

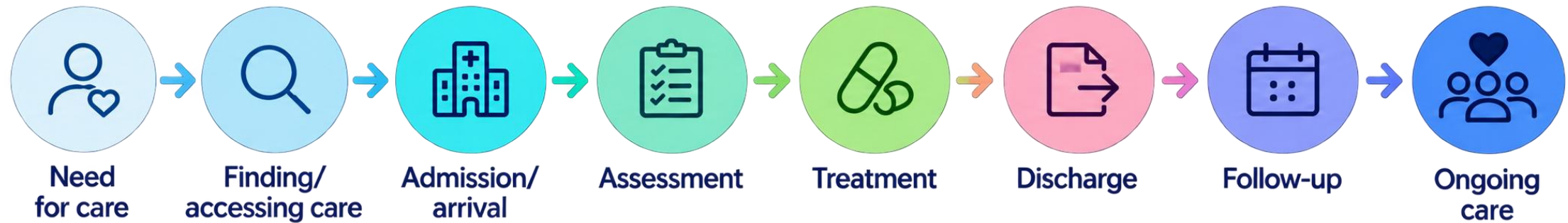
Improving the Patient Journey: Understanding experiences across the continuum of care

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HASA Quality Summit 2026

**“Would you bring your loved one
for treatment at the hospital
where you work?”**

Patient Experience spans the full journey – before it's needed, during and beyond

Patients don't experience individual parts – they see the whole journey



Excellent parts $\neq$ an Excellent journey

- Behind every journey point is a person who enables that journey to the next
- Our challenge lies in creating a connected experience while navigating operational pressures & processes

Why does this matter?

Influences perception of...

Trust

Safety

Associated with lower
readmission rates

Quality of Care

Extends into...

**Outcomes -
Adherence &
Cooperation**

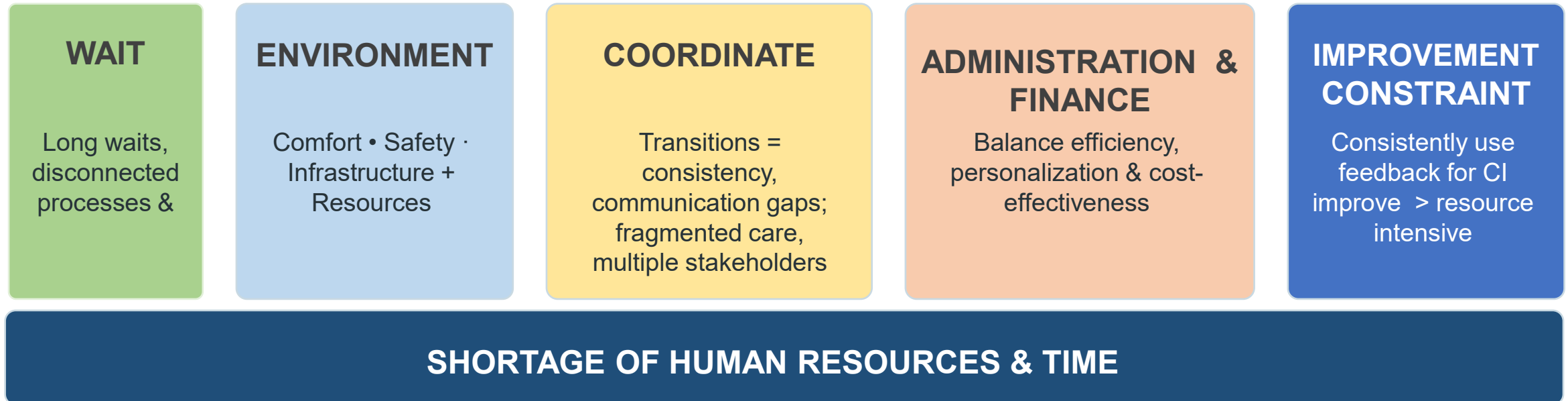
**Future choices &
Long-term
engagement**

**Likelihood to
recommend**

“How patients feel, or experience how they are treated, greatly impacts their willingness to continue to engage with the healthcare system”,

Where does experience break down?

We may not remove every barrier, but we can choose *how we show up*.



- The pressure to deliver can **crowd out the human connection** patients need.
- Most influential factor is communication - visible and personal.

What Matters Most to Patients?

The Picker Institute Principles of Person-Centred Care

01

Communication

Clear, reliable information at the right moments.

Help patients understand their treatment, supports self-care – and is strongly associated with clinical competence.



Shapes the overall journey.
Builds confidence

2



Access

3



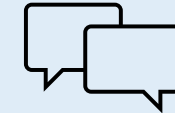
Safe treatment

4



Coordinated care

5



Involved in decisions

6

Involve patient-
family / support
network

7



Empathy and respect

8



Physical & Environment

Start with what matters to the patient — not what is easiest for the organisation to measure.

Enablers of a better patient journey

A simple framework for practical improvement.



The goal: a journey that is connected, consistent and human.



KNOW | Understand Our Patients

Listen for what matters — and for what the feedback score alone cannot tell us.

HUMAN FACTOR

- Requires a **dedicated commitment** to intentional communication & person-centered interactions. (Ng, 2024)
- **Listen to** patients & specifically **involve families** and carers across different stages of the journey.
- **Look** for the unseen unmet needs, inclusivity barriers (include verbal & non-verbal, beliefs, cultural differences, equity), expectations and moments of uncertainty.

CONNECT THE DOTS

- We have pieces of data – connect quality & process data into **one view**
- **Analyse** quantitative data alongside patient stories.
- **Review listening mechanisms** to uncover what matters to patients: quality records, survey content, feedback & social media platforms, patient stories, patient advisory councils etc.

