



### Workshop on Patient Experience and Satisfaction Management for Hospital Managers

May 19 – 23, 2025, 1<sup>st</sup> Run: Lagos & Abuja

November 10 – 14, 2025, 2<sup>nd</sup> Run: Lagos & Port Harcourt

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: N300, 000 per Participant

For online: Delivery via Zoom

Online course fee: N250, 000 per Participant

Available for In-plant Training

700 USD for foreign  
Participants

#### Program Overview:

Patient satisfaction and patients' recommendation to others are both very critical issues to health-care providers. In this increasingly competitive current health-care environment; health-care managers have been striving to find ways to survive or excel relative to others. A satisfied patient would also recommend his/her provider to others, and consequently, would expand a patient base for the provider. Therefore, patients' satisfaction and their intention to recommend to others are considered as two of the most important approaches for health-care managers to boost their position relative to other providers.

This course is designed to equip hospital managers with the essential knowledge and skills to effectively manage patient experience and satisfaction within healthcare settings. Patient experience and satisfaction are critical factors that influence overall healthcare quality, patient outcomes, and organizational success.

#### For whom:

This program is designed for primary healthcare givers, recuperative care, community and other healthcare facility administrators. Hospital managers, administrators, and healthcare leaders responsible for operational management and quality improvement within hospitals and healthcare facilities will benefit from this program.

#### Learning objectives:

At the end of the program, participants will be able to:

- explore the principles of patient-centered care and its significance in healthcare delivery;
- design methods and tools for assessing and measuring patient experience and satisfaction, including patient surveys, feedback mechanisms, and quality improvement frameworks;
- acquire communication skills essential for engaging with patients, families, and healthcare teams to promote a positive patient experience;
- effectively manage patient expectations throughout their healthcare journey, from admission to discharge;
- design strategies to create a welcoming, supportive, and compassionate environment that enhances patient satisfaction;
- develop skills to effectively handling both positive and negative patient feedback to drive continuous improvement;
- design quality improvement initiatives in enhancing patient experience and satisfaction outcomes; and
- apply ethical considerations related to patient experience management, confidentiality, and patient rights.

#### Course Outline:

##### Day 1: Foundations of Patient Experience

- Definition and significance in healthcare
- Relationship between patient experience, satisfaction, and quality of care

##### Key Components of Patient Experience

- Communication: Enhancing patient-provider interactions
- Environment: Creating a supportive and comforting atmosphere
- Care Coordination: Ensuring seamless transitions and continuity of care

##### Measuring Patient Experience

- Overview of patient experience metrics (e.g., HCAHPS)
- Establishing realistic goals for improvement

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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## Day 2: Leadership and Culture

### Building a Patient-Centered Culture

- Leadership's role in fostering patient-centered care
- Strategies for cultural transformation within healthcare teams

### Effective Communication Strategies

- Techniques for empathetic and clear communication with patients and families
- Addressing communication barriers and cultural sensitivities

### Managing Patient Expectations

- Understanding patient expectations and perceptions
- Strategies for managing and exceeding expectations

### Empowering Staff Through Training

- Training programs to enhance patient interaction skills
- Empowering frontline staff to be advocates for patient satisfaction

## Day 3: Quality Improvement and Service Excellence

- Principles and methodologies of CQI
- Applying CQI to enhance patient experience and satisfaction

### Utilizing Technology for Patient Engagement

- Leveraging technology to improve patient communication and engagement
- Overview of patient portals, telemedicine, and digital health tools

### Responding to Patient Feedback

- Strategies for analyzing and responding to patient feedback

## Day 4: Operational Strategies for Enhanced Patient Experience

### Patient-Centric Care Delivery Models

- Different models of patient-centered care (e.g., team-based care, personalized care plans)
- Implementing and evaluating care delivery models

### Optimizing Patient Flow and Experience

- Streamlining processes to reduce wait times and enhance patient satisfaction
- Workflow optimization in outpatient and inpatient settings

### Cultural Competence in Healthcare

- Addressing diversity and inclusion in patient care

### Ensuring Patient Safety and Comfort

- Strategies for maintaining patient safety while enhancing experience
- Creating a safe and welcoming environment for patients

## Day 5: Sustainability and Future Directions

### Sustaining Patient Experience Initiatives

- Strategies for sustaining improvements over the long term
- Developing a culture of continuous improvement

### Leadership in Patient Experience

- Leadership strategies for championing patient experience initiatives
- Engaging stakeholders and garnering support

### Innovation and Future Trends

- Emerging trends in patient experience management
- Innovations in technology and healthcare delivery

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**

In-plant Fee Negotiable

### WORKSHOP FEE:

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814**

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**Methodology:** Lectures, discussions, exercises, and case studies will be used to reinforce these teaching/learning methods.

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