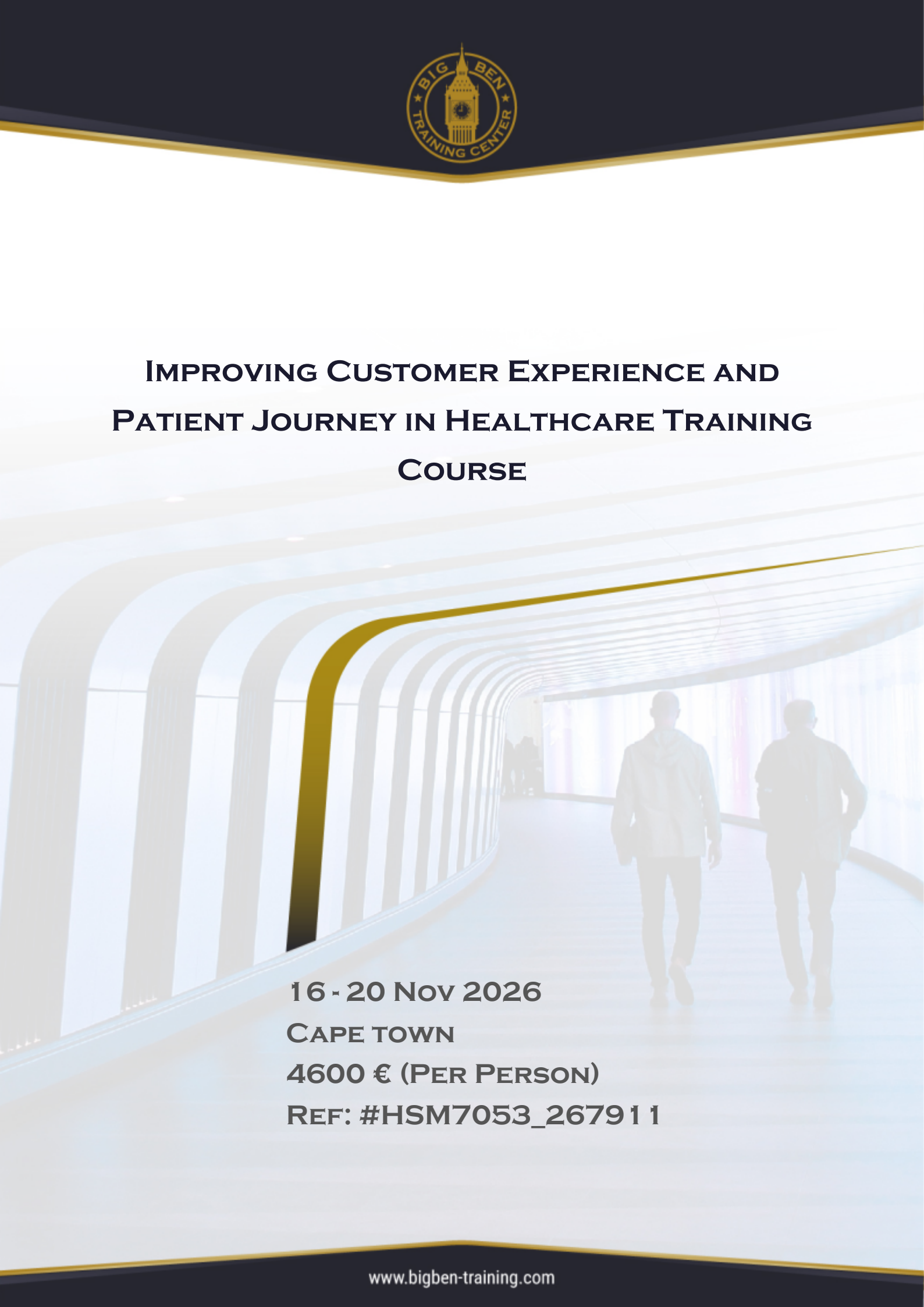
Improving Customer Experience and Patient Journey in Healthcare Training Course



16 - 20 Nov 2026

Cape town

4600 € (Per Person)

Ref: #HSM7053_267911

Course Introduction / Overview:

In today's patient-centered healthcare system, the quality of care is not just about medical outcomes—it's also about the entire patient journey. This training course is designed to equip healthcare professionals with the strategic knowledge and practical skills needed to optimize customer experience. Participants will explore everything from patient-centric design and digital engagement to feedback analysis and service recovery. The curriculum addresses the critical need to create a seamless, empathetic, and efficient experience for every patient interaction. As noted by academic author Dr. Richard B. Chase in his book "Operations Management for Competitive Advantage," service excellence is a key differentiator in any industry, and healthcare is no exception. BIG BEN Training Center is proud to offer a program that moves beyond traditional patient satisfaction to focus on a holistic, end-to-end approach to patient experience. You will learn how to map the patient journey, identify key pain points, and implement solutions that improve satisfaction, loyalty, and patient outcomes. This course empowers you to be a leader in service excellence, ensuring your organization can deliver a truly compassionate and high-quality patient experience.

