

Improving Patient Engagement and Experience

Casablanca (Morocco)

3 - 7 August 2026

UK Traininig

PARTNER



Improving Patient Engagement and Experience

Code: HM28 From: 3 - 7 August 2026 City: Casablanca (Morocco) Fees: 4000 Pound

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 provides actionable insights into 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.

PARTNER



- 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.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



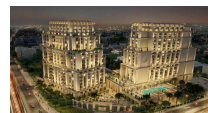
Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

