

#SPXALWAYSON

# 2021 International Colloquium

TRAINING IN TOOLS  
AND METHODOLOGIES  
FOR THE DEVELOPMENT OF  
THE PATIENT EXPERIENCE IN  
HEALTH SERVICES

ALWAYS ON SERIES | MAY-NOVEMBER 2021

# SHARING FOR IMPROVEMENT: PATIENT EXPERIENCE IN PRACTICE

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## OVERVIEW AND OBJECTIVES

In recent years, value measurement has become a priority topic in most modern health systems. It constitutes a new paradigm in the assessment of the results of health and medico-social services. In fact, the value of a service must be judged by the people who receive it... so the patient experience is becoming an inescapable subject, for the entire organization: health professionals, managers and all employees.

This course pursues the general objective of facilitating a holistic view, based on the use of the main tools and methodologies necessary in order to implement and/or improve the patient experience within health and medico-social institutions.

# SHARING FOR IMPROVEMENT: PATIENT EXPERIENCE IN PRACTICE

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## OBJECTIVES

The specific objectives are:

1. Understand the expected contributions of the most commonly used approaches, methods and tools in the needs analysis and design of patient experience development proposals.
2. Learn to know and recognize the relevant use of tools.
3. Acquire knowledge of analysis and design of organizations, both in the key aspects to be considered in managing the patient experience (knowledge and know-how) and in identifying the innovation process. In other words, how to create an organizational culture focused on the patient experience?

# PEDAGOGICAL APPROACH

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This course will be organized in digital format and will be structured around :

- Presentations on concepts, approaches, tools. Addition of case presentations.
- Directed readings + discussion. Most of these readings will be in English.
- Individual or small group exercises (part of the final evaluation).
- Additional bibliography provided.
- Sustained work throughout the course and around a case.
- Support and personalized exchanges with the course leader.

A frame of reference: health care and medico-social organizations.

The course requires the active participation of participants.

This approach obliges us to set a minimum and maximum number of participants.

# STRUCTURE OF THE COURSE CONTENT PER SESSION

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## **1. Conceptual framework of the patient experience and the measurement of value beyond satisfaction.**

The implications of this new conceptual framework in the organization and work within institutions. How to incorporate the patient perspective. How to incorporate the patient perspective at the intersection of information, therapeutic education and deliberative participatory models. Active participation and changes in the way of working (reciprocity, co-creation, prototyping and iteration).

## **2. The design thinking approach, a methodology centered on people's needs (human-centered) and aimed at the co-creation of solutions.**

How to detect the unmet needs of patients, as close as possible to the real world: shadowing, focus groups, participative workshops.... Analysis of the patient journey within an institution.

## **3. Design and prototyping of solutions.**

Global vision on the different methodological approaches. Comparative analysis of solutions: design thinking and agile methodologies. Presentation of tools in the conception and design of solutions. Respecting the principles and prerequisites. Strategies for prototyping and testing solutions. The importance of co-creation.

# STRUCTURE OF THE COURSE CONTENT PER SESSION (II)

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## **4. Metrics to measure, track and evaluate the patient experience.**

Qualitative and quantitative approaches. Basic principles and key characteristics for defining metrics  
Identification and explanation of common indicator sets. How to use them.

## **5. Implementation strategy. How to assess the situation and define an action plan.**

The importance of vision and development strategy. How to involve professionals. Organizing responsibility for the patient experience within an institution: options and barriers.

# HOW THE COURSE WORKS

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The course is organized in **5 sessions**, every other week. A total of **12 hours of webinar** and an estimated **12 hours of personal work**.

- **Dates**: September 29th; October 13th and 27th; November 10th and 24rd
- **Duration** : 2h 30', with two 10' breaks
- **Schedule**: from 4:00 pm to 6:30 pm (CEST).

A **guided reading** will be sent to participants before the first 4 sessions and at the beginning of these sessions this text will be discussed in the group.

Simple **exercises** to be done between classes, in order to facilitate the appropriation of the contents.

An **individual** or small group **exercise** to be done during the first 4 sessions, with a synthetic presentation in the 5th session.

Personal availability of the teacher (**personalized tutoring**) for an exchange between sessions.

# EVALUATION SYSTEM

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- **Active participation, at least, in 4 of the 5 sessions of the course.**
  - Since other identical courses, but in another language, are held in parallel, exceptionally, absence from one session could be replaced by an equivalent attendance in another session.
- **Feedback on individual readings and exercises.**
  - Strict adherence to deadlines.
  - These exercises will be discussed (see "corrections") in class.
- **A 5' final presentation on the group exercise.**



# CERTIFICATION

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For each participant who will have followed the course in the conditions described above, a certificate will be delivered by the organization of the course, the **Shared Patient Experience** asbl.

For doctors practicing in **Belgium**, a recognition of the **INAMI** points has been requested.

A request for recognition is also in progress with the **European Union** (EACCME).

**Contact us for more information!**

# TEACHER

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**Oscar Dia**, International Consultant



Engineer, and training in health services management.

More than 20 years of experience as an international consultant in the health sector, and especially in hospitals.

Expert in patient flow and organization, also on organisation and governance on patient eXperience.

Since 2019 editor-in-chief of SPX Virtual Contents, an SPX platform on knowledge.

# PARTICIPANTS AND REGISTRATION

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The course is intended for health professionals, managers of institutions and all employees with responsibilities for patients (social, communication, administrative, logistical, ...).

The number of participants is limited to 25 per course.

Admission will be confirmed according to the order of formal registration to the program.

**The deadline for formalizing registration is August 20.**

The registration is valid once the payment is made AND once the definitive confirmation that the course will take place is received, as a minimum number of participants is required.

Discounts and offers are planned for members of the association, more information at [info@spexperience.org](mailto:info@spexperience.org)

**Visit our site for registration.**  
**<https://spexperience.org/fr/colloques/colloque-2021/>**

**Transfer to be made to account BE48 3631 0472 9627**

# PRACTICAL ASPECTS

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**Zoom digital platform;** online technical support provided during the sessions.

Two weeks before the beginning of the course, recommendations will be communicated for the optimal use of the platform's services; an e-mail test will also be carried out in order to prevent possible problems with the reception of documents (spam, etc.)

All the documentation of the course will be sent before each session and made available on the platform.

# WITH THE SUPPORT OF

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Association Belge des Directeurs d'Hôpitaux asbl  
Belgische Vereniging van Ziekenhuisdirecteurs vzw  
Belgische Vereinigung der Krankenhausdirektoren VoG

