



Patient Experience Training

THAT DRIVES
MEASURABLE RESULTS

REAL RESULTS. REAL IMPROVEMENT. REAL FAST.



Why Most Patient Experience Strategies and Trainings Fail

Most patient experience training programs miss the mark. Research from Harvard shows that fewer than 15% of providers and staff ever apply what they've learned, meaning the vast majority of programs waste both time and money.

But when training is done right with the right strategy, content, and cultural alignment it leads to measurable improvements in patient loyalty, provider engagement, and long-term performance outcomes. The best healthcare organizations don't just train their teams they transform them.





Healthcare is Now a Consumer Product

Today's patients expect the same level of personalization, transparency, and ease they experience in retail, travel, and financial services. Healthcare is no longer immune to rising consumer expectations.

Patients want frictionless scheduling, better communication, clearer pathways, and meaningful engagement at every touchpoint. Experience is now as critical as clinical outcomes when it comes to patient satisfaction, loyalty, and advocacy.



Why Getting It Right Matters

There are hundreds of data points that prove patient experience is now central to the success of any healthcare organization. It's not just about satisfaction, it drives reimbursement, retention, revenue, and outcomes. Here are a few highlights:

HOSPITALS WITH EXCELLENT PATIENT EXPERIENCE SCORES
HAVE **50%** HIGHER NET MARGINS THAN THOSE WITH LOW SCORES.

- Accenture

A **1%** INCREASE IN HCAHPS PATIENT SATISFACTION SCORES
CAN EQUATE TO A **\$1 M** ILLION INCREASE IN HOSPITAL REVENUE.

- HealthLeaders

HEALTHCARE ORGANIZATIONS WITH TOP-QUARTILE
EXPERIENCE SCORES SEE **17%** HIGHER CMS STAR RATINGS.

- Press Ganey

FACILITIES WITH HIGH PROVIDER ENGAGEMENT ALSO
REPORT SIGNIFICANTLY BETTER PATIENT SAFETY METRICS.

- Agency for Healthcare Research and Quality

81% OF PATIENTS SAY A POSITIVE EXPERIENCE
MAKE THEM SWITCH PROVIDERS.

- PwC Health Research Institute

ORGANIZATIONS THAT PRIORITIZE
PATIENT EXPERIENCE SEE **40%** LOWER STAFF
TURNOVER.

- Bain & Company



Our Reputation and Pedigree Speak for Themselves

Our founder and CEO, Nicholas Webb, is widely recognized as one of the top healthcare futurists and one of the world's leading experts on consumer and patient experience. He has been named a Global Guru in Customer Experience for nine consecutive years and is the author of multiple bestselling books, including *What Customers Crave* and *What Customers Hate*. His work has shaped the strategies of some of the top healthcare brands and continues to influence how leading organizations approach human-centered experience design. We don't offer generic solutions; we design programs grounded in real expertise, deep research, and decades of experience in both healthcare and consumer markets.



We Don't Do Cookie-Cutter Training

Most online training platforms are built to scale content, not outcomes. They lack engagement, personalization, and lasting impact. That's why we don't offer generic programs. Every training solution we provide is fully customized to align with your organization's current level of patient experience maturity, your specific cultural dynamics, and your strategic objectives. Here's how we help you build something better.



Our Simple Three-Step Process

We've designed everything to be effortless on your side. We do the heavy lifting while keeping you informed and involved at every step. Here's how it works:

STEP ONE **INSIGHTS**

We start with a discovery call to assess your current patient experience strategies, challenges, and goals. This gives us the understanding we need to tailor your training program to your organization's unique environment, mission, and patient touchpoints.

STEP TWO **DEVELOPMENT**

We craft a fully customized program based on your goals and input. Every element—from content to delivery is purpose-built for your organization. You approve the direction before we move into production.

STEP THREE **DELIVERY AND LAUNCH**

We support the full rollout of your training, including strategic launch planning, internal messaging, and ongoing support. We also offer options to continue optimizing your patient experience journey post-launch.



