

Improving Patient Engagement and Experience

Hospital Management
Istanbul (Turkey)
02 - 06 Feb 2025

UK Traininig

PARTNER



Improving Patient Engagement and Experience

Ref: 3301_132570 **Date:** 02 - 06 Feb 2025 **Location:** Istanbul (Turkey) **Fees:** 3900 **Euro**

Introduction

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 Objectives of Patient Experience and Involvement

- 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

Course Outline Patient Experience and Involvement

Day 1

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

UK Training

PARTNER



- Opportunities in clinical relationships

Day 2

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

Day 3

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

Day 4

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

Day 5

Designing the patient experience & Planetree

UK Training

PARTNER



- Bringing planetree to a community hospital
- 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

Conducting Patient Satisfaction Surveys

UK Training
PARTNER



Blackbird training cities

Accra1 (Ghana)

Amman (Jordan)

Amsterdam (Netherlands)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston,Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

UK Training
PARTNER



Blackbird Training Category



Human Resources



Audit & Quality Assurance



Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



UK Training
PARTNER



BLACKBIRD
FOR TRAINING

LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335