

# Patient Experience Unplugged

*definitive playbook every provider and supplier leader must embrace*

# Intuitive.Cloud

Powering Innovation & Cloud Excellence

14

Years of sustained revenue growth

130+

Global enterprise customers across industry verticals - BFSI, HCLS, Heavy Industries

90%

Retained, Repeated & Referred Customers

23

Investments in Innovation across Cybersecurity, Data & AI/ML

Complimentary signed copies provided by Intuitive.Cloud



CRIS ROSS + ED MARX

## HOW TO IMPROVE THE PATIENT EXPERIENCE

Two Healthcare Insiders Share Their Experiences from the Boardroom and the Hospital Bed

MAYO CLINIC PRESS



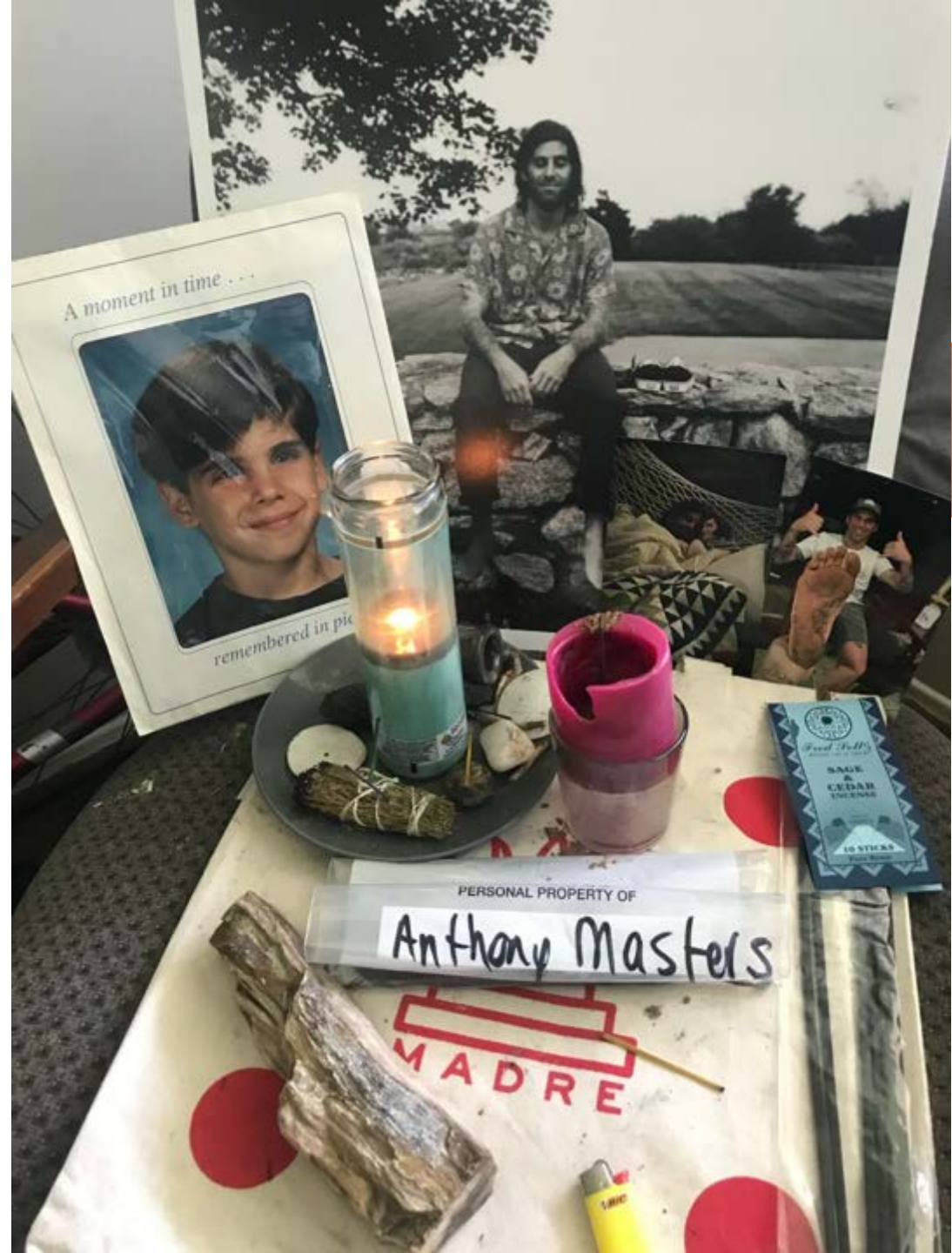
*experience is never the reason for patient positive or negative outcome,  
but the accelerator of either...*

