

## Excellence in Patient Experience & Involvement

*Brussels (Belgium)*

*10 - 21 November 2025*

UK Training

# PARTNER



## Excellence in Patient Experience & Involvement

Code: HM28 From: 10 - 21 November 2025 City: Brussels (Belgium) Fees: 8600 Pound

### 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,

**PARTNER**





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.



# 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



المؤسسة العامة للتأمينات الاجتماعية  
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.



هيئة تنظيم الكهرباء - عمان  
AUTHORITY FOR ELECTRICITY REGULATION, OMAN  
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](mailto:Sales@blackbird-training.com)



[www.blackbird-training.com](http://www.blackbird-training.com)

UK Training

**PARTNER**

