



# **Advanced Patient Experience Improvement and Service Design Training Course**

27 September – 1 October 2027  
Amsterdam



## Advanced Patient Experience Improvement and Service Design Training Course

**Ref:** 1448\_206856 **Date:** 27 September – 1 October 2027 **Location:** Amsterdam **Fees:** 5700 Euro

### Overview

Advanced Patient Experience Improvement and Service Design Training Course is a one-week advanced course for patient-experience managers, healthcare service leaders, quality-improvement teams, frontline supervisors, and professionals responsible for service design and patient feedback. Participants leave with a Patient Experience Improvement and Service Design Portfolio that connects patient listening, journey mapping, access, coordination, communication, dignity, inclusion, service recovery, complaint learning, experience measurement, governance, improvement experiments, and sustainable implementation. Agile Leaders Training Center presents patient experience improvement as a people-centred quality discipline rather than generic customer service or hospitality.

### Who Should Attend

- Patient-experience and experience-of-care managers
- Healthcare service leaders responsible for access and coordination
- Quality-improvement and service-design teams
- Frontline supervisors responsible for communication and recovery
- Feedback, complaints, governance, and performance professionals

The course assumes experience in healthcare operations, quality, or service improvement. It does not teach clinical treatment decisions, generic retail customer service, or hospitality-only service techniques.

### Departments and Industries

The course supports healthcare settings seeking measurable improvement across patient journeys, service interactions, and organizational learning.

- Hospitals and specialist healthcare services
- Primary, community, and ambulatory care
- Diagnostic, rehabilitation, and day-care services
- Patient-experience, quality, and governance departments
- Digital health, access, contact-centre, and service-design teams

### Learning Objectives

By the end of this course, participants will be able to:



- Analyze patient journeys, moments that matter, barriers, and experience risks
- Design listening and feedback systems that support inclusive participation
- Improve communication, access, coordination, dignity, and service recovery
- Triangulate experience data with operational and quality evidence
- Plan, test, and evaluate patient-experience improvement experiments
- Build governance, reporting, ownership, and sustainability arrangements

## **Course Agenda**

### **Day 1: Patient Experience as a Quality Discipline**

- Patient Experience System and Stakeholder Map
- People-Centred Quality Dimensions Checklist
- Patient Journey and Moment-that-Matters Map
- Dignity, Inclusion, Participation, and Equity Review
- Patient Experience Improvement Baseline

### **Day 2: Listening, Feedback, and Experience Evidence**

- Patient Listening Architecture
- Journey-Specific Survey and Feedback Plan
- Complaint, Compliment, and Concern Coding Framework
- Patient-Reported Experience Measure Selection Matrix
- Experience Data Triangulation Board

### **Day 3: Service Design and Recovery**

- Access and Coordination Friction Analysis
- Communication and Understanding Check
- Inclusive Service Design Blueprint
- Service Recovery and Follow-Up Workflow
- Complaint Learning and Closed-Loop Action Log

### **Day 4: Measurement, Governance, and Improvement**

- Patient Experience Indicator Dashboard
- Improvement Aim and Measure Charter
- Small-Scale Test and Learning Cycle
- Experience Governance and Accountability Matrix
- Reporting, Transparency, and Staff-Learning Plan



## **Day 5: Patient Experience Improvement Practice**

- Exercise: Map a Patient Journey and Experience Risks
- Exercise: Design a Listening and Feedback System
- Exercise: Build a Service Recovery and Learning Workflow
- Exercise: Test and Evaluate an Improvement Idea
- Capstone Exercise: Patient Experience Improvement and Service Design Portfolio

## **Practical Exercises**

The course uses scenarios from hospitals, primary care, diagnostics, rehabilitation, digital health, contact centres, and community services.

- Suggested activity: map a healthcare journey and identify barriers, inequities, and moments that matter.
- Suggested activity: combine survey, complaint, operational, and qualitative evidence into an improvement view.
- Suggested activity: redesign a service interaction and create a closed-loop recovery process.
- Suggested activity: define an improvement aim, test a change, evaluate results, and assign governance ownership.

## **FAQs**

### **Who suits patient experience improvement training, and what does it assume?**

It suits patient-experience managers, healthcare leaders, improvement teams, supervisors, and governance professionals with experience in healthcare operations, quality, or service improvement.

### **How does patient experience improvement differ from customer service training?**

It addresses the full healthcare journey, access, coordination, dignity, inclusion, communication, feedback, measurement, governance, and improvement. It is not limited to courtesy or hospitality behaviors.

### **What evidence should patient-experience teams use?**

Participants combine patient-reported experience measures, journey-specific feedback, complaints, compliments, qualitative accounts, operational data, and quality evidence, while checking representation and limitations.

### **How are complaints converted into improvement?**

Teams code themes, assess impact, identify system contributors, respond and recover, assign actions, communicate learning, and monitor whether the change improves later experiences.



## **What practical outputs do participants complete?**

Outputs include a journey map, listening architecture, survey plan, coding framework, triangulation board, service blueprint, recovery workflow, dashboard, improvement charter, governance matrix, and integrated portfolio.