



Creating Exceptional Patient Experiences

Program Overview

The Group Practice Journal points out that “Healthcare customers rely on personal recommendations from family and friends to judge an organization’s quality of healthcare more than any other source of information.” Given this, healthcare organizations must not only excel at delivering the highest quality outcomes, they must also show caring and concern for the quality of the patient’s experience.

More and more, our expectations as healthcare consumers are being shaped by our experiences with businesses outside of the healthcare industry. Those that do the best in terms of cycle-time, service quality, experience, cost, and outcomes, earn our business, loyalty and recommendation to others.

As healthcare leaders, you play a critical role in ensuring that your organization consistently delivers on the promise to provide quality care and create exceptional experiences for patients.

In order to do so, it’s essential to have a clear understanding of how your actions, and the actions of those you lead, impact patients and what you can do to enhance their experience.

Program Objectives

Participants will be able to:

1. Describe the mindset differences between patient satisfaction and patient experience.
2. Explain the key touch-points that influence the patient experience.
3. List obstacles to delivering the best patient experience.
4. Describe the important role of compassion and the 3C model.
5. Define the ideal patient experience & what we need to believe and do in order to create this.