Target Audience / This Training Course is Suitable for:

- Healthcare administrators and managers.
- Patients experience officers.
- Physicians and clinical staff.
- Customer service and patient relations staff.
- Hospital chief operating officers.
- Public health officials.
- Quality and patient safety officers.

Target Sectors and Industries:

- Hospitals and medical centers.
- Outpatient clinics and specialist practices.
- Long-term care facilities.
- Public health organizations and government agencies.
- Health insurance companies.
- Medical technology companies.
- Medical tourism agencies.

Target Organizations Departments:

- Patient experience and relations departments.
- Operations and administration.
- Quality and patient safety departments.
- Marketing and communications.
- Clinical services.
- Front desk and reception.
- Human resources and training.

Course Offerings:

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

- Map the entire patient journey and identify critical touchpoints.
- Implement patient-centric design principles for services.
- Develop a robust system for collecting and analyzing patient feedback.
- Improve communication between staff and patients.
- Create a seamless and empathetic experience across all channels.
- Manage and resolve patient complaints and service failures effectively.
- Foster a culture of empathy and service excellence in their organization.

Course Methodology:

This training course uses a mix of interactive workshops and real-world case studies. Participants will work in groups to map the patient journey for a simulated healthcare service, identifying areas for improvement and developing a strategic plan. The curriculum includes hands-on workshops on communication techniques and service recovery. Our instructors are experienced professionals in patient experience and service design who will provide practical insights and guidance. BIG BEN Training Center is committed to creating a learning environment that is both collaborative and engaging. The course is designed to be highly practical, ensuring that you leave with the confidence and tools to transform the patient experience at your facility, leading to improved satisfaction and better health outcomes.

Course Agenda (Course Units):

Unit One: The Foundations of Patient Experience.

- Defining the patient experience and its importance.
- The link between patient experience and clinical outcomes.
- Understanding the patient as a consumer.
- Mapping the patient journey from start to finish.
- The role of empathy in healthcare.
- Key drivers of patient satisfaction and loyalty.
- Case study: a hospital that transformed its patient experience.

Unit Two: Communication and Digital Engagement.

- Improving verbal and non-verbal communication with patients.
- Leveraging digital tools for a better patient journey.
- Patient portals, online scheduling, and health.
- Creating a seamless experience across all channels.
- Managing online reputation and patient reviews.
- Personalizing the patient experience.
- Workshop: a communication skills practice session.

Unit Three: Service Recovery and Complaint Management.

- The importance of service recovery.
- A systematic approach to handling patient complaints.
- De-escalation techniques for difficult situations.
- Turning a negative experience into a positive one.
- Learning from patient feedback and making improvements.
- The role of staff training in service recovery.
- Role-playing: a complaint resolution scenario.

Unit Four: Measuring and Improving Patient Experience.

- Choosing the right metrics and patient surveys.
- Analyzing and interpreting patient feedback.
- Using data to identify key pain points.
- Developing a patient experience improvement plan.
- Implementing a continuous quality improvement framework.
- Benchmarking against industry is the best practice.
- Group project: a patient experiences improvement plan.

Unit Five: Culture, Leadership, and Innovation.

- Building a patient-centric culture.
- The role of leadership in driving changes.
- Engaging staff in the patient experience initiative.
- Innovations in healthcare service delivery.
- Designing patient-centric facilities.
- The future of the patient journey.
- Final presentation: a strategic plan for patient experience.

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:

How can healthcare organizations consistently deliver a personalized and empathetic patient experience while operating in a high-volume, resource-constrained environment?

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

This training course is unique because it is exclusively focused on improving customer experience and patient journey in healthcare. Unlike general customer service courses, it addresses the specific emotional and logistical needs of patients in a clinical setting. Our program provides a comprehensive framework for mapping the patient journey, analyzing feedback, and implementing patient-centric design principles. We use hands-on workshops and real-world case studies to help you identify key pain points and develop practical solutions. This course is designed for professionals who want to move beyond patient satisfaction scores and start creating a truly compassionate, efficient, and memorable experience for every patient.