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ENHANCING LIVES.



HFMA MA-RI
Aligning the Needs of Patients
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What is Patient Experience (PX)?

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

Beryl Institute, 2011

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What our consumers want:


The diagram consists of five colored rectangular boxes arranged in two rows. The top row contains three boxes: a red box labeled 'Access', a green box labeled 'Reliability', and a purple box labeled 'Coordination'. The bottom row contains two boxes: a blue box labeled 'Personalization' and an orange box labeled 'Affordability'.

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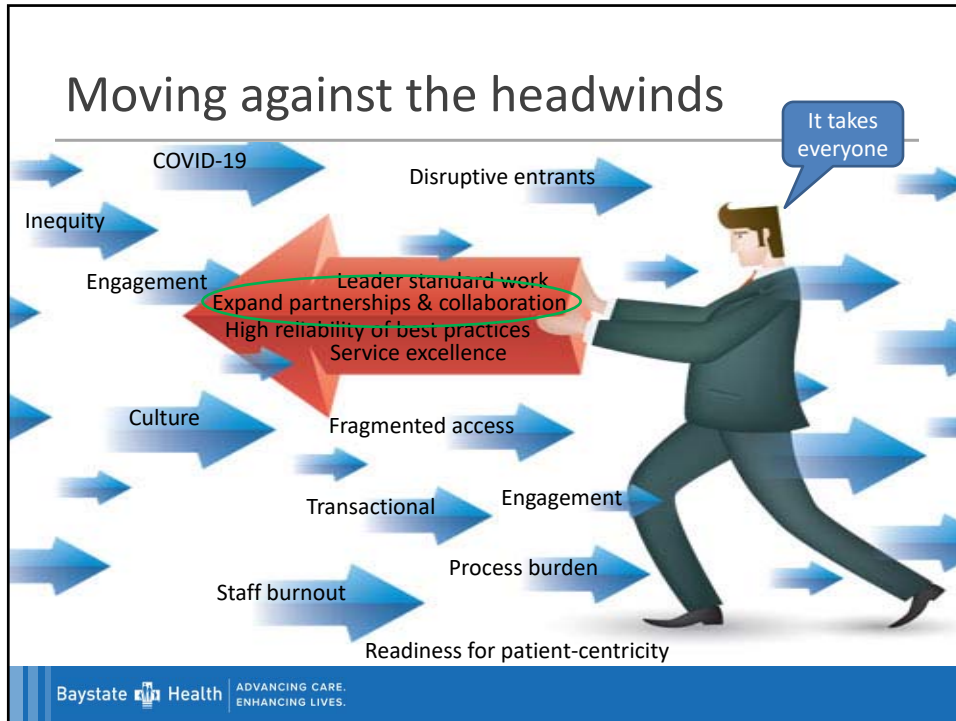
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The optimal patient-centered experience delivers a thriving healthcare system prepared for the future

-  Improves patient experience and patient satisfaction scores
-  Increases loyalty and share-of-wallet
-  Increases patient referrals and decreases leakage
-  Accelerates innovation
-  Catalyzes a patient-centric design culture
-  Optimizes and standardizes patient journeys

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Innovations in raising the patient's voice

