

## Patient Experience Beyond CoVid19 Masterclass September 21 - 23, 2021 (Virtual)

The Pharmaceutical and Healthcare industries are going through tumultuous transformation, more so in the age of CoVid19. All organisations in the healthcare system from pharmaceutical companies through to healthcare providers, are under extreme pressure from the World Health Organisation to deliver safe, yet integrated patient-centred healthcare.

This 3-day intensive virtual programme will offer delegates a deep dive into understanding the intricacies of creating a Patient-Centric organisation. Relevant for all players in the healthcare value-chain, delegates will benefit from a deep-dive into the critical strategies and tactics critical to affect a deeper patient-centric cultural change within their organisations in the era of CoVid19.

Armed with their pre-course '**Patient Centricity Audit**', delegates will benefit from best practice from the world's leading Patient-centric success stories as well as hands-on, practical training in devising their Patient Centricity Strategy, selecting appropriate metrics, setting effective key performance indicators (KPIs) and the most effective techniques available to achieve patient engagement

### USPs

- ✓ Understand the impact of CoVid19 on Patient Experience and its long-term implications available to achieve patient engagement
- ✓ Discover a strategic framework for defining a best-in-breed Patient-Centric culture for their organisation
- ✓ Learn the latest techniques for implementing a cutting-edge Patient Centricity programme
- ✓ Set the optimal Patient-Centric Key Performance Indicators to drive their organisational results

### Content Overview:

The three days will cover the three key areas for Patient Experience - relevant for both the established Patient Experience professional, as a refresher, or for Patient Experience novices who are looking to sharpen their Patient-Centric strategy creation and implementation.

### Key Take-outs:

- ✓ Focus on Patient Centricity as a long-term competitive differentiator
- ✓ Insight into the opportunities presented by CoVid19 on Patient-centricity
- ✓ Learn from best practice across sectors on how to set and implement a Patient-Centric culture
- ✓ Hands-on experience of creating Patient-Experience Strategy
- ✓ Deep understanding of the fundamentals of implementing Patient-centred transformations
- ✓ Learn to break through traditional silos for the benefit of the bottom line

### Who should attend?

- ✓ Patient Experience, Quality Assurance managers Physicians Nursing and Marketing staff looking to cover all angles in their Patient Experience strategy
- ✓ Directors looking to set the strategy of this new function Strategy/Marketing Directors embarking on the Patient Centricity processes

### Targeted Competencies

- ✓ Patient experience design
- ✓ Applying communication skills
- ✓ Implementing service excellence
- ✓ Coaching skills
- ✓ Improving employee and patient engagement



## Day 1

This day sets the big picture and why Patient Centricity is critical in today's complex integrated healthcare ecosystem. Deep dive into the success strategies of the world's leading patient-centric hospital, the Mayo Clinic. The day also offers a deep-dive into the long-term implications of CoVid19 on Patient Experience.

### Introductions

#### The Lightning Speed of Change in Healthcare

- ✔ The Healthcare Tsunami: YESTERDAY Vs. TODAY
- ✔ The Interconnected ecosystem – PATIENT CENTRICITY
- ✔ Patient Experience in the AGE OF COVID19 and beyond
- ✔ The technological disruption: IMPACT OF TECHNOLOGY IN THE ECOSYSTEM

#### Deep Dive Case Study:

The Mayo Clinic, the world's most Patient Focused Hospital

#### Seamless Patient Experience

- ✔ Patient Centricity to holistic management
- ✔ The Power of Psychology
- ✔ Understanding the Patient 'experience' and 'mindset'

#### The Biggest Barriers to Patient Centricity

- ✔ The dichotomy between today's success metrics: clinical outputs vs patient empathy
- ✔ Challenges & Pitfalls for Service Providers

## Day 2

During this day, delegates will devise their organization's Patient-Centricity strategy. They will create their Patient Experience Statement and Charter, set the Vision, Mission, Values and identify the desired employee behaviours to support their strategy. Participants will also deep dive into the strategic framework for embedding Patient Centricity in their organisation.

- ✔ Setting the Patient Experience Strategy: Interactive Discussion
- ✔ Who are the key stakeholders? What are the patient touch points?

