

Enhancing Patient Engagement: Strategies for Better Outcomes

Hospital Management
Brussels (Belgium)
27 - 31 Oct 2025

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Enhancing Patient Engagement: Strategies for Better Outcomes

Ref: 3301_138176 **Date:** 27 - 31 Oct 2025 **Location:** Brussels (Belgium) **Fees:** 4400 **Euro**

Course Description

This intensive 5-day course equips healthcare professionals with the knowledge and skills to enhance patient engagement and improve overall healthcare experiences. Participants will learn evidence-based strategies to boost patient involvement, optimize communication, and drive better health outcomes.

Learning Objectives

- Understand the importance of patient engagement in healthcare delivery
- Develop effective communication strategies for diverse patient populations
- Implement patient-centered care models to improve satisfaction and outcomes
- Utilize technology and digital tools to enhance patient engagement
- Design and implement patient education programs for better health literacy
- Measure and analyze patient engagement metrics for continuous improvement

Course Modules

Day 1: Foundations of Patient Engagement

- Understanding patient engagement and its impact on healthcare
- Barriers to effective patient engagement
- Patient-centered care models and frameworks
- Cultural competence in patient engagement

Day 2: Effective Communication Strategies

- Active listening and empathy in patient interactions
- Motivational interviewing techniques
- Health literacy and clear communication principles
- Shared decision-making approaches

Day 3: Technology and Digital Engagement

- Patient portals and mobile health applications
- Telemedicine and virtual care strategies
- Social media and online patient communities
- Data privacy and security in digital engagement

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Day 4: Patient Education and Self-Management

- Designing effective patient education programs
- Promoting self-management skills
- Behavior change theories and applications
- Engaging families and caregivers in patient care

Day 5: Measuring and Improving Patient Engagement

- Key performance indicators for patient engagement
- Patient satisfaction surveys and feedback mechanisms
- Continuous improvement strategies
- Case studies and best practices in patient engagement

Practical Wins for Participants

- Develop a customized patient engagement strategy for their organization
- Create effective patient education materials tailored to diverse populations
- Implement a patient feedback system to drive continuous improvement
- Design a technology-enabled patient engagement initiative

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