AND NONE OF THESE REQUIRE A PATIENT EXPERIENCE OFFICER OR  
OFFICE OF PATIENT EXPERIENCE...ALBEIT NICE TO HAVE

AND MOST OF THESE ARE FREE

TECH HELPS, BUT LEADERSHIP IS SUPER POWER





# Empower Patients & Foster Resilience



Shared Decision  
Making



Help Create  
Villages



Encourage  
Resilience



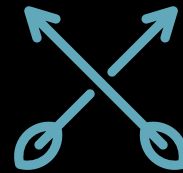




# Run Healthcare as Service not Processes



Move Beyond  
Process Improvement

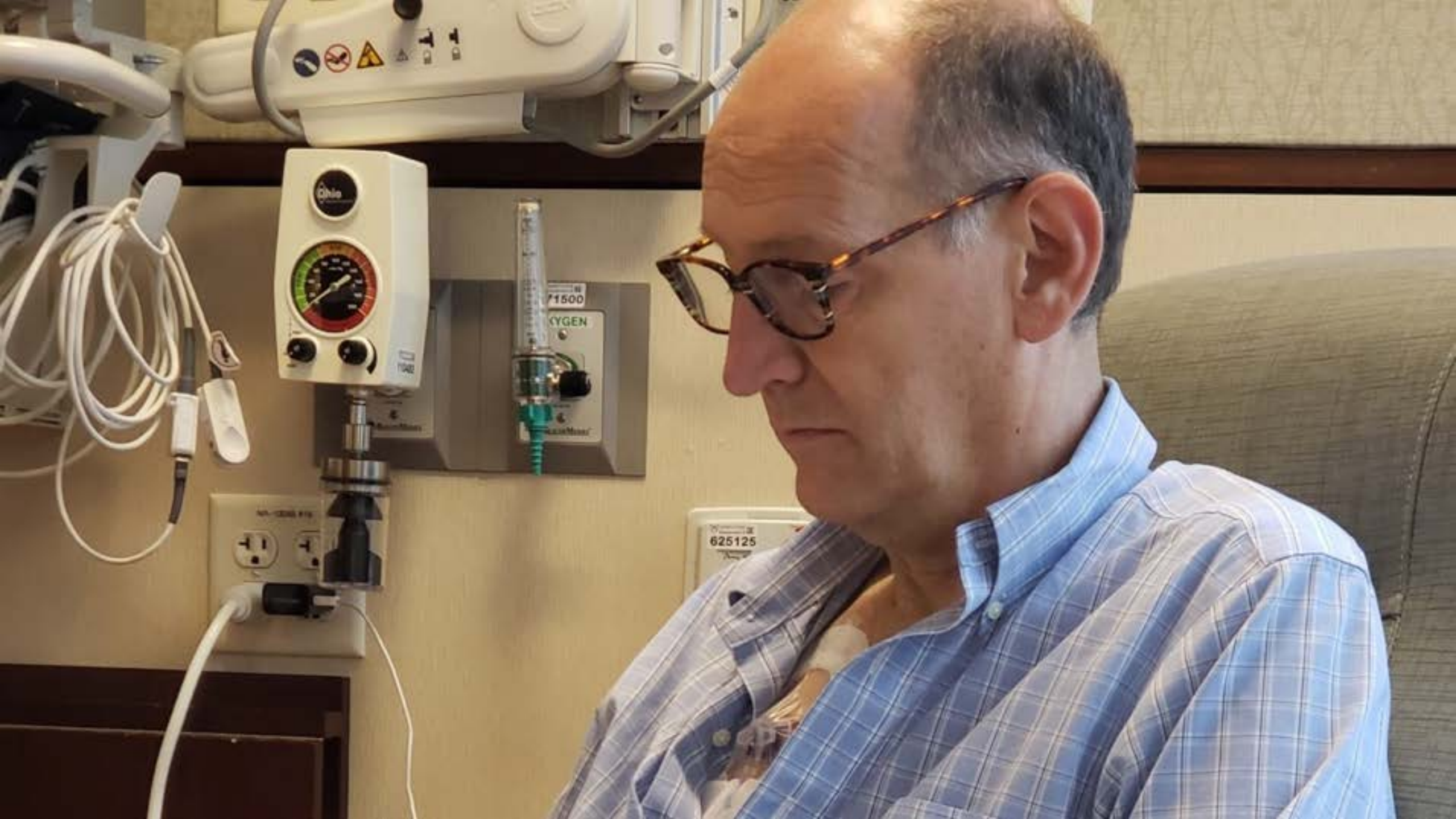


Focus on Services  
Not Service Recovery



Think and Act  
Agile





# AI Buzz Phrase Generator

0	integrated	0	chatGBT	0	transformation
1	augmented	1	agentic AI	1	chatbots
2	systematized	2	quantum	2	hallucination
3	parallel	3	cloud	3	mobility
4	functional	4	digital	4	programming
5	responsive	5	Gen AI	5	interoperability
6	intuitive	6	5G	6	blockchain
7	synchronized	7	big data	7	policy
8	compatible	8	next gen	8	hardware
9	analytical	9	zero trust	9	visualization

Pick any three-digit number and then select the corresponding buzz word from each column

“748” produces “synchronized digital hardware”

