

Managing the change to the Patient eXperience culture

How do organizations need to adapt and transform to introduce the patient experience?
How to promote a new culture in healthcare institutions and create new procedures?



Mrs. SO YUNG
STRAGA

President of SPX
CXO-Chief eXperience Officer at
Clinique Saint Jean



Mrs. CHRISTINE
BENOIT

Writer and trainer in health care
institutions and author of the book
'The patient experience'



Mr. JOAN
BARRUBÉS

Associate Director and
co-founder of Antares
Consulting



Mr. JEAN-GUILLAUME
MARQUIS

Head of Service for User
Experience and Spiritual Care,
CHUS