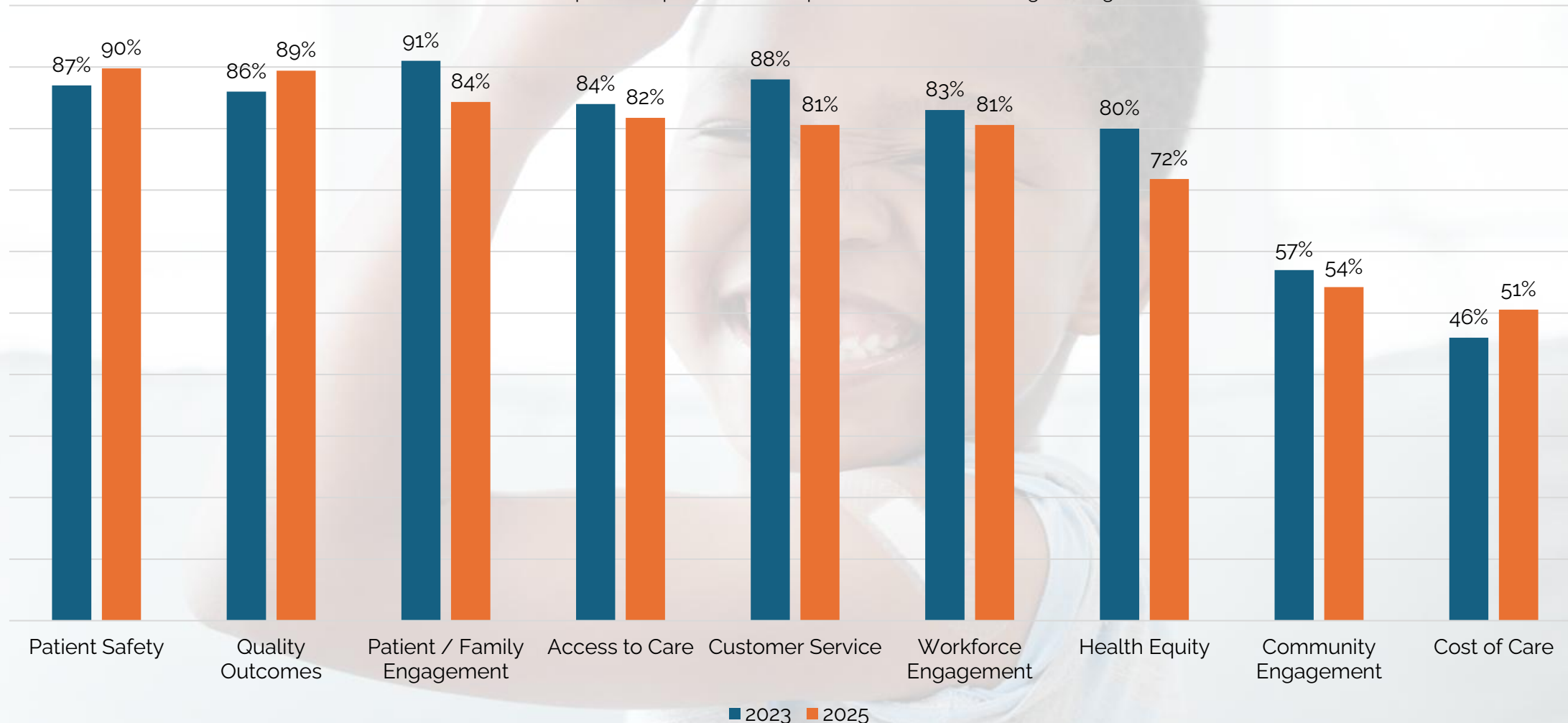
To what extent do you believe the following influence patient experience outcomes? (To a great extent)



The integrated nature of experience solidifies, with a focus on quality and safety seen as integral to experience



To what extent should patient experience encompass each of the following? (To a great extent)



Summary – All Touchpoints

Key Takeaways

- Experience encompasses the entire journey from when a patient first learns about a healthcare organization to well after their clinical encounter.
- It is important to address the transitions between care settings and non-clinical interactions as critical touchpoints in someone's overall experience.
- Proactively anticipating patient needs and addressing potential issues before they arise reduces the need for service recovery and leads to a more positive experience.

Impact

- Improved transitions of care
- Consistent brand experience
- Increased loyalty and market share

DISCUSSION

What actions are you talking to ensure your experience efforts consider all touchpoints across the continuum of care?