These phrases can be inserted into any report or talk with the ring of authority

# Create & Sustain Empathetic Organization



Empathy  
Training



Empathy  
Modeling



Empathy  
Sustainability







# Create a Patient Centric Culture



Consider  
Volunteering



Patient  
Testimonials



Adopt Formal  
Rounding Programs









# Digitize the Organization



Embrace  
Personalization



Deploy Smart  
Technologies



Study  
Consumerism



WELCOME

Kerstin, Catherine,  
Camden, Jim & Kim

GOOD  
BYE

arive!

4.5 ★★★★★  
East Atlanta Cardiology LLC  
325 Glenwood Way SE

### Book Appointment

In-person Online

Cardiology ▾

07:00 08:00 09:00 10:00  
11:00 12:00 13:00 14:00


🔍 Find Care Now

9:41

GOZIO Health

🔔 👤

## Upcoming Appointments

 **Dr. Susan Hawthorne** →  
Norbridge Health Institute

🕒 11:00 AM to 13:00 PM 📅 June 13, 2025

Medical analysis

My prescriptions

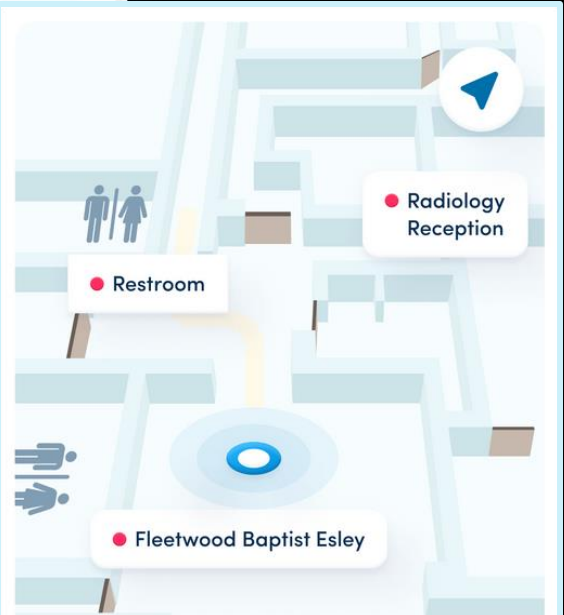
### Step-by-step Guide

- ✓ Confirm appointment
- ✓ Fill out forms
- Navigate to Entrance A
- Rate your doctor

