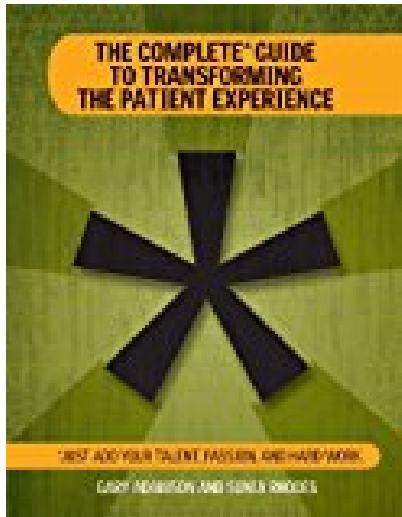


The Complete Guide to Transforming the Patient Experience



BOOK DETAILS

- Author : HealthLeaders Media a division of HCPro
- Pages : 162 Pages
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BOOK SYNOPSIS

The Complete Guide to Transforming the Patient Experience Gary Adamson; Sonia Rhodes Create exceptional healthcare experiences that improve market share. The patient experience impacts all areas of healthcare, including patient satisfaction, quality (as measured by HCAHPS), reputation, employee satisfaction, physician referrals, and, ultimately, the bottom line. This definitive resource for healthcare organizations, authored by two award-winning experience thinkers, delivers the proven solutions you need to create an exceptional and successful patient experience. The patient experience is your competitors #1 priority. Make it yours, too. Nearly 90% of senior healthcare executives say that improving patient experience is one of their top five priorities. That makes it your priority, too. Using examples from organizations that create successful healthcare experiences, "The Complete Guide to Transforming the Patient Experience" will give you the tools you need to: Assess your organizations patient experience Implement patient experience techniques in your own organization Market your new patient experience to improve market share Unite brand promise with brand experience "The Complete Guide to Transforming the Patient Experience" comes with a multi-media, interactive CD that includes a compilation of best practices, examples of experience initiatives, and ideas to inspire your own experience efforts. Take a look at the table of contents

Chapter 1: Story in the Stone: The State of the Experience in Healthcare Chapter 2: Immerse Yourself: The Best Way to Learn About Experiences Chapter 3 An Experience Marriage: Marketing and Operations Together At Last Chapter 4: Experience Drivers: From the Inside Out and the Outside In Chapter 5: Stories Matter: How Leaders Can Convey Meaning and Drive Decisions Chapter 6 A Question of Greatness: Set a New Standard of Organizational Performance Chapter 7: Living Legends: Bring Mission, Vision, and Values to Life Chapter 8 Miniature Treasures, Epic Results: Create Memorable Symbols and Ceremonies Chapter 9: Setting the Stage: Turn Functional Facilities into Healing Spaces Chapter 10 The Fab Four: Develop, Gather, and Tell Your Stories--and Make them Legendary Chapter 11: Getting Real: Close the Gap Between Brand Promise and Brand Experience

Who will benefit from this book? Improving the patient experience is everyones job, and it starts with top-level executives, including CEOs, CFOs, COOs, chief medical and nursing officers, and chief marketing officers. This guide will also benefit marketing, advertising, and PR directors, and anyone involved with the patient experience.

THE COMPLETE GUIDE TO TRANSFORMING THE PATIENT EXPERIENCE -

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