Elevating Patient Experience and Healthcare Service Training Course



26 - 30 Oct 2026

Milan

5900 € (Per Person)

Ref: #HSM1480_106456

Course Introduction / Overview:

In today's competitive healthcare landscape, clinical excellence alone is no longer sufficient for success. The patient experience (PX) has emerged as a critical differentiator, directly impacting patient loyalty, clinical outcomes, and organizational reputation. This comprehensive training course is meticulously designed to transform your organization's approach to patient care, moving beyond mere satisfaction to create a culture of true service excellence. Drawing upon principles articulated by thought leaders like Fred Lee in his influential book, "If Disney Ran Your Hospital," this program explores the powerful intersection of compassionate care and operational efficiency. Participants will delve into the core components of a world-class patient experience, from mapping the patient journey to mastering service recovery techniques. BIG BEN Training Center has developed this curriculum to provide healthcare professionals with the practical tools and strategic insights needed to design, implement, and sustain patient-centered initiatives. This course is an immersive journey into understanding patient perceptions, managing expectations, and fostering an environment where every interaction contributes positively to the healing process and builds lasting trust. We will equip you with the skills to not only meet but exceed patient expectations, turning every touchpoint into an opportunity for excellence.

Target Audience / This training course is suitable for:

- Healthcare Administrators and Executives.
- Patient Experience Officers and Managers.
- Clinical Leaders, including Head Nurses and Department Heads.
- Physicians, Surgeons, and other Medical Practitioners.
- Nurses and Allied Health Professionals.
- Frontline and Administrative Staff.
- Patient Advocates and Relations Specialists.
- Quality Improvement and Assurance Professionals.
- Healthcare Marketing and Communications Teams.
- Human Resources Managers involved in staff training.

Target Sectors and Industries:

- Hospitals and Medical Centers.
- Private and Public Clinics.
- Long-Term Care and Assisted Living Facilities.
- Home Healthcare Agencies.
- Specialty Medical Practices (e.g., Dentistry, Ophthalmology).
- Rehabilitation Centers.
- Ambulatory Surgery Centers.
- Governmental Health Ministries and Public Health Agencies.
- Pharmaceutical and Medical Device Companies with patient support programs.

Target Organizations Departments:

- Patient Services and Guest Relations.
- Clinical Operations and Inpatient/Outpatient Services.
- Nursing Departments.
- Quality Assurance and Improvement.
- Administration and Executive Management.
- Human Resources and Staff Development.
- Marketing and Public Relations.
- Admissions and Patient Registration.
- Billing and Financial Services.

Course Offerings:

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

- Define the core principles of patient experience and its impact on healthcare outcomes.
- Implement patient journey mapping techniques to identify and improve critical touchpoints.
- Develop effective and empathetic communication strategies for patient interactions.
- Master service recovery protocols to effectively manage and resolve patient complaints.
- Utilize patient feedback and data analytics for continuous quality improvement.
- Foster a patient-centered culture within their teams and departments.
- Apply leadership strategies to champion and sustain patient experience initiatives.
- Understand the link between employee engagement and patient satisfaction.
- Integrate digital tools to enhance the modern patient experience.
- Create a personalized action plan for implementing PX improvements in their workplace.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world healthcare setting. We move beyond traditional lectures to create an immersive, experiential learning environment. The course heavily utilizes case studies from leading healthcare organizations, allowing participants to analyze complex scenarios and benchmark best practices. A significant portion of the training is dedicated to role-playing exercises, which provide a safe space to practice crucial skills such as empathetic communication, de-escalation, and service recovery. Facilitated group discussions and brainstorming sessions encourage collaborative problem-solving and the sharing of diverse perspectives from various healthcare roles. Participants will engage in hands-on activities like creating patient journey maps and developing service standards for their own departments. Our expert facilitators provide continuous feedback and coaching throughout the program. The methodology is centered on adult learning principles, focusing on practical application and ensuring that every participant leaves with a concrete action plan to drive tangible improvements in patient experience within their organization.

Course Agenda (Course Units):

Unit One: The Foundations of Patient Experience Excellence

- Defining Patient Experience (PX) vs. Patient Satisfaction.
- The clinical, financial, and reputational impact of PX.
- Understanding HCAHPS surveys and other key metrics.
- The psychology of patient perception and expectation management.
- Key frameworks for patient-centered care.
- The role of empathy and compassion in modern healthcare.
- Analyzing the current state of patient experience in your organization.

Unit Two: Mastering Empathetic Communication

- The core principles of effective healthcare communication.
- Active listening and non-verbal communication techniques.
- Applying frameworks like AIDET (Acknowledge, Introduce, Duration, Explanation, Thank You).
- Communicating with diverse patient populations.
- Navigating difficult conversations with patients and families.
- Breaking bad news with compassion and clarity.
- Telephone and digital communication etiquette.

Unit Three: Designing and Mapping the Patient Journey

- What is patient journey mapping and why it is essential.
- Identifying all patient touchpoints from pre-arrival to post-discharge.
- Analyzing moments of truth and potential service failures.
- Using personas to understand different patient perspectives.
- Gathering data and insights to inform your journey maps.
- Collaborative exercises in mapping a clinical pathway.
- Translating journey maps into actionable improvement projects.

Unit Four: Service Recovery and Complaint Management

- The critical importance of effective service recovery.
- A step-by-step process for turning a negative experience into a positive one.
- Empowering frontline staff to resolve issues at the point of care.
- De-escalation techniques for handling angry or upset patients.
- Documenting and learning from patient complaints and feedback.
- The link between service recovery and patient loyalty.
- Role-playing common service recovery scenarios.

Unit Five: Cultivating a Culture of Service Excellence

- The role of leadership in driving a patient-centered culture.
- Connecting employee engagement to the patient experience.
- Strategies for hiring, training, and retaining service-oriented staff.
- Using storytelling to reinforce cultural values.
- Implementing recognition and reward programs for PX champions.
- Sustaining momentum and ensuring continuous improvement.
- Developing a personal leadership action plan for cultural transformation.

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:

In an era of increasing technological integration in healthcare, how can organizations preserve and enhance the human element of compassionate care?

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

This training course distinguishes itself by offering a holistic and deeply practical approach to a complex subject. While many programs focus narrowly on communication skills or survey scores, this curriculum integrates the strategic, operational, and cultural dimensions of patient experience. It moves beyond theoretical concepts to provide actionable frameworks and tools that participants can implement immediately. A key differentiator is our emphasis on patient journey mapping as a core competency, empowering attendees to visualize and redesign care processes from the patient's perspective. Furthermore, the course places a significant emphasis on leadership and culture change, recognizing that sustainable improvement is not about isolated initiatives but about transforming the organizational mindset. Unlike courses that may offer a one-size-fits-all solution, our methodology, rich with real-world case studies and interactive role-playing, is designed to help participants diagnose their unique challenges and develop tailored strategies. The program bridges the gap between clinical quality and service excellence, fostering an understanding that a superior patient experience is an integral component of high-quality healthcare delivery, not just an add-on.