

# Experience Innovation Network

## Case Study Synopsis: Organizing to Deliver Exceptional Experience

Stanford Children's Health is committed to providing exceptional experience to the patients and families it serves. With a senior leader championing experience, and clear goals and priorities, the organization decided where to focus efforts.



### Solution

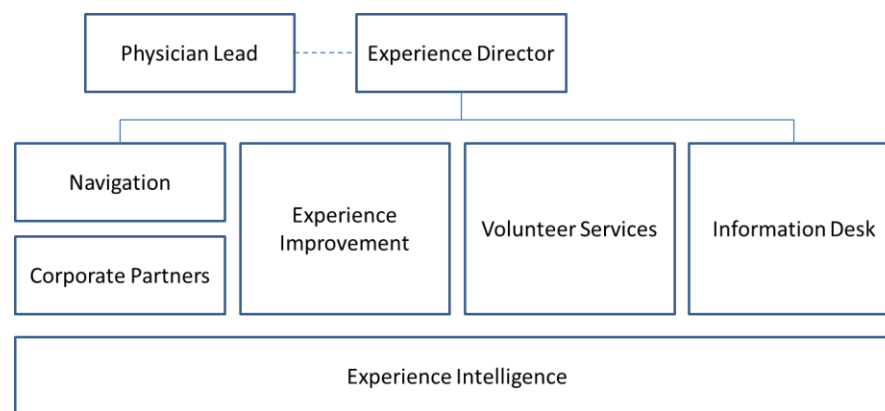
The Director of Patient Experience, Christine Cunningham, MBA, worked with the Experience Innovation Network around:

- Building an operating infrastructure and governance structure for experience that aligns with quality and process improvement.
- Crafting a vision, mission, and goals for the Office of Patient Experience.
- Shaping a three-year experience improvement roadmap.

### Results

Patient feedback has skyrocketed, and experience metrics improved even during EMR implementation. In addition, the team implemented an array of experience improvement programs within the first 3 years, including:

- Lavender Alert staff resiliency program in the pediatric ICU.
- PCARES standards and training developed for the majority of staff.
- Reinventing Patient Relations as Patient Experience and deploying Experience Navigators across the hospital and clinics.



*“Our mission is to act as a partner and a catalyst to amplify the patient and family voice, help remove obstacles, and restore the human connection resulting in a nurturing experience for our patients families. EIN has been with us through this journey. EIN was instrumental in guiding us, in looking at nationwide best practices, and in helping us to disrupt the status quo.”*

Christine Cunningham, MBA  
Director, Office of Patient Experience

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