Equity and Access are Non-Negotiable

GUIDING PRINCIPLE

Ensure an active
commitment to both
health equity and
access to care.



**That the foundation of the
system was not meant to
serve all the people it's**



**To Care is Human Podcast
An Interview with Nikki Montgomery**





The Impact of Bias on Health Equity and the Human Experience

Contributions by:

Karen Bonner - Buckinghamshire Healthcare
Jennifer Carron Passon - BJC Healthcare
Irfan Dhallia - Unity Health Toronto
Naté Guyton - University of Maryland Medical Centers, Midtown Campus
Maxine Legall - Jewish Board
Dwight McBee - Jefferson Health
Kodi B. Pride - Consultant
Brittany R. Randall-Pope - Ohio Guidestone
Kimberly Richardson - Black Cancer Collaborative
Standing Committee on Equity & Inclusion, The Beryl Institute
Allysa Ware - Family Voices

Commentary by:

Nikki Montgomery
Executive Director of Madvocator Educational and Healthcare Advocacy Training
Program Manager, Family Voices National

1

Impact of bias is both
physical and emotional

2

Loss of trust is a major
consequence of bias

3

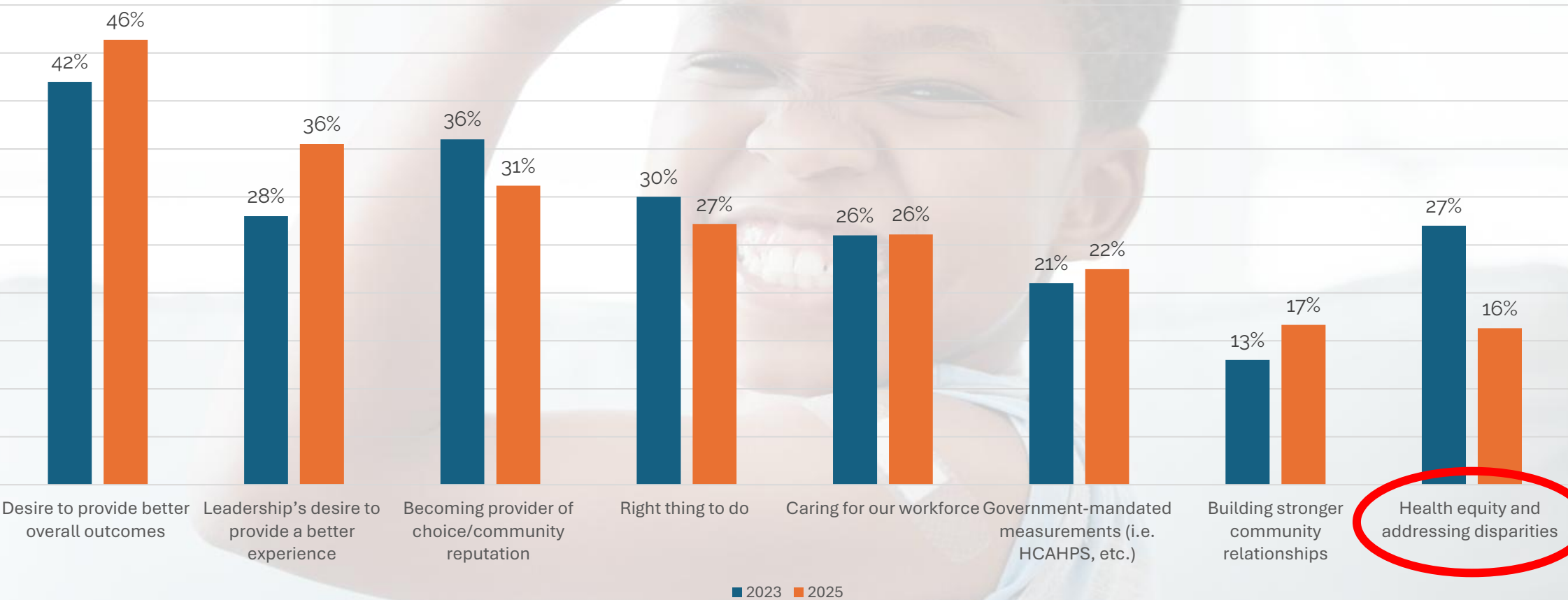
Addressing bias will improve
the experience for all



Health equity impacted by current climate



"Please select the top three factors that are driving your organization toward taking action on Patient Experience:



Summary – Equity and Access

Key Takeaways

- A commitment to actively eliminating disparities and making high-quality care available to all individuals must be an essential part of any experience strategy.
- It is crucial to recognize and address both personal biases and systemic barriers to equitable care to ensure excellence in patient care and positive outcomes.
- Effective communication is essential for equitable care, including consideration of language used and health literacy to ensure patients understand and can be active partners in their care.

