Enhancing the Strategic Patient Experience in Healthcare Training Course



28 Dec 2026 - 01 Jan 2027

Madrid

5900 € (Per Person)

Ref: #CUS3629_172119

Course Introduction / Overview:

This course provides a comprehensive framework for transforming healthcare delivery through a strategic focus on the patient experience. Moving beyond traditional patient satisfaction metrics, this program delves into the core principles of patient-centered care, exploring how to design, implement, and sustain a culture of service excellence. Participants will learn to view healthcare through the patient's eyes, mapping their journey to identify critical touchpoints and opportunities for meaningful improvement. Drawing on insights from pioneers like Dr. Jason A. Wolf of The Beryl Institute, we will explore how a superior patient experience directly correlates with improved clinical outcomes, patient loyalty, and organizational reputation. The curriculum integrates concepts from seminal works such as "The Experience Economy" by B. Joseph Pine II and James H. Gilmore, adapting them to the unique context of healthcare. BIG BEN Training Center has designed this course to be intensely practical, equipping leaders and professionals with the tools to not only measure experience but to lead cultural change, enhance communication, and leverage technology to create a seamless, compassionate, and highly effective care continuum. This is an essential program for any healthcare organization committed to achieving excellence in a value-based care environment.

Target Audience / This training course is suitable for:

- Healthcare Administrators and Executives.
- Clinical Leaders including Chief Nursing Officers and Medical Directors.
- Patient Experience Officers, Directors, and Managers.
- Quality Improvement and Patient Safety Professionals.
- Heads of Clinical and Non-Clinical Departments.
- Physicians, Nurses, and Allied Health Professionals in leadership roles.
- Healthcare Marketing and Communications Specialists.
- Patient Advocates and Relations Staff.

Target Sectors and Industries:

- Hospitals and Health Systems.
- Ambulatory Care Centers and Outpatient Clinics.
- Long-Term Care and Skilled Nursing Facilities.
- Home Healthcare and Hospice Agencies.
- Specialty Medical Practices.
- Rehabilitation Centers.
- Governmental Health Agencies and Public Health Organizations.
- Healthcare Insurance Providers.

Target Organizations Departments:

- Patient Experience and Guest Services.
- Quality Improvement and Patient Safety.
- Clinical Operations and Administration.
- Nursing Services.
- Human Resources and Organizational Development.
- Marketing and Public Relations.
- Admissions and Patient Access.
- Information Technology, focusing on patient-facing systems.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive patient experience strategy aligned with organizational goals.
- Master patient journey mapping techniques to identify and improve key touchpoints.
- Implement effective, empathetic communication strategies to build patient trust.
- Analyze patient feedback and HCAHPS data to drive meaningful improvements.
- Lead cultural transformation towards a patient-centered service model.
- Design and execute effective service recovery protocols to manage patient concerns.
- Evaluate and integrate new technologies to enhance the digital patient experience.
- Champion initiatives that link employee engagement directly to patient outcomes.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's work environment. This course moves beyond traditional lectures to foster deep learning through a blend of dynamic instructional techniques. A cornerstone of our approach is the use of real-world healthcare case studies, allowing participants to analyze complex patient experience challenges and develop strategic solutions. Collaborative group workshops and breakout sessions encourage peer-to-peer learning and the exchange of best practices across different healthcare settings. Role-playing scenarios will be utilized to build practical skills in patient-centered communication, empathy, and service recovery. Participants will engage in hands-on exercises, such as creating patient journey maps and developing action plans for their own organizations. Facilitated discussions and expert-led feedback sessions ensure that theoretical concepts are translated into actionable strategies. Our approach emphasizes a continuous learning cycle of theory, application, and reflection, ensuring that participants leave with not only new knowledge but also the confidence and tools to implement lasting change.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Patient Experience

- Defining the patient experience beyond satisfaction.
- The strategic importance of patient experience in value-based care.
- Understanding the link between patient experience, clinical outcomes, and financial performance.
- Key frameworks and models for patient-centered care.
- The role of empathy and emotional intelligence in healthcare.
- Analyzing HCAHPS surveys and other patient feedback mechanisms.
- The history and evolution of the patient experience movement.

Unit Two: Designing and Mapping the Patient Journey

- Introduction to service design thinking in a healthcare context.
- Techniques for mapping the end-to-end patient journey.
- Identifying critical touchpoints, pain points, and moments that matter.
- Analyzing the pre-care, point-of-care, and post-care experience.
- Engaging patients and families in the co-design of care processes.
- Optimizing patient flow and reducing operational friction.
- Creating healing and supportive physical environments.

Unit Three: The Art of Patient-Centered Communication

- Core principles of empathetic and compassionate communication.
- Active listening and validation techniques.
- Managing difficult conversations with patients and families.
- Communicating with cultural competence and sensitivity.
- Health literacy and its impact on the patient experience.
- Utilizing communication models like AIDET (Acknowledge, Introduce, Duration, Explanation, Thank You).
- Training and coaching staff for effective patient interactions.

Unit Four: Leadership and Culture for Service Excellence

- The role of leadership in driving a patient-centered culture.
- Strategies for building and sustaining a culture of care.
- Linking employee engagement to the patient experience.
- Developing effective service recovery programs to rebuild trust.
- Hardwiring accountability for patient experience across the organization.
- Recognizing and rewarding patient-centered behaviors.
- Change management principles for patient experience initiatives.

Unit Five: Measuring, Sustaining, and Innovating the Patient Experience

- Developing a robust patient experience measurement strategy.
- Moving from data collection to actionable insights.
- Using predictive analytics to anticipate patient needs.
- The role of technology and digital tools in the modern patient experience.
- Exploring innovations in telehealth and virtual care.
- Future trends shaping the patient experience landscape.
- Creating a sustainable action plan for continuous improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond satisfaction scores, how can healthcare organizations authentically measure and integrate the emotional and psychological components of the patient journey into their core strategic planning?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a deeply strategic, rather than merely operational, approach to the patient experience. While many programs focus on customer service scripts or isolated improvement tactics, this curriculum is built around the principle that a superior patient experience must be woven into the very fabric of an organization's culture, leadership, and strategic vision. We move beyond the "what" to explore the "why" and "how," equipping participants with advanced frameworks like service design thinking and patient journey mapping, which are often reserved for non-healthcare industries. The course places significant emphasis on the symbiotic relationship between employee engagement and patient outcomes, a critical linkage that is frequently overlooked. Furthermore, it is uniquely forward-looking, dedicating substantial content to the impact of digital transformation, telehealth, and data analytics on the future of patient care. By integrating academic rigor with practical, actionable tools, the program provides a holistic and sophisticated perspective, preparing leaders not just to manage patient feedback but to architect and lead a truly patient-centered organization capable of thriving in the complex, value-based healthcare landscape of tomorrow.