Ask: “What does the patient experience and why does it matter to them?”



DESIGN | Make the journey easy, seamless & personal

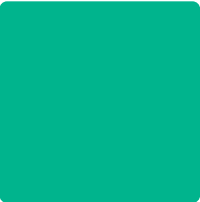
Design around the patient with the end in mind

EASY Reduce unnecessary effort, confusion and repetition. Reduce process waste.

SEAMLESS Strengthen the start, handovers, and continuity.
One connected team. One Patient Journey.

PERSONALISED Adapt communication and care to individual needs and preferences.
Include the patient at each point and pivotal transition.
Include environmental design – reduce anxiety, enhance healing and sense of safety, condition appropriate

Find the friction → understand the cause → redesign the experience.



CONNECT | Technology in service of the human touch

Use technology to connect the journey - not replace human connection.

- 1 Before admission:**
Simplify access, pre-registration and reminders.
- 2 During care:**
Connect information across teams — freeing time for personalised care. Educate during care.
- 3 Transitions & discharge:**
Prevent information gaps and identify patients needing additional support.
- 4 Across the journey:**
Use data and AI appropriately to anticipate needs, prediction models and continuously adapt

MAKE IT PRACTICAL

Start small – pilot programmes • Protect the human touch
Use patient accessible platforms.

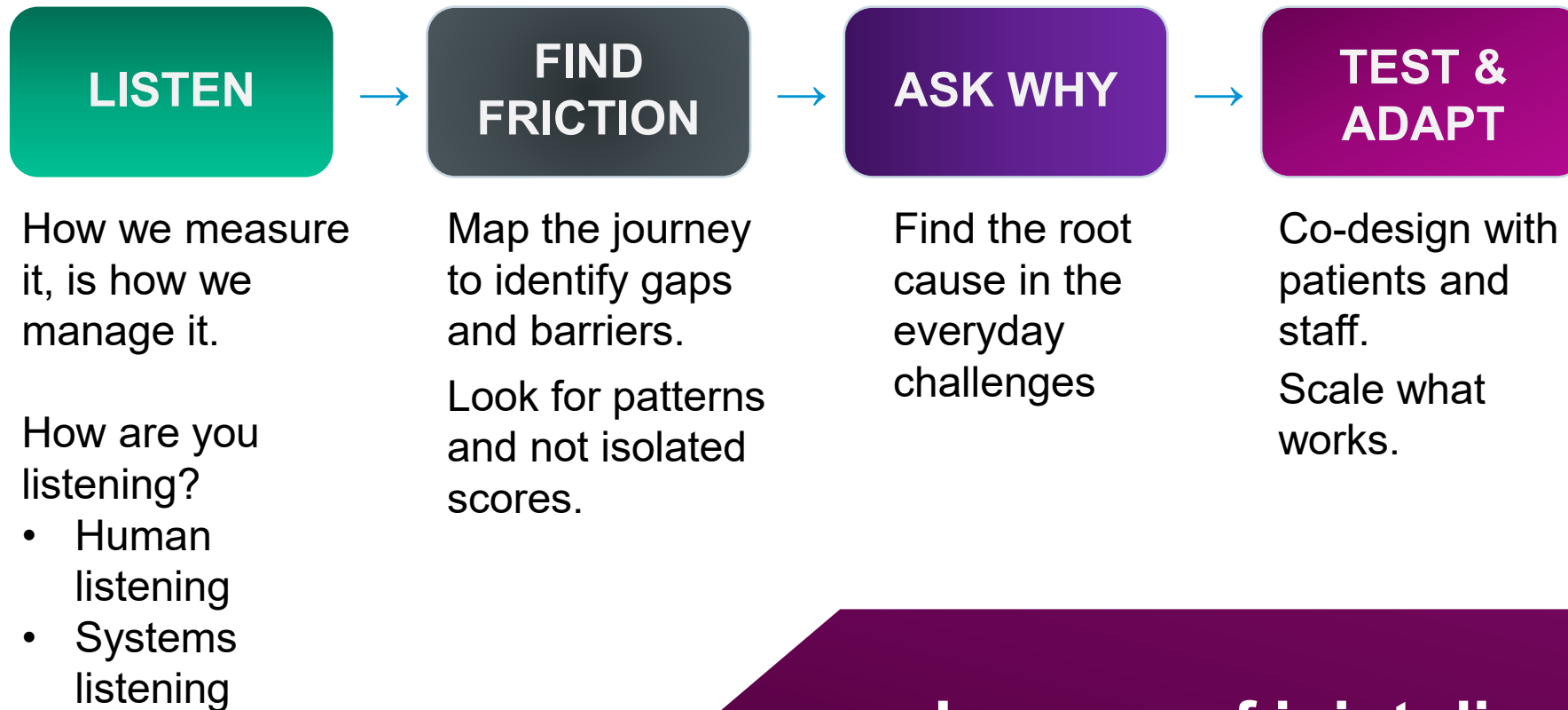
ENABLE | Our People are the Continuum

- CLARITY** Clear service expectations and standards
- CAPABILITY** Communication, listening, emotional empathy and service skills, confidence to solve problems.
- TOOLS** Processes, information and technology that help
- LEADERSHIP** Visible support, reinforcement and role-modelling
- PROTECT** Well-being, morale & psychological safety.

We have to invest in the people who create the experience.

LEARN | Turn data into improvement

Listen · Learn · Adapt · Repeat



Journey of joint discovery to challenge the impossibles...

KNOW · DESIGN · CONNECT · ENABLE · LEARN

“Would you bring your loved one for treatment at the hospital where you work?”

**Improve the patient journey
for a tangible change for the people
you love most.**

How can you help?