Impact

- Reduced barriers to care
- Decreased health disparities
- Improved community trust

DISCUSSION

How are your experience efforts helping to ensure equity and reducing barriers to access?



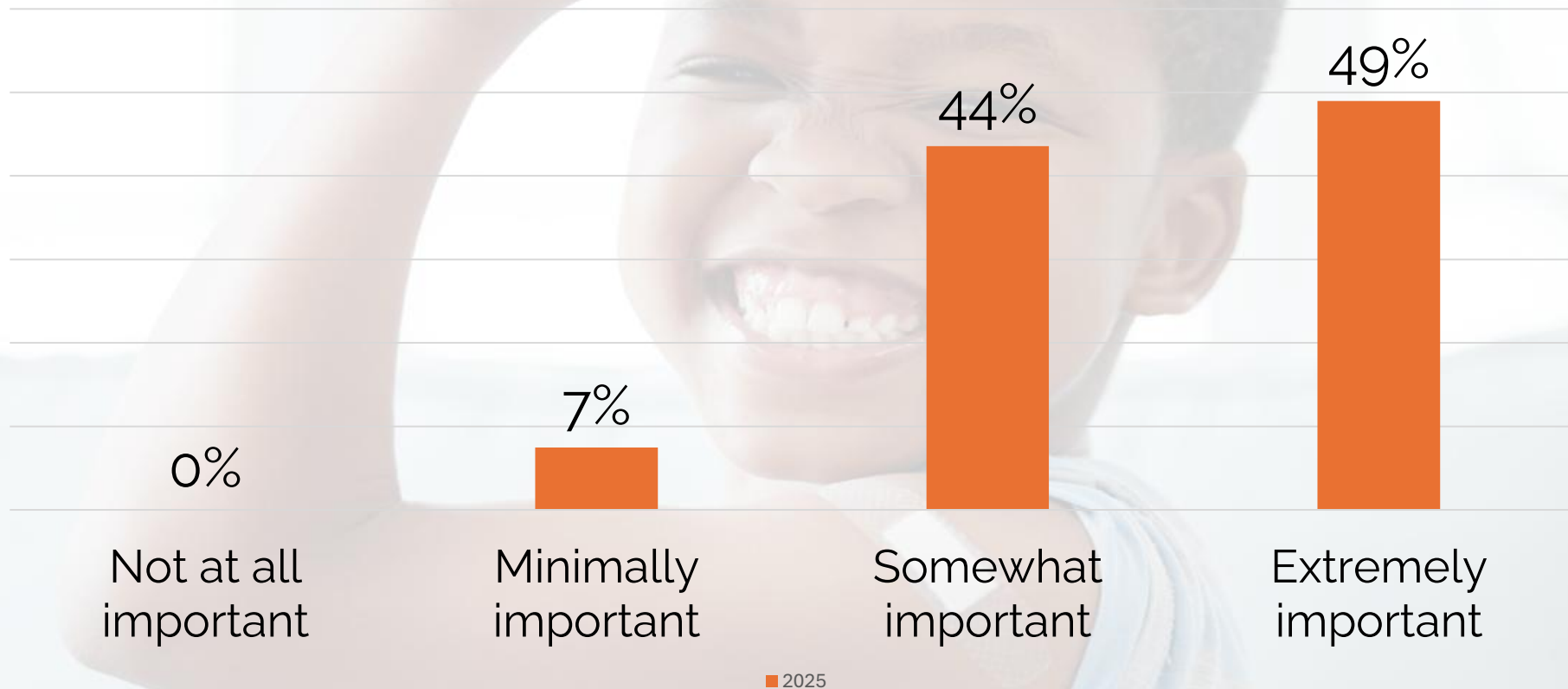
Communities Reflect and Inspire Experience Outcomes

GUIDING PRINCIPLE

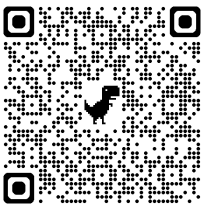
Expand focus on health outcomes beyond treating illness to promoting health and well-being of communities.