Human Centered Design

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Design Thinking

Traditional Approach



Business-centric

Linear and rigid
Business benefits
Restricted to plan

Human Centered Design



People-centric

Iteration and cycles
Customer experience
Flexible with time

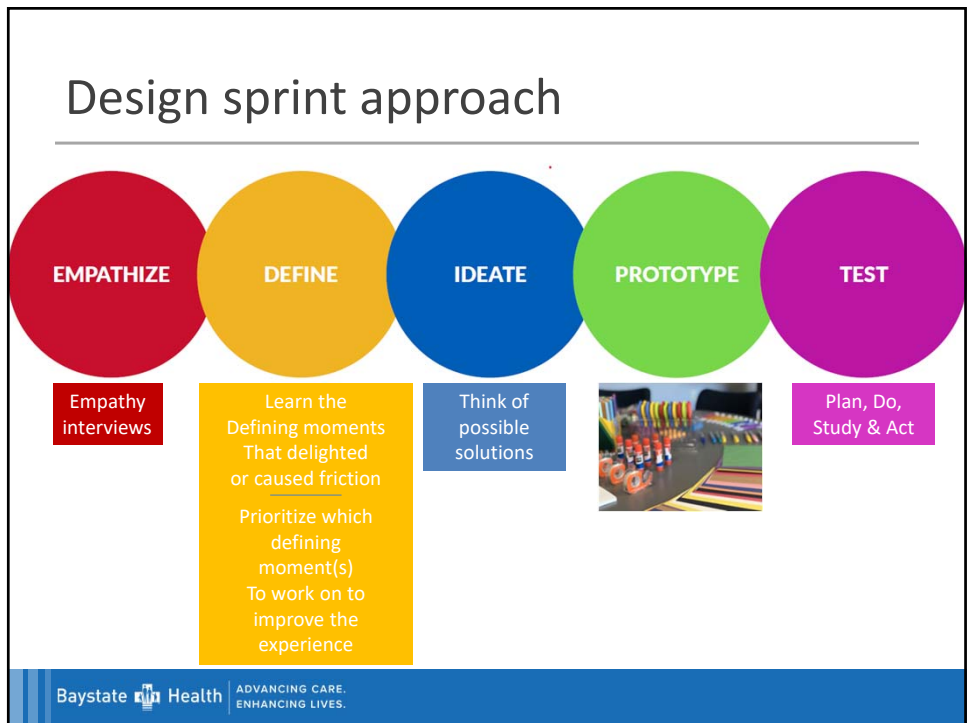
Starts with a propelling question

How might we...

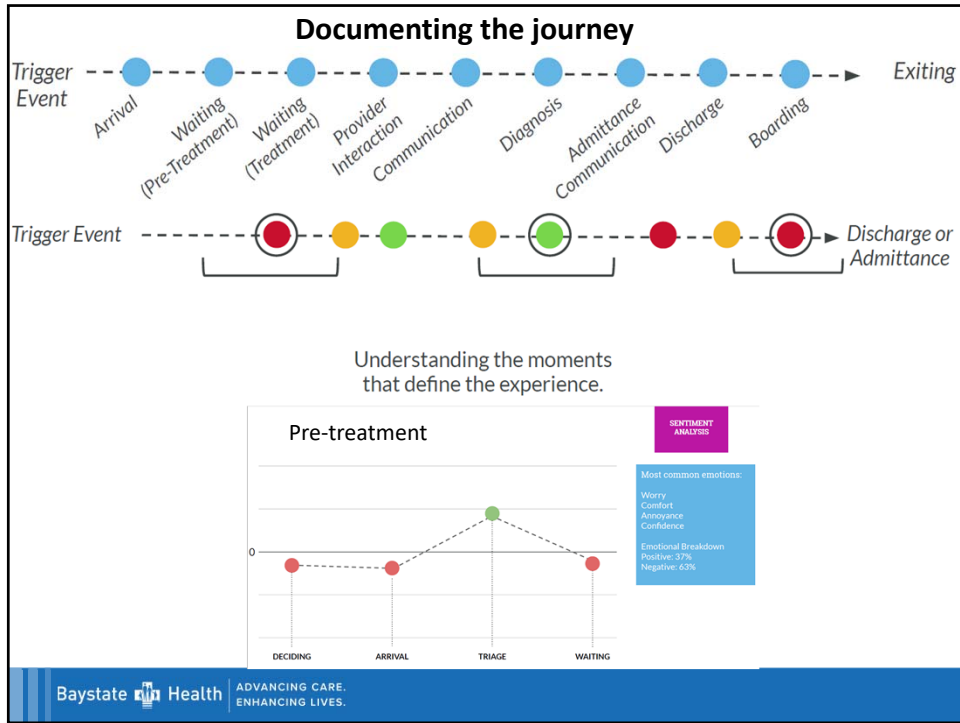
How might we
co-design
a new emergency department
patient experience?



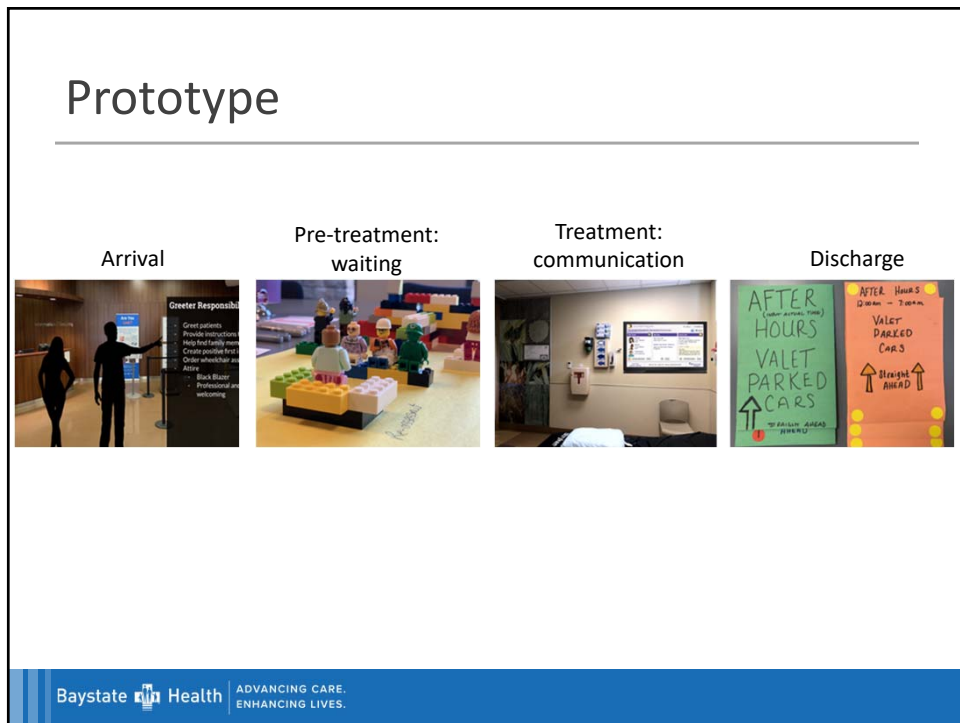
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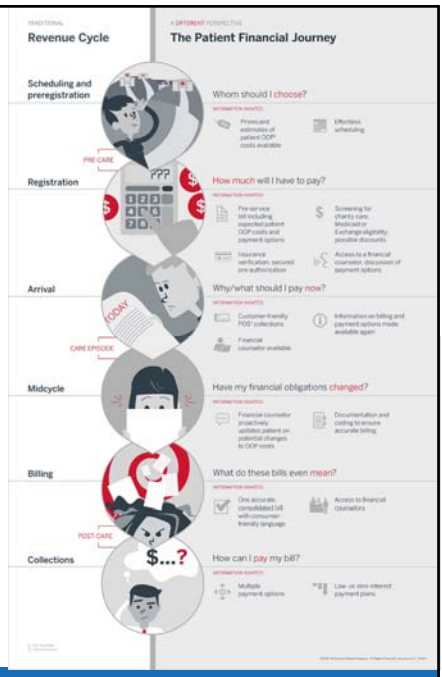


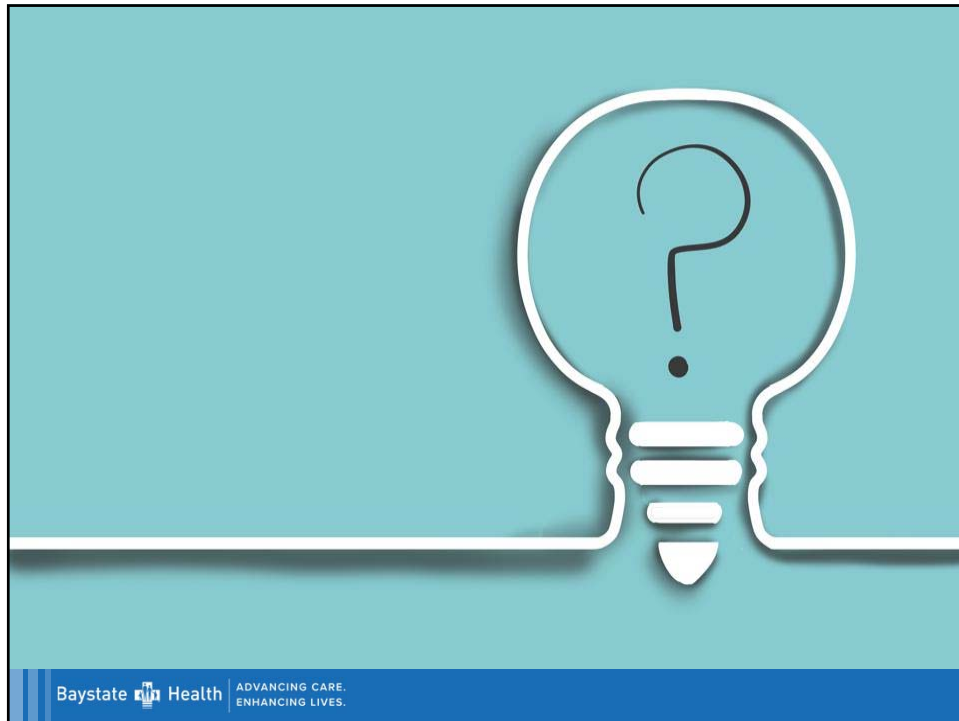
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Outcomes

- Implemented Comfort carts in the ED waiting room
 - Expanding human comfort rounds to ED pods
- Changed location of valet parked cars
- Phone chargers
- TVs installed with interactive patient engagement platform

Financial Journey How might we...





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Resources

THE BERYL
INSTITUTE

INSTITUTE FOR PATIENT- AND
FAMILY-CENTERED CARE

Agency for Healthcare
Research and Quality

Patient Family Advisory Councils
Patient stories

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