

Improving Patient Engagement and Experience

Casablanca (Morocco)

4 - 8 August 2025

UK Training

PARTNER



Improving Patient Engagement and Experience

Code: HM28 From: 4 - 8 August 2025 City: Casablanca (Morocco) Fees: 4000 Pound

Introduction

The [patient experience] has become a primary and leading excellence benchmark for the performance a best-in-class healthcare organization delivers on quality, safety and service. The patient experience is a journey that can take a healthcare organization to the top of the patient care league. However, if not efficient, it can also have an adverse impact on an organization's reputation and sustainability.

This course provides participants with the knowledge and skills to design and implement a patient experience-based framework to improve the overall performance of their organization. Participants will learn how to build high performing and engaged healthcare teams, establish and sustain effective clinical relationships, as well as implement strategies and tools to support patient-centered care.

Course Objectives of Patient Experience and Involvement

- Attract and engage customer-focused employees who are passionate about providing the best and most compassionate, yet efficient, care to the patient.
- Establish and sustain effective clinical relationships by leveraging key internal and external communication strategies.
- Build a coaching culture that supports consistent exceptional care and service.
- Identify and address the differences in patients' values, preferences, and expressed needs.
- Design a patient experience framework that better meets and exceeds the patient's needs.

Course Outline Patient Experience and Involvement

Day 1

Building effective clinical relationships

- The clinical value system.
- The impact of organizational culture on working relationships.
- The impact of clinical relationships on the patient experience.
- Clinical relationships assessment.
- Roadblocks in clinical relationships.
- Opportunities in clinical relationships.

Day 2



The key role of communication

- Key aspects of interpersonal communication skills.
- Communication and interpersonal relationship styles:
 - Choice of words.
 - Tone of voice.
 - Eye contact.
 - Body language and gestures.
 - Proper titles.
- Techniques to communicate empathy and compassion.
- Communication methods to enhance patient experience.

Day 3

Cultural diversity in patient-centered care

- Basic concepts of cultural competence.
- Knowing your patients' demographics.
- Practitioners and patients' approach to
 - Health.
 - Illness.
 - Healthcare.
- Differences in patients' values, preferences, and expressed needs.
- Medical decision-making and its impact on the patient/family/community.

Day 4

Attracting and engaging customer-focused employees

- Attributes and benefits of an engaged workforce.
- Innovative techniques to hire a patient-centered workforce.
- Strategies for recognizing employee commitment to patient experience.
- Fostering employee engagement.
- Creating a coaching culture
 - Core coaching concepts in healthcare.
 - The coaching process.
 - Adopting a coaching culture through leaders and influencers.
 - The impact of coaching on the quality of care and services.
 - Other leadership techniques.

Day 5

Designing the patient experience & Planetree

- Bringing Planetree to a community hospital.
- Concepts of experience-based design.
- Gathering experiences from patients, families, and staff
 - Observations.
 - Interviews.
- Identifying strengths and gaps.



- The experience-based design framework.
- Managing and delivering an improved patient experience.

Conducting Patient Satisfaction Surveys



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