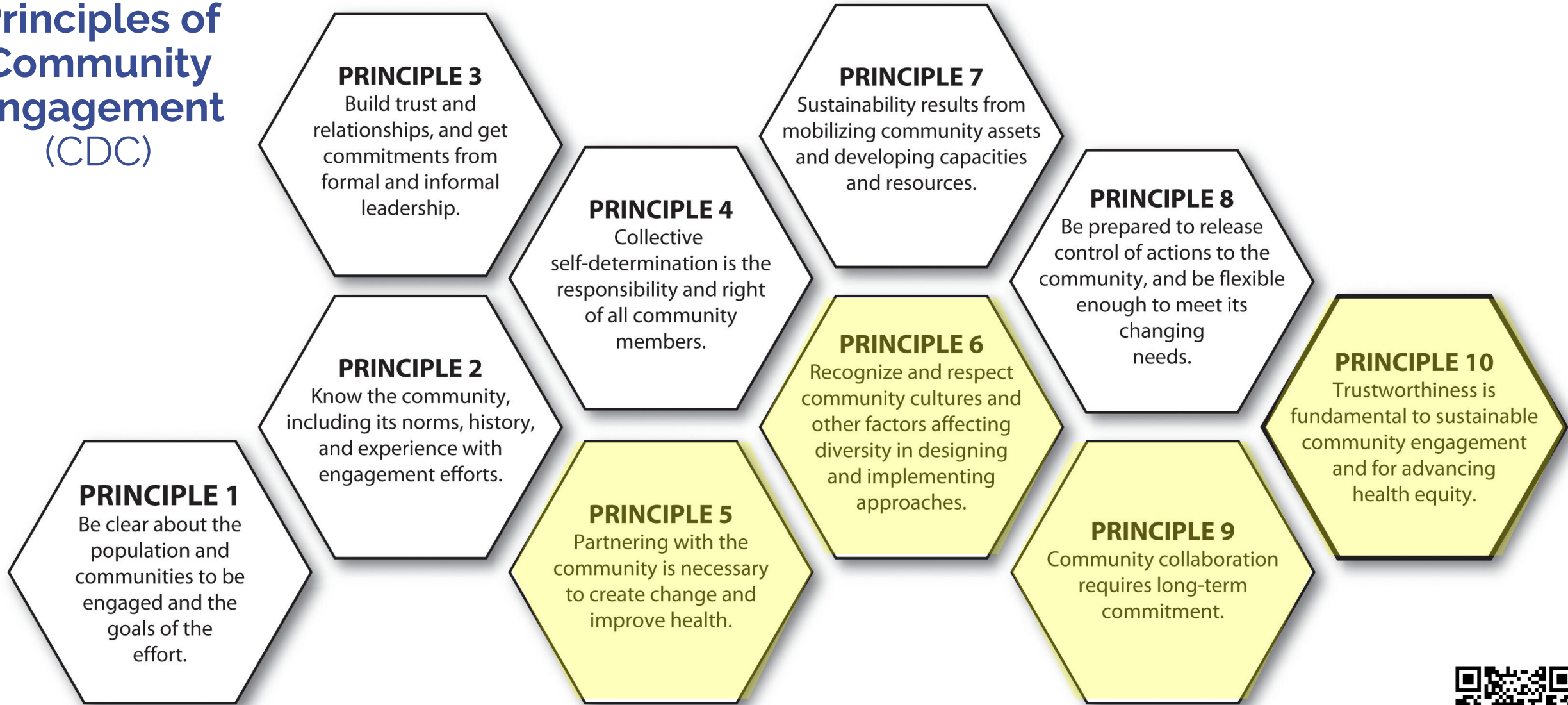
Community experience seen as important to experience strategy



How important do you think community experience is to an organization's overall experience strategy?



Principles of Community Engagement (CDC)



Michener JL, Williams A, Oto-Kent D, Aguilar-Gaxiola SA. Community engagement: a foundation for health equity and resilience. Am J Public Health. 2025;115(S2):S104–S109



Summary – Community Well-being

Key Takeaways

- Healthcare organizations are community-based, and the totality of the experience they provide to both patients and their workforce shapes the stories people share.
- Healthcare organizations must build experience strategy with a clear understanding of the role they play in, and the impact they have on, the communities they serve.
- Addressing health and wellbeing at the community level leads to more efficient healthcare delivery, reduction in cost, and a better overall experience.

