

### Communication and patient experience

Communication and Patient Experience (Project in a Hospital): Introducing change to a healthcare institution requires more than just isolated events, but rather a continuous performance improvement cycle that includes defining the vision and strategy, analyzing the gap existing between desired and actual status, planning for projects and activities to reach objectives, driving the implementation plan and training staff and lastly coaching of managers and performance monitoring.

Developing a professional image of staff and overall institution through communication in order to reach excellence in patient experience, provide top quality services to each patient, ensure long term business success and enhance its branding and attractiveness in the region.

It is a transformational project that will involve many different hospital stakeholders.

Its success relies on the engagement of everyone involved and a solid project management structure which would enable completion of project phases within proper deadlines, and attainment of high quality deliverables.

### Biography

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