



Patient Affairs Management (Patient Service, Safety, and Satisfaction)

09 - 13 Mar 2025
Istanbul (Turkey)



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Ref.: 15056_266402 **Date:** 09 - 13 Mar 2025 **Location:** Istanbul (Turkey) **Fees:** 4200 **Euro**

Introduction:

The “Patient affairs management” has become a primary and leading excellence benchmark for the performance a best-in-class healthcare organization delivers on quality, safety, and service. The patient experience is a journey that can take a healthcare organization to the top of the patient care league. However, If not efficient, it can also harm an organization’s reputation and sustainability.

This course provides participants with the knowledge and skills to design and implement a patient experience-based framework to improve the overall performance of their organization. Participants will learn how to build high performing and engaged healthcare teams, establish and sustain effective clinical relationships, as well as implement strategies and tools to support patient-centered care.

Targeted Groups:

- Management of Hospitals and Healthcare
- Patient Affairs Managers
- Patient Affairs Professionals
- Quality Management in Hospitals and Healthcare Organization

Course Objectives:

At the end of this course the participants will be able to:

- Attract and engage customer-focused employees who are 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 better meets and exceeds the patient’s needs.
- Learn about the bed management.

Targeted Competencies:

- Communication skills
- Patient-Centered Care
- Customer Patient-Focused
- Patient satisfaction
- Patient plan tree
- Patient service and care

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.
 - Tone of voice.
 - Eye contact.
 - Body language and gestures.
 - Proper titles.
- Techniques to communicate empathy and compassion.
- Communication methods to enhance patient experience.

Unit 3: Cultural Diversity in Patient-Centered Care:

- Basic concepts of cultural competence.
- Knowing your patients' demographics.
- Practitioners and patients' approach to:
 - Health.
 - Illness.
 - 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 the patient experience.
- Fostering employee engagement.
- 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 5: Designing The Patient Experience & Plan Tree:

- Bringing planetree to a community hospital.
- 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.

Unit 6: Patients Safety:

- Identify the core aspects of a strong patient safety culture.
- Describe the attributes of systems and processes that support a strong patient safety culture and a culture of continuous learning.
- Analyze safety and quality measures to identify areas for improvement as well as to monitor and sustain improvement projects.
- Develop a patient safety or quality improvement strategic plan.
- Quality Management and Patient Safety.

Unit 7: Patients Satisfaction:

- Keys to Improving Patient Satisfaction.
- strategies to improve patient.
- Patient satisfaction and quality of care.
- Patient satisfaction surveys.

Unit 8: Patient Services:

- Patient services requirement.
- Patient care experience.
- Patient Access.

Unit 9: Bed Management:

- Bed management system.
- What does a hospital bed manager do?
- The functions of the Bed Management Department.
- Improving hospital bed management and patient care.
- Automated bed management.
- What is a bed meeting?
- What is Patient Flow and how can it be optimized?



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**Registration form on the :
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code: 15056 **From:** 09 - 13 Mar 2025 **Venue:** Istanbul (Turkey) **Fees:** 4200 **Euro**

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