BLACKBIRD FOR TRAINING

Excellence in Patient Experience & Involvement

24 May – 4 June 2027
Barcelona (Spain)



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Introduction

The patient experience has become a critical benchmark for measuring the quality, safety, and service performance of healthcare organizations. A positive patient experience can elevate an organization to the top of the healthcare league, improving its reputation and sustainability. On the other hand, if not efficiently managed, it can negatively impact the organization's image. This course aims to equip participants with the knowledge and skills needed to design and implement a patient experience framework that improves overall organizational performance. Participants will explore ways to improve patient experience in healthcare, build high-performing healthcare teams, and create patient-centered strategies that foster both patient satisfaction and engagement.

Course Objectives

Upon completing this course, participants will be able to:

- Understand the definition of patient experience and its critical importance in healthcare organizations.
- Learn innovative ways to improve patient experience, focusing on key patient experience measures.
- Build and maintain effective clinical relationships that enhance patient satisfaction and involve patients in their care.
- Implement strategies that improve patient satisfaction and engage customers to ensure a higher quality of care.
- Gain insights into patient experience best practices that lead to better outcomes and a more compassionate, efficient care environment.
- Apply strategies to enhance patient experience and differentiate between patient satisfaction and patient experience.
- Design a patient experience framework that exceeds patients' expectations by addressing their unique needs, preferences, and values.



Course Outlines

Day 1: Building Effective Clinical Relationships

- The Clinical Value System
  Understanding the role of organizational culture and clinical relationships in patient experience.
- The Impact of Clinical Relationships on Patient Experience
  How positive relationships lead to improved patient satisfaction and care quality.
- Clinical Relationships Assessment
  Identifying roadblocks and opportunities to enhance clinical relationships that directly affect patient satisfaction.

Day 2: The Key Role of Communication

- Effective Communication in Healthcare
  Techniques to communicate empathy and compassion to improve the patient experience.
- Interpersonal Communication Skills
  Focus on communication methods to enhance patient experience, including the importance of body language, tone of voice, and word choice.

Day 3: Cultural Diversity in Patient-Centered Care

- Cultural Competence in Healthcare
  Understanding diverse patient needs, preferences, and values to design a care system that improves the overall patient experience.
- Patient Decision-Making
  Examining how cultural differences impact medical decision-making and how to respect patient involvement in their care.



Day 4: Attracting and Engaging Customer-Focused Employees

- Engaging Workforce for Patient-Centered Care
  Innovative techniques to hire and engage employees passionate about improving patient satisfaction and providing exceptional care.

- Building a Coaching Culture
  Adopting leadership techniques to foster a coaching environment that encourages continuous improvement in patient experience.

Day 5: Designing the Patient Experience Framework

- Planetree and Experience-Based Design
  Using Planetree concepts and experience-based design methods to identify strengths and gaps in patient care and improve patient satisfaction.

- Gathering Feedback
  Collecting experiences from patients, families, and staff through interviews and observations to design a framework that enhances patient experience.

Day 6: Verbal Communication Skills with Clients

- Effective Presentation Skills
  How to present in ways that positively affect patient experience, ensuring clear communication and a compassionate approach to patient interaction.

Day 7: Written Communication Skills with Local Communities and Press

- Writing for the Eye and Ear
  Crafting messages that resonate with patients and communities to improve overall patient experience.

- Preparing Press Releases
  Writing materials that enhance the image of the healthcare organization, boosting patient satisfaction through community engagement.



Day 8: Marketing Communication and Campaigns for Clients & Communities

- Promotional Campaigns to Improve Patient Experience
  Creating campaigns that promote patient-centered care and raise awareness of best practices for improving patient satisfaction.

Day 9-10: PR and Communication with Individuals & Groups in Hospitals

- Communication with Internal and External Publics
  Developing communication strategies that enhance relationships with patients, families, and the healthcare community, contributing to better patient experience outcomes.

- Conducting Patient Satisfaction Surveys
  Learn how to measure patient satisfaction effectively and use the data to improve patient experience.

Field Visit to a Public Hospital

- Observing Patient Care
  Witness how day-to-day responsibilities of healthcare professionals impact patient satisfaction and learn firsthand the importance of communication in improving patient experience.

Why Attend This Course: Wins & Losses!

- Improved Patient Experience: Gain hands-on knowledge on how to improve patient experience using effective communication, relationship-building, and leadership techniques.
- Boost Patient Satisfaction: Learn strategies to enhance patient satisfaction and create an environment where patients feel heard, valued, and cared for.
- Build a Patient-Centered Culture: Master the skills required to foster a patient-centered workforce that is committed to delivering exceptional care, resulting in a better patient experience.
- Innovative Methods: Discover innovative ways to improve patient experience using Planetree concepts and experience-based design frameworks that exceed patient expectations.
- Measurable Impact: Gain the ability to measure and track patient experience through surveys and feedback to make data-driven improvements that increase patient satisfaction.

Conclusion

This course offers valuable tools, strategies, and best practices to design and implement a framework that enhances the patient experience and patient satisfaction in healthcare settings. By focusing on communication, leadership, and patient-centered care, participants will gain the necessary skills to improve patient engagement, satisfaction, and overall healthcare delivery. Join us to transform your healthcare organization into one that delivers exceptional patient experiences that exceed expectations and foster long-term success.

