



Certified Patient Experience Catalyst (CPXC)

American Institute for Healthcare Quality

This course is designed to provide healthcare professionals knowledgeable in patient care experience, safety and quality, with a solid foundation of enhancing patient experience's proven practices. This course takes you through the basics of patient centered care, patient safety, patient rights and responsibilities and patient partnership and advocacy. By the end of the course, you will learn the best possible way to empower patients and improve their active participation and experience in healthcare decisions and making autonomous choices that will positively affect their healthcare outcomes. The course emphasizes a team approach to patient experience improvement methods utilizing available and effective tools to achieve maximum patient engagements in care processes. Participants will be able to design, organize and evaluate a basic program for patient experience related to customer service, hospitality, cultural diversity, safety and effective outcome in a healthcare facility.

Topics include:

Module 1: Introduction to Patient Experience: Partnership and Advocacy

1. Introduction to Patient Experience
 - a) Recognize the definition of "patient experience";
 - b) Understand the value of measuring and enhancing patient experience;
 - c) Review the history of the patient experience "movement";
 - d) Identify key components of partnership and advocacy.
2. Patient-Centered Care as core tenant of patient experience
 - a) Define the term "patient-centered"
 - b) Review research supporting the importance and value of patient-centered care
3. Partnerships with patient and families
 - a) Recognize the rights and responsibilities of patients;
 - b) Identify cultural needs related to the diversity across patient populations;
 - c) Develop strategies to create trust and partnership with patients and families.
4. Advocacy and impacting patient experience within the system
 - a) Identify strategies to establish the rationale around patient experience;
 - b) Review examples of successful approaches from other healthcare organizations who have improved patient experience

Module 2: Measurement, Analysis, and Design of Patient Experience

1. Measuring patient experience
 - a) Define the key drivers of patient experience
 - b) Define terminology used in measurement processes
 - c) Review survey data collection tools applicable to patient experience
 - d) Examine quantitative and qualitative feedback methods
 - e) Review application of basic descriptive statistics
 - f) Recognize regulatory requirements relevant to patient experience

2. Analyzing patient experience
 - a) Review interpretation methods to identify trends in patient experience data reports
 - b) Explore strategies for recognizing improvement opportunities; mechanisms for reporting data to various stakeholders.
3. Design and innovation in patient experience
 - a) Review assessment strategies for evaluation of the healthcare environment
 - b) Consider the role of technology as a tool for patient experience improvement
 - c) Explore best practices for approaches for mapping patient experience
 - d) Examine process improvement program options
 - e) Review innovative programs and outcomes of other healthcare organizations as leaders in the field.

Module 3: Communication and Service Excellence

1. Communication skills to enhance patient-provider interactions
 - a) Build rapport with patients and family members
 - b) Elicit patient perspectives
 - c) Practice active and reflective listening skills
 - d) Utilize techniques for responding to patient and family emotions
 - e) Practice verbal and nonverbal empathic responses
 - f) Explain information in a way that patients and family can understand
 - g) Assess knowledge and understanding of patients and families
2. Service excellence programs to build better patient experience
 - a) Define key principles of service recovery
 - b) Explore strategies for preventing and addressing patient concerns and complaints
 - c) Discuss ideas for service improvement strategies
 - d) Review exemplary programs as models of success

Module 4: Organizational Culture Change and Leadership to Drive Experience

1. Organizational culture and the relationship to patient experience
 - a) Explore tactics to align patient experience goals with overall organizational mission, vision, and values statements
 - b) Develop action plans to engage key leaders and stakeholders
 - c) Examine change “readiness” assessment tools
 - d) Review change management strategies that may assist with patient experience improvement
 - e) Identify engagement strategies for goalsetting around patient experiences
2. Application of Knowledge:
 - a) Complete course assessment
 - b) Develop an action plan based on application of course knowledge
3. Implementation of PE program
 - a) Developing a multidisciplinary PE team and Patient Advocacy Council
 - b) Piloting Implementation of PE, Dissemination and Measuring Success
 - c) Developing PE Campaigns Tools and Material
 - d) Case Studies on PE
4. Comprehensive Examination

Duration: 28 hours