Impact

- Reduced cost of care/cost avoidance
- Increased community engagement
- Recognized provider of choice

DISCUSSION

What are you doing to promote the health and well-being of your community?

Guiding Principles – Additional Resources



Resources by Principle

Self-assessment

Overview Video



Of the Eight Guiding Principles, which one do you see as **the most foundational** for transforming human experience in healthcare?

Develop a formal definition of experience that is understood and shared by all.

Identify and support accountable leadership with committed time and focused intent to shape, guide and execute experience strategy

Establish and reinforce a strong, vibrant and positive organizational culture.

Understand and act on the needs and vulnerabilities of the healthcare workforce.

Implement a defined process for formal, intentional, and continuous partnerships with patients, families, and care partners.

Acknowledge the healthcare experience reaches beyond clinical interactions to all touchpoints across the continuum of care.

Ensure an active commitment to health equity and access to care.

Expand focus on health outcomes beyond treating illness to addressing the health—and well-being of communities.

Which principle do you believe presents the **greatest challenge in real-world application** and what could you do to address it?

Develop a formal definition of experience that is understood and shared by all.

Identify and support accountable leadership with committed time and focused intent to shape, guide and execute experience strategy

Establish and reinforce a strong, vibrant and positive organizational culture.

Understand and act on the needs and vulnerabilities of the healthcare workforce.

Implement a defined process for formal, intentional, and continuous partnerships with patients, families, and care partners.

Acknowledge the healthcare experience reaches beyond clinical interactions to all touchpoints across the continuum of care.

Ensure an active commitment to health equity and access to care.

Expand focus on health outcomes beyond treating illness to addressing the health—and well-being of communities.





Choice...





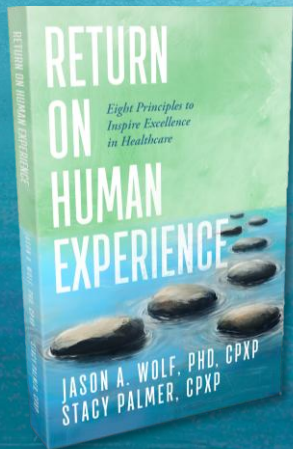
Human beings caring for human beings

Unless someone like you cares a whole awful lot,
Nothing is going to get better. It's not.
-DR. Seuss, The Lorax



RETURN ON HUMAN EXPERIENCE

Eight Principles to Inspire Excellence in Healthcare



Thank you!

Three Key Take-Aways

1. The importance of addressing experience from the lens of human experience, how you (must) define it, and then begin to build integrated and understandable strategies around this idea
2. In addressing the guiding principles for experience excellence, we begin to lay the foundation for focused and sustained experience success. This effort is about more than survey results, it is around integrating strategy and culture, and caring for patients, our workforce, and the communities we serve in a more connected way.
3. A commitment to an integrated view of experience and understanding our own organization's opportunities can help ensure a focus on the outcomes that matter in creating a positive place to work, a high-quality place for care, a community-focused commitment, and a measurable impact on the bottom line to ensure vibrant and sustainable organizations.

SHSMD26 CONNECTIONS

Health Care Marketing, Strategy & Communications

American Hospital Association Conference
September 27-29 ⚓ Baltimore

Questions?

- Please be sure to complete the session evaluation on the mobile app!

About Jason A. Wolf, PhD, CPXP

President and CEO, The Beryl Institute, and Founding Editor, Patient Experience Journal

Since 2010, Jason Wolf, President & CEO of The Beryl Institute, has transformed the organization into the premier global community dedicated to transforming the human experience in healthcare. He pioneered the framework for the field of patient experience, and today, the Institute engages over 65,000 individuals across more than 85 countries. A passionate champion and globally recognized expert on patient experience improvement, organization culture, and sustaining high performance in healthcare., Jason's driving purpose is unleashing the potential within all of us and elevating the idea that at the heart of healthcare we are ultimately human beings caring for human beings.

He has published 100s of papers and articles on experience and authored three books: *Transforming the Future of Healthcare: Reflections on a Decade of the Experience Movement*, *Return on Human Experience: Eight Principles to Inspire Excellence in Healthcare*, with Stacy Palmer, and most recently *Human Experience in Action*, a new edited publication including insights from over 40 senior experience leaders.

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Bibliography/References

All references are identified via direct links (QR Codes) to all resources cited on the slides for this session.

All Institute member-only content has been made available via open-access links to participants in this workshop.