

Patient Experience and Loyalty Certificate Program

FOR PHYSICIANS
AND
ADVANCED PRACTICE PROVIDERS

The patient experience and loyalty certificate program is designed for physicians and advanced practice providers to influence positive patient perceptions of care, and improve quality outcomes. Badge earners can describe the key drivers of patient loyalty, key communications and behaviors that advance the patient experience, and apply skills and practices.

- Learners participate in a cohort based peer development environment with scenario-based learnings and summary evaluations
- Participants complete 6 training courses or self-study virtual recap sessions for a total of 9 learning hours
- Participants retain access to a customized learning portal and Healthcare Experience Academy micro learning videos to support continued application and sustainability



Session Agendas | Learning Objectives

Session 1 | Creating Patient Loyalty

- Understand the power of patient loyalty and how it can help you as a practicing physician/provider
- Describe how patients (and families) form their perceptions and how to enhance interactions
- Identify individual priorities and authentic practice style

Session 2 | The Science of Empathy and Compassion

- Identify the key outcomes associated with empathy and compassion
- Define patient experience excellence individually and as a team
- Describe barriers and the risks and consequences of compassion fatigue
- Apply compassionate practices with patients and colleagues

Session 3 | Confidence and Teamwork

- Identify the key outcomes of confidence and teamwork
- Project confidence and build patient confidence to participate in their care
- Being present and anticipating patients emotional, clinical, and safety needs

Session 4 | Communication and Listening

- Use communication styles at the right time to influence and change perceptions
- Use active listening techniques to gain patient adherence and engagement
- Choose words that represent your desired experience and eliminate words that jeopardize patient experiences

Session 5 | Engaging in Care and Transitions

- Demonstrate compassion in words, tone, and actions
- Integrate CARES™ with bedside/exam room care with care narration, health literacy, teach back and validation
- Make safe transitions, managing up the care team and owning the last and lasting impression

Session 6 | Reputation and Application

- Apply Key CARES Key Learnings in Practice
- Self Reflection on Learning and Growth
- Support peer and team growth through patient experience competency development

For more information

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