

PXI CERTIFIED PATIENT EXPERIENCE PROFESSIONAL (CPXP) CLASSIFICATION SYSTEM

Domain I: Partnership and Advocacy	<i>Classification</i> 010000
Task 1: Engage patients, residents, and family to reinforce their role as critical partners in the overall healthcare experience.	010100
Knowledge of:	
a. Patient rights and responsibilities	010101
b. Cultural competency/diversity	010102
c. Effective boundaries	010103
Skill in:	
a. Communicating effectively	010104
b. Demonstrating ability to modify approaches (agility)	010105
c. Anticipating needs and goals	010106
d. Demonstrating empathy and understanding	010107
e. Collaborating with patients, residents, and families	010108
Task 2: Advocate for and drive implementation of patient, resident, and family engagement policies and practices to advance a culture of patient, resident, and family partnership.	010200
Knowledge of:	
a. Patient, resident, and family engagement practices and strategies	010201
b. Patient, resident, and family rights and responsibilities	010202
c. Cultural competency/diversity	010203
Skill in:	
a. Communicating effectively	010204
b. Demonstrating ability to modify approaches (agility)	010205
c. Anticipating needs and goals	010206
d. Collaborating with appropriate stakeholders	010207
Task 3: Ensure that patient, resident, and family concerns and complaints are heard, understood, and addressed.	010300
Knowledge of:	
a. Complaints and grievance management process and policies	010301
b. Service recovery principles and models	010302
c. Risk management process	010303
d. Patient rights and responsibilities	010304
e. Cultural competency/diversity	010305
f. Ethical theories	010306
Skill in:	
a. Communicating effectively	010307
b. Demonstrating ability to modify approaches (agility)	010308
c. Anticipating needs and goals	010309
d. Demonstrating empathy and understanding	010310
e. Collaborating with appropriate stakeholders	010311
f. Applying ethical theory/ethical analysis	010312
g. Identifying gaps in service performance against the standards	010313

Domain II: Measurement and Analysis	020000
Task 1: Gather data on patient, resident, and family experience through various collection methods.	020100
Knowledge of:	
a. Feedback collection processes or mechanisms	020101
b. Benefits and limitations of data collection methods	020102
c. Applicable regulatory requirements	020103
Skill in:	
a. Communicating regulatory requirements	020104
b. Selecting appropriate feedback method(s) aligned with goal(s)	020105
c. Collaborating with appropriate stakeholders in gathering data	020106
Task 2: Analyze, interpret, and integrate data on patient, resident, and family experience from various sources to identify trends, strengths, and opportunities for improvement.	020200
Knowledge of:	
a. Descriptive statistics	020201
b. Measurement terminology	020202
c. Qualitative and quantitative feedback	020203
d. Data analysis and reporting methods and formats	020204
Skill in:	
a. Conducting customized analysis	020205
b. Applying descriptive statistics to analyze data	020206
c. Identifying data trends, themes, strengths, and opportunities	020207
d. Integrating qualitative and quantitative feedback	020208
Task 3: Communicate data and feedback to stakeholders to inform, motivate, inspire, encourage, and support action that improves the patient, resident, and family experience.	020300
Knowledge of:	
a. Feedback collection processes	020301
b. Measurement terminology	020302
c. Stakeholder learning level	020303
d. Organizational vision, mission, values, and strategy to connect data and feedback to the shared purpose	020304
e. Communication strategies, processes, and formats	020305
Skill in:	
a. Interpreting, explaining, and presenting analysis findings	020306
b. Using data and feedback to create, collaborate, or facilitate the creation of action plans	020307
c. Customizing and adapting communication to the different stakeholders	020308

Domain III: Design and Innovation	030000
Task 1: Champion the creation of an ideal patient, resident, and family experience through anticipating needs and a focus on increasing value.	030100
Knowledge of:	
a. Process improvement methods	030101
b. Experience design and mapping	030102
c. Healthcare management and operations	030103
d. Best practices inside and outside the healthcare environment	030104
Skill in:	
a. Demonstrating empathy and understanding	030105
b. Convening diverse stakeholders and cross functional teams	030106
c. Thinking beyond the current state and scope	030107
d. Observing behavior	030108
e. Thinking critically	030109
f. Understanding the organization's current culture	030110
Task 2: Drive innovation and change to influence the design, processes, and systems affecting the patient, resident, and family experience.	030200
Knowledge of:	
a. Advancements in service excellence	030201
b. Change leadership/management principles	030202
c. Collaboration practices that engage appropriate stakeholders and patients, residents, and families	030203
Skill in:	
a. Making recommendations on the use of technology and information solutions	030204
b. Challenging the status quo	030205
c. Mobilizing commitment and building excitement	030206
d. Asking questions to promote insights and possibilities	030207
e. Managing resistance	030208
f. Utilizing tact and diplomacy	030209
g. Communicating effectively	030210
h. Building consensus	030211
i. Understanding and overcoming resistance	030212
Task 3: Encourage and contribute to continuous improvement efforts focused on driving performance excellence, organizational efficiency, and positive experience outcomes.	030300
Knowledge of:	
a. Process improvement methods	030301
b. Healthcare management and operations	030302
Skill in:	
a. Influencing and communication	030303
b. Facilitating	030304
c. Understanding and overcoming resistance	030305
d. Mobilizing commitment and building excitement	030306

Domain IV: Organizational Culture and Leadership	040000
Task 1: Translate experience strategy into measurable action plans, reinforcing shared accountability and supporting effective implementation, in collaboration with various stakeholder groups.	040100
Knowledge of:	
a. Organizational goals, strategy, and objectives	040101
b. Current organizational state (history, culture, operations, data, process, and organization structure)	040102
c. Resources needed and currently available to execute the action plan	040103
d. Existing and potential tools, methods, and framework for project management, change management, and process improvement	040104
e. Principles and practices of service excellence	040105
f. Ethical theories	040106
Skill in:	
a. Leading and facilitating groups and teams	040107
b. Applying analytical and critical thinking to a broad range of situations	040108
c. Applying process improvement methods	040109
d. Communicating effectively	040110
e. Applying ethical theory/ethical analysis	040111
Task 2: Promote employee engagement practices and processes to encourage and support an organization culture of caring and connection to purpose.	040200
Knowledge of:	
a. Organizational goals, strategy, and objectives	040201
b. Current organizational state (history, culture, operations, data, process, and organization structure)	040202
c. Awareness or understanding of resources needed and currently available to execute plans	040203
d. Existing and potential tools for rewards, recognition, and employee engagement	040204
e. Evidence of how the patient experience impacts various stakeholders	040205
Skill in:	
a. Communicating effectively	040206
b. Building effective relationships	040207
c. Using influence and persuasion skills to establish credibility and effect positive change	040208
d. Articulating a compelling business case for improving the patient, resident, and family experience	040209

Task 3: Support the development of stakeholders to enhance individual and organizational competency and to achieve consistency in delivering an optimal experience.	040300
Knowledge of:	
a. Principles and methods of coaching and process improvement	040301
b. Resource availability internally and externally to support learning and growth	040302
c. Various methods for giving feedback (including courageous or crucial conversations)	040303
d. Personal leadership styles and how they impact coaching relationships	040304
e. Internal and external best practices	040305
f. Standards, principles, and practices of service excellence	040306
g. The importance and use of recognition in shaping individual behavior	040307
Skill in:	
a. Observing individuals performing service encounters	040308
b. Understanding the current state in order to conduct a gap analysis	040309
c. Identifying gaps in service performance against the standards	040310
d. Providing pertinent feedback including recognition	040311
e. Fostering transformation, learning, and growth	040312