#### Patient Centricity Framework:

- ✔ Defining Patient Experience Mission & Values
- ✔ Why is a Patient-centric mission statement important?
- ✔ Constructing the Patient Experience Statement and Vision
- ✔ Defining the Guiding set of Principles (or Values) for the Vision

- ✔ Communicating the Vision internally and externally

#### Strategies for Implementing the Patient Experience Statement:

- ✔ Patient Experience Statement – optimal strategies for key managers
- ✔ Tools and approaches to embed Patient-Centric Transformation

#### Deep Dive Case Study

Leo Pharma, a Success Story in action

#### Measuring success and generating engagement

- ✔ Rewards and Recognition
- ✔ Talent Development and Skills-building

#### Success Strategies for creating a Sustainable Patient-centric Culture

## Day 3

This day is dedicated to the communication strategies required to build empathy and influence patients positively at each step of their experience within any organisation in the healthcare industry. The latter part of the day will build on strategies to continue growing the organisation's Patient-Centric culture as well as build on-going, patient – centred relationship management to drive long-term patient engagement.

#### The Power of Empathy

- ✔ Building Empathy
- ✔ Patient touch-points and communication

#### Deep-Dive: Best Practice Case Study:

Disney's WOWs – secrets of the most positively immersive experiences

#### Communication and Patient Engagement Strategies

- ✔ Understanding patient mindsets by touch-point
- ✔ The Power of Language - turning concerns from negative into positive conversations
- ✔ Voice of Patient – how, what and where to capture patient feedback

#### Cultural Imperatives

- ✔ The importance of Patient-Centric Culture
- ✔ How to harness Patient-Centric Relationship Management
- ✔ What the best healthcare companies do and don't do to ensure patients are consistently delighted

#### Practical Case Study:

Participants will work on a specially-designed exercise to cement the learnings of the 3 days.

#### Case Study Review and Wrap

Participant Testimonials



*Working with Christina Ioannidis and the AquitudeHealth team was extremely well received by the Ministry of Health, Bahrain. Christina's insights in offering patient-centric experience offered the Ministry, clinical staff and healthcare administrators a truly fresh perspective on a critical operational matter.*

*Christina has also supported us in internal engagement activities for our staff, which were a resounding success. I would wholeheartedly recommend Christina Ioannidis and the AquitudeHealth team to any organisation willing to move the dial on their patient, customer and employee experiences.*

**H.E. Mrs. Fatema Abdulwahed M Al.Ahmed,  
Assistant Undersecretary for Human Resources and Services, Ministry of Health,  
Kingdom of Bahrain.**



*I was very impressed at how Christina tailored the course to our needs. Excellent through and through. Thank you, Christina!*

**Dr S. R., Acute Medicine, Royal Hospital Oman**



*I attended the Patient Experience Strategy it was an amazing. Christina course and understands you to 'eat the individual challenges and helps the elephant' in bites. Compared with great example cases. As a coach and speaker, she is just incredible! It does not get boring for a minute. It is engaging and inspiring. And even after the course, we're in touch ever since. Thanks for this great experience, I highly recommend Christina!!*

**R. S. C., Global Medical User Engagement Manager at  
klarify.me**



**CHRISTINA IOANNIDIS,**

**Chief Engagement Officer, Aquitude**

Christina Ioannidis is the CEO of Aquitude Group, an international engagement consultancy. With an international footprint spanning London, Dubai and Singapore, Aquitude's dedicated Healthcare arm provides the healthcare industry with consulting solutions and tailored training programmes.

These include training, design and implementation in four critical healthcare streams: Operational Excellence, Communication and Empathy, Strategic Marketing and Reputation Management and Diversity.

In her 24-year career, Christina has worked within Pharmaceuticals, Telecoms, IT, FMCG, Financial Services, IT and Oil and Gas sectors. Christina has attracted clients such as Bahrain's Ministry of Health, Merck, Barclays Bank, Lloyds TSB, Accenture, PA Consulting, Mercer, Ciso, and other FTSE/Fortune 100 organisations.

Within the Healthcare and Pharmaceutical sectors, Christina has been engaged to review Strategic Patient Experience processes, aligning both patient experience with clinical outcomes for government owned hospitals, such as Bahraini Ministry of Health and Royal Hospital, Oman.

She has also provided extensive training to delegates from organisations such as GlaxoSmithKline, Abbott Laboratories, La Roche, Merck, Pfizer. Christina is a thought leader in the subjects of Customer Relationship Management, Customer (Patient) and Employee Engagement, Diversity and Inclusion, Talent Management.

An avid linguistic, speaking 5 languages fluently, Christina is currently also learning to speak Arabic..

**CERTIFICATION**

This training is **certified by the UK-based Institute – ACEDE** 'Associated Centre for Experience Design Evaluation'. All participants will receive a signed certificate from ACEDE upon course completion.



**Delegate Course fee: 770 USD  
Special Rate available for multiple delegates.**