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Patient Experience definition (Beryl Institute) - ✓✓ The sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

CIQ - ✓✓ Cultural IQ test: Measures cultural engagement with 10 questions on a scale of 1-10

What 3 elements do patients use in choosing healthcare? - ✓✓ 1- Cost

2- Quality

3- Service

transformational leadership - ✓✓ inspiring and championing followers to make the best decisions so that they might become leaders

Mission, Vision, Values - ✓✓ Mission: why we are here

Vision: where we aspire to go

Values: the rules we live by

Circle of Growth - ✓✓ Employee loyalty leads to

Customer loyalty leads to

Increased Profits leads to

Investment of Profits in Staff Development

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## The Beryl Institute Certified Patient Experience Professional Sample Questions (Q42-Q47):

### NEW QUESTION # 42

Which method is BEST used to engage patients and family members about their concerns and suggestions for improvement in a healthcare organization?

- A. Interview employees who have been patients.
- B. Conduct weekly point of care surveys.
- C. Hold quarterly patient and family focus groups.
- D. Establish a patient and family advisory council.

**Answer: D**

Explanation:

This question aligns with Partnership and Advocacy , which emphasizes actively involving patients and families as partners in care design and improvement. Option D (Establish a patient and family advisory council) is the best answer because it creates a formal, ongoing structure for continuous engagement , allowing patients and family members to collaborate directly with healthcare leaders and staff. Advisory councils provide sustained input, co-design opportunities, and meaningful influence on policies, processes, and experience improvements. Option B (focus groups) offers periodic feedback but lacks continuity and partnership depth. Option C (surveys) gathers data but is less interactive. Option A is indirect and does not fully represent authentic patient perspectives. CPXP principles highlight that true partnership is achieved through consistent, structured involvement like advisory councils, not one-time or transactional feedback methods.

### NEW QUESTION # 43

When implementing a patient experience cultural transformation following John Kotter ' s 8-Step Change Model, what step comes AFTER creating a sense of urgency?

- A. Making change a continuous process
- B. Forming a guiding coalition
- C. Creating a strategic vision
- D. Removing barriers to change

**Answer: B**

Explanation:

This question aligns with Organizational Culture and Leadership , specifically structured change management frameworks used in patient experience transformation. According to Kotter's 8-Step Change Model , the step immediately following creating a sense of urgency is forming a guiding coalition (Option B) . This involves assembling a group of influential leaders and stakeholders who have the credibility, expertise, and authority to drive the change effort forward. CPXP principles emphasize that sustainable cultural transformation requires strong leadership alignment and collaboration early in the process. Without a committed coalition, initiatives often lack direction, support, and momentum. The other options represent later steps in the model-creating vision (A), removing barriers (C), and sustaining change (D). Establishing a guiding coalition ensures that the organization has the leadership foundation necessary to successfully advance patient experience improvements.

### NEW QUESTION # 44

During times of change, leaders need to effectively engage across what three levels of communication in order to maintain and heighten employee support?

- A. Employee relations, strategic planning, and project management
- B. Leaders, managers, and front line
- C. Aspirational, factual, and inspirational
- D. Providers, nurses, and allied health staff

**Answer: C**

Explanation:

This question aligns with Organizational Culture and Leadership , particularly effective communication during change management. Option D is correct because successful communication must occur across three key dimensions: aspirational (vision and purpose), factual (data and information), and inspirational (emotional connection and motivation) . CPXP principles emphasize that during change, employees need to understand why the change matters (aspirational), what is changing and how (factual), and feel motivated and supported to engage (inspirational). This layered communication approach ensures clarity, alignment, and emotional engagement, which are essential for sustaining momentum and reducing resistance. The other options focus on structures or roles rather than communication types. Effective leaders use all three communication levels to build trust, reinforce purpose, and drive successful patient experience transformation.

#### NEW QUESTION # 45

In analyzing an organization ' s patient experience data, the patient experience professional observes that the standard deviation gets smaller as the responses become more similar for each question. Which is the BEST explanation for this phenomenon?

- A. As responses become more similar, the median and mode become smaller. Thus, the standard deviation also becomes smaller.
- **B. As responses become more similar, they are closer to the mean, resulting in the standard deviation becoming smaller as well.**
- C. As responses become more similar, the mean increases, resulting in the standard deviation becoming smaller.
- D. As responses become more similar, the more different respondents are from each other, resulting in the standard deviation becoming smaller.

**Answer: B**

Explanation:

This question aligns with Measurement and Analysis , particularly understanding statistical concepts used in patient experience data interpretation. Standard deviation measures the spread or variability of data points around the mean . Option C is correct because when responses become more similar, they cluster more tightly around the mean, resulting in less variability and therefore a smaller standard deviation . This reflects greater consistency in patient responses, which can indicate more uniform experiences. Option A is incorrect because the mean does not necessarily increase. Option B incorrectly links standard deviation to median and mode changes. Option D contradicts the concept of similarity. CPXP emphasizes that understanding data distribution and variability is essential for accurately interpreting patient experience results and identifying areas of consistency or variation in care delivery.

#### NEW QUESTION # 46

Focusing on which departments is a strategy to move overall organizational performance for patient perception of care?

- A. Departments that receive the lowest amount of survey returns
- B. Departments that focus on ICU patients
- C. Departments that focus on medical patients
- **D. Departments that receive the highest number of survey returns**

**Answer: D**

Explanation:

This question aligns with Measurement and Analysis , particularly strategic use of data to drive organizational improvement. Option A is correct because departments with the highest number of survey returns have the greatest impact on overall patient experience scores due to their larger sample size and influence on aggregate results. CPXP principles emphasize prioritizing improvement efforts where they will have the most meaningful and measurable impact . By focusing on high-volume departments, organizations can influence overall performance more efficiently and see broader improvements in patient perception. Options B, C, and D may be important for targeted improvements, but they do not necessarily drive system-wide performance as effectively. Concentrating on areas with the most data ensures that improvement efforts are aligned with the greatest opportunity for organizational impact.

#### NEW QUESTION # 47

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