Flexible Training Options for Every Team

We offer four powerful ways to deliver training, all built for human connection, engagement, and results.

Training in a Box™

A self-led, facilitated training program that includes custom video modules, interactive workbooks, facilitator guides, internal posters, and branded tools, all designed to be delivered by your internal champions. Fully customized and turnkey.

Live Virtual Training

Our professional instructors deliver high-impact virtual sessions from our production studio interactive, engaging, and fully aligned with your culture and goals. A great option for multi-site teams.

Live In-Person Training

We lead immersive, live sessions that inspire, engage, and activate your providers and staff. From single-session keynotes to full-day workshops, our live programs are a powerful way to create momentum and energy around experience.

Team and Individual Coaching

Ideal for leaders, frontline champions, or project teams. These personalized coaching programs include regular touchpoints, fun and meaningful projects, and guidance from seasoned experience experts.

About Our Certification Training

Today's patients are expecting more than just care they want clarity, compassion, and ease. That's why our programs go beyond training to offer prestigious certifications that signal to your staff, your patients, and your community that your organization is deeply committed to delivering world-class patient experiences. Each of our training options is designed to be engaging, scalable, and impactful, while aligning with your current goals and level of experience maturity.

Certified Patient Champion®



This entry-level certification introduces foundational strategies for improving patient experience across key touchpoints. Perfect for staff and front-line team members, this program builds a shared language around empathy, service consistency, and patient trust.

Certified Patient Relationship Advocate®



Designed for mid-level leaders and department heads, this training focuses on leading patient experience initiatives, building team alignment, and implementing measurable improvements in real-world settings. Ideal for individuals looking to lead the charge in PX transformation.

Certified Master of Patient Experience®



Our most advanced certification, this program is built for executives and senior decision-makers who want to architect and sustain enterprise-wide patient experience excellence. Participants walk away with a full strategy blueprint tailored to their organization's culture, goals, and future growth.

Certified Impactful Communicator®



A powerful, practical training program that equips providers and staff with the skills to connect clearly and compassionately with patients and families. From tone and timing to emotional intelligence and listening skills, this program transforms communication at the front lines of care.

Where Do I Start?

The best way to get to know us is to jump on a short Zoom call. Let's connect as humans and explore how we can support your mission. We believe the more you know about us, the more confident you'll feel in what we can bring to your organization.

Book Your Zoom Call Today!

Contact Us

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About Us

LearnLogic® has been delivering world-class training and strategy solutions for over 30 years. Led by our CEO Nicholas Webb, ranked among the Top 30 Global Experts for eight consecutive years and the author of multiple #1 bestselling business books—we partner with organizations to drive hyper growth, innovation, and customer experience excellence.

Our proprietary research is unmatched and updated monthly to ensure relevance and impact. From Fortune 500 companies to small and midsize businesses, we bring the same high-level expertise to every client at a price they can afford. At LearnLogic®, workforce development and strategic excellence aren't just services—they're our passion.

Backed by Research from Multiple #1 Bestselling Books

Our training programs are built on the best research in the industry, backed by multiple number-one bestselling books authored by our CEO, Nicholas Webb. These books have been used by some of the world's top brands to guide their employee and customer insights, shape their workforce development strategies, and build impactful training programs that deliver measurable results.





Up-to-Date Insights Through Our TrendGPS™ Insight Methods

We also leverage our proprietary TrendGPS™ insight methods, which allow us to continuously track emerging trends and feed fresh research into every program we deliver. In a time of rapid and chaotic change, this ensures our clients always receive the most current and relevant workforce development insights to keep their teams ahead of the curve.

Serving Great Organizations

At LeaderLogic, LLC, we've spent decades helping some of the world's most respected brands grow and succeed through award-winning insights, keynote speaking, training, and advisory services. LearnLogic® is our wholly owned service product, created to bring that same enterprise-level expertise to small and midsize organizations. No matter your industry or team size, LearnLogic® delivers the proven tools, fresh research, and practical training needed to drive measurable growth, build stronger teams, and help you thrive in a time of rapid change.



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