

Welcome

Creating a patient centered environment



Who we are

- Comprehensive Cancer Center in the Netherlands
- Research and patient care under one roof
- More than 14.000 new cancer patients annually
- Integrated model: care, research and innovation



***"Everything we do
starts with the patient."***

Why Environment Matters

Cancer care is more than medical treatment

Patients experience:

- Anxiety
- Uncertainty
- Long treatment trajectories
- Physical and emotional burden

Research and accreditation frameworks increasingly recognize that the care environment influences:

- Patient experience
- Well-being
- Satisfaction
- Perceived quality of care

Our vision

Patient-Centered Care at NKI

Four pillars:

1. Patient involvement
2. Healing environment
3. Hospitality
4. Digital support

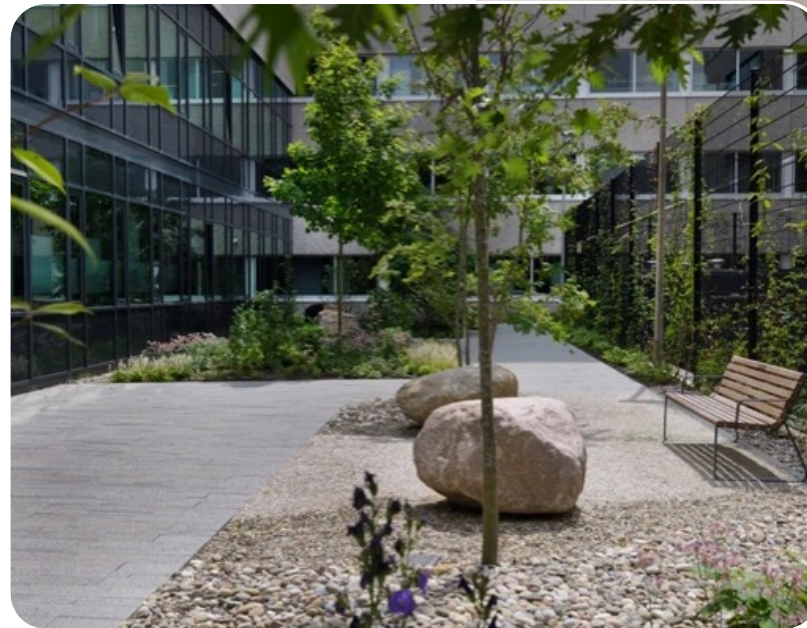


Designing for Patients

The Physical Environment

Examples at NKI:

- Clear wayfinding
- Daylight and transparency
- Comfortable waiting areas
- Accessible facilities
- Quiet spaces
- Family-friendly environment



"Reduce stress wherever possible."

Hospitality as Part of Care

Patients often visit dozens of times.

Therefore we focus on:

- Warm welcome
- Personal attention
- Friendly communication
- Comfortable facilities
- High-quality food and catering



The Patient Voice

Co-Creation with Patients

Patients help shape:

- Information materials
- Digital services
- Facility improvements
- New care concepts

Examples:

- Patient advisory boards
- Patient surveys
- Experience-based improvements



Digital Patient Experience

Supporting Patients Beyond the Hospital

Examples:

- Patient portals
- Digital information
- Online appointment access
- Shared decision making tools

Goal: More control for patients.



Supporting Families

Cancer Affects More Than the Patient

We provide:

- Space for family members
- Information support
- Psychological support
- Comfortable waiting and meeting areas



Research Meets Care

A Unique NKI Strength

At AVL:

- Research and care are integrated
- Patients can participate in clinical studies
- Innovations rapidly reach the clinic



Measuring What Matters

How We Monitor Success

We measure:

- Patient experience
- Patient-centered outcomes
- Satisfaction scores
- Quality indicators
- Continuous improvement initiatives

Patient quality
indicator:

9



Future Ambitions: The Next Step

Focus areas:

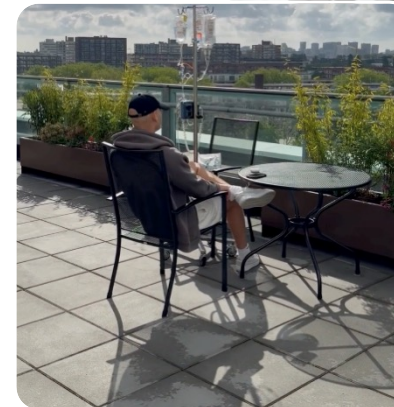
- More personalised care environments
- Digital innovation
- Better patient participation
- Sustainable healthcare facilities
- Further improving the patient journey



Key Takeaways

Three Lessons from NKI

1. Environment is part of treatment
2. Patients should help design care
3. Hospitality and humanity matter as much as technology/innovation



Thank you

*"Excellent cancer care starts
with