### Doctor schedule

 **Dr. Morgan**  
Lumina Medical

🕒 2-6 PM  
📅 Jun 13, 2025



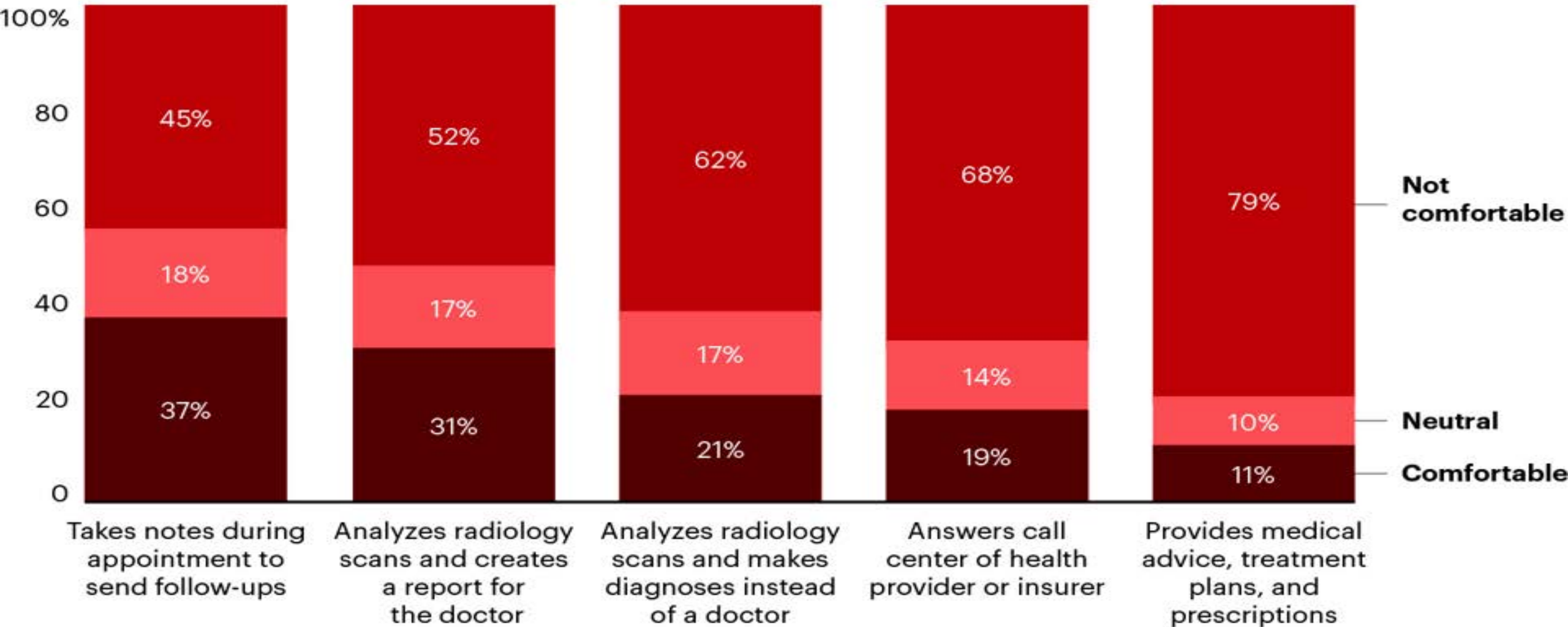
📍 Radiology Reception

🚻 Restroom

📍 Fleetwood Baptist Esley

# Emerging Role of AI in Patient Experience

Percentage of consumers indicating level of comfort with generative AI application





# Final Thoughts

- Learn cross-industry best practices
- **Experience is best caught not taught**
- Include patients, partners in design
- Find ways to get closer to patients
- Meet patient in their channel of choice
- Can have good or bad experience in same hospital
- Experience not limited by title, budget or program

***experience is not a program...it is an ethical obligation***









## Edward Marx

CEO | Author | Advisor | Boards |  
TeamUSA | Speaker | Veteran | Alpinist |...

