MERCURY

Transforming the Patient Experience Training

13 – 17 December 2026
Sharm El-Sheikh (Egypt)



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Ref: 15079_1079116 **Date:** 13 – 17 December 2026 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 4500 Euro

Introduction:

The "patient experience" has become a primary and leading excellence benchmark for a best-in-class healthcare organization's quality, safety, and service performance. The patient experience is a journey that can take a healthcare organization to the top of the patient care league. However, it can also help an organization's reputation and sustainability if efficient.

The transforming patient experience course gives participants the knowledge and skills to design and implement a patient experience-based framework to improve their organization's overall performance. Participants will learn how to build high-performing and engaged healthcare teams, establish and sustain effective clinical relationships, and implement strategies and tools to support patient-centered care.

Defining Patient Experience:

Before diving deeper into how to transform it, let's define patient experience. It encompasses all aspects of a patient's interaction with the healthcare system, including their care from health plans and doctors, nurses, and staff in hospitals, physician practices, and other healthcare facilities. Making positive changes to these interactions can significantly enhance the quality of care and patient satisfaction.

For those eager to gain more profound expertise in this field, a patient experience certification can demonstrate a professional commitment to enhancing the patient experience. Acquiring a patient experience certificate is a testament to the skills learned and the readiness to apply them effectively in healthcare settings.

Targeted Groups:

- Healthcare Clinical and Non-clinical Staff.
- Healthcare Line Managers.
- Heads of Department.
- Operational Executives.
- Vendors involved in direct and indirect support services.

Course Objectives:

At the end of this transforming patient experience course, the participants will be able to:

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- Attract and engage customer-focused employees passionate about providing the best and most compassionate yet efficient care to the patient.
- Establish and sustain effective clinical relationships by leveraging key internal and external communication strategies.
- Build a coaching culture that supports consistent, exceptional care and service.
- Identify and address the differences in patients' values, preferences, and expressed needs.
- Design a patient experience framework that meets and exceeds the patient's needs.

Targeted Competencies:

By the end of this transforming patient experience training, the participant's competencies will be able to:

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

Course Content:

Unit 1: Building Effective Clinical Relationships:

- The clinical value system.
- The impact of organizational culture on working relationships.
- The impact of clinical relationships on the patient experience.
- Clinical relationships assessment.
- Roadblocks in clinical relationships.
- Opportunities in clinical relationships.

Unit 2: The Key Role of Communication:

- Key aspects of interpersonal communication skills.
- Communication and interpersonal relationship styles:
    - Choice of words.
    - The tone of voice.
    - Eye contact.
    - Body language and gestures.
    - Proper titles.
- Techniques to communicate empathy and compassion.
- Communication methods to enhance patient experience.

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Unit 3: Cultural Diversity in Patient-Centered Care:

- Basic concepts of cultural competence.
- Knowing your patients' demographics.
- Practitioners and patients' approach to Health, Illness, and Healthcare.
- Differences in patients' values, preferences, and expressed needs.
- Medical decision-making and its impact on the patient/family/community.

Unit 4: Attracting and Engaging Customer-Focused Employees:

- Attributes and benefits of an engaged workforce.
- Innovative techniques to hire a patient-centered workforce.
- Strategies for recognizing employee commitment to patient experience.
- Fostering employee engagement.

Unit 5: Creating a Coaching Culture:

- Core coaching concepts in healthcare.
- The coaching process.
- Adopting a coaching culture through leaders and influencers.
- The impact of coaching on the quality of care and services.
- Other leadership techniques.

Unit 6: Designing The Patient Experience:

- Concepts of experience-based design.
- Gathering experiences from patients, families, and staff.
- Observations.
- Interviews.
- Identifying strengths and gaps.
- The experience-based design framework.
- Managing and delivering an improved patient experience.

Conclusion in the Transforming Patient Experience:

Transforming the patient experience is the quintessential guide to fostering a culture of patient-centered care. By incorporating the knowledge gained from this patient experience course, healthcare professionals will be better equipped with the tools and techniques necessary to improve patient experience. The journey towards better patient-centered outcomes begins with commitment and education, and this course is a step toward achieving that goal.