



أكاديمية الزمالة العربية البريطانية  
Arab British Academy Fellowship  
A.B.A.F





# Transforming the Patient Experience



## Why Attend

The “patient experience” has become a primary and leading excellence benchmark for the performance a best-in-class healthcare organization delivers on quality, safety and service.

The patient experience is a journey that can take a healthcare organization to the top of the patient care league. However, if not efficient, it can also have an adverse impact on an organization’s reputation and sustainability. This course provides participants with the knowledge and skills to design and implement a patient experience-based framework to improve the overall performance of their organization.

Participants will learn how to build high performing and engaged healthcare teams, establish and sustain effective clinical relationships, as well as implement strategies and tools to support patient-centered care.

## Course Methodology

This course will be highly interactive and include group discussions, case studies and syndicate work. It will include practical exercises that will allow all participants to use the knowledge they gained to implement a patient experience-based framework in their healthcare organization

## Course Objectives

By the end of the course, participants will be able to:

- Attract and engage customer-focused employees who are passionate about providing the best and most compassionate, yet efficient, care to the patient
- Establish and sustain effective clinical relationships by leveraging key internal and external communication strategies
- Build a coaching culture that supports consistent exceptional care and service
- Identify and address the differences in patients’ values, preferences and expressed needs



- Design a patient experience framework that better meets and exceeds the patient's needs

## Target Audience

This course is beneficial for healthcare clinical and non-clinical staff, including healthcare line managers, heads of department and operational executives. Vendors involved in direct and indirect support services will also benefit from the course.

## Target Competencies

- Applying communication skills
- Demonstrating Coaching skills
- Improving employee and patient engagement
- Implementing service excellence
- Patient experience design



- **Building effective clinical relationships**
  - The clinical value system
  - The impact of organizational culture on working relationships
  - The impact of clinical relationships on the patient experience
  - Clinical relationships assessment
  - Roadblocks in clinical relationships
  - Opportunities in clinical relationships
- **The key role of communication**
  - Key aspects of interpersonal communication skills
  - Communication and interpersonal relationship styles:
    - Choice of words
    - Tone of voice
    - Eye contact
    - Body language and gestures
    - Proper titles



- Techniques to communicate empathy and compassion
- Communication methods to enhance patient experience
- **Cultural diversity in patient-centered care**
  - Basic concepts of cultural competence
  - Knowing your patients' demographics
  - Practitioners and patients' approach to
    - Health
    - Illness
    - Healthcare
  - Differences in patients' values, preferences and expressed needs
  - Medical decision-making and its impact on the patient/family/community
- **Attracting and engaging customer-focused employees**
  - Attributes and benefits of an engaged workforce
  - Innovative techniques to hire a patient-centered workforce
  - Strategies for recognizing employee commitment to patient experience
  - Fostering employee engagement
- **Creating a coaching culture**
  - Core coaching concepts in healthcare
  - The coaching process
  - Adopting a coaching culture through leaders and influencers
  - The impact of coaching on the quality of care and services
  - Other leadership techniques
- **Designing the patient experience**
  - Concepts of experience-based design
  - Gathering experiences from patients, families and staff
  - Observations
  - Interviews
  - Identifying strengths and gaps
  - The experience-based design framework
  - Managing and delivering an improved patient experience



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