BLACKBIRD FOR TRAINING

Improving Patient Engagement and Experience

4 – 8 October 2027
Düsseldorf (Germany)



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Introduction

In today's healthcare landscape, the patient experience has become a critical benchmark for excellence in quality, safety, and service. A positive patient experience is essential for healthcare organizations striving to lead in patient care, while an inefficient or poor experience can negatively impact an organization's reputation, patient satisfaction, and overall sustainability. This course offers participants the opportunity to gain the knowledge and skills necessary to design and implement a comprehensive patient-centered care framework, which is the foundation for improving both the quality of care and the overall performance of healthcare organizations.

By participating in this course, healthcare professionals will learn how to build high-performing, engaged healthcare teams, foster effective clinical relationships, and implement patient engagement strategies that enhance patient satisfaction. Whether you are a healthcare leader, manager, or clinical professional, this course offers practical advice on creating a culture that puts the patient at the heart of care delivery.

Course Objectives

Upon completing this course, participants will be able to:

- Attract and engage customer-focused employees who are passionate about providing compassionate, efficient care while ensuring that patients receive the highest standards of service.
- Establish and sustain effective clinical relationships by leveraging key internal and external communication strategies that improve overall patient interactions.
- Build a coaching culture within healthcare organizations that fosters consistent, exceptional care and service delivery.
- Identify and address the differences in patients' values, preferences, and expressed needs, ensuring a personalized approach to care.
- Design a comprehensive patient experience framework that exceeds patients' expectations and improves their overall healthcare journey.



Course Outlines

Day 1: Building Effective Clinical Relationships

- The clinical value system: Understand the core values that drive effective clinical relationships.
- Impact of organizational culture on working relationships: Explore how a strong organizational culture fosters healthy, collaborative relationships in healthcare settings.
- Clinical relationships assessment: Learn how to assess the current state of clinical relationships to identify strengths and areas for improvement.
- Barriers and opportunities in clinical relationships: Discover common challenges in clinical interactions and learn strategies to overcome them, enhancing the patient-centered care experience.

Day 2: The Key Role of Communication

- Interpersonal communication skills: Master the essential skills for effective communication with patients and their families.
- Effective communication techniques: Focus on the importance of word choice, tone of voice, body language, and eye contact in creating empathetic and compassionate patient interactions.
- Empathy and compassion in communication: Learn communication methods that enhance patient engagement and improve the overall patient experience.

Day 3: Cultural Diversity in Patient-Centered Care

- Cultural competence: Understand the significance of cultural awareness in delivering personalized patient-centered care.
- Approaches to health and illness: Explore the diverse ways patients perceive health and illness, and how these perceptions impact medical decision-making.
- Impact on medical decision-making: Learn how understanding cultural differences leads to better patient relationship management and outcomes for patients and families.

Day 4: Attracting and Engaging Customer-Focused Employees

- Building an engaged workforce: Learn the attributes and benefits of an engaged healthcare workforce and how to foster a culture of engagement that aligns with patient satisfaction goals.
- Innovative recruitment techniques: Explore effective ways to hire employees who are aligned with your organization's commitment to service excellence in healthcare.
- Coaching culture: Discover how implementing a coaching culture can have a significant impact on the quality of care and service delivery, enhancing both employee and patient satisfaction.



Day 5: Designing the Patient Experience & Planetree

- Planetree concepts: Learn how to bring the Planetree model of patient-centered care to your healthcare organization, focusing on creating a healing environment.
- Experience-based design: Discover how to gather patient, family, and staff experiences through observations and interviews to identify strengths and gaps in service.
- Improving patient experience: Learn to design an experience-based patient care framework that better meets the needs of your patients and enhances their satisfaction.

Why Attend This Course: Wins & Losses!

Attending this course will equip you with the practical tools and strategies to elevate your organization's patient experience to new heights. By applying the principles of patient-centered care, you'll be able to foster better relationships, enhance patient satisfaction, and improve the overall quality of care. Here's why this course is invaluable for healthcare professionals:

- Enhancing Patient Experience: Learn actionable strategies on how to enhance patient experience, focusing on personalized care that leads to improved patient outcomes and satisfaction.
- Comprehensive Communication Skills: Develop superior patient communication skills that help you connect with patients on a deeper level, ensuring they feel heard and valued.
- Improve Patient Satisfaction: Discover ways to improve patient satisfaction by understanding their preferences, needs, and expectations, ensuring that care delivery is responsive and compassionate.
- Cultural Competence: Learn to navigate cultural diversity within healthcare settings, ensuring that all patients receive respectful, quality care, regardless of their background.
- Building a Customer-Focused Workforce: Foster a coaching culture that motivates healthcare teams to consistently deliver exceptional care, leading to higher patient satisfaction and engagement.

Conclusion

The Patient Experience and Involvement course provides healthcare professionals with a deep understanding of patient-centered care and the skills required to create a positive, compassionate, and effective healthcare environment. By enhancing communication, building strong clinical relationships, and creating a culture of patient engagement, participants will be equipped to implement patient engagement strategies that improve the quality of care, increase patient satisfaction, and enhance overall organizational performance. Whether you are a healthcare leader, manager, or clinician, this course offers invaluable insights and practical tools to help you achieve service excellence in healthcare and optimize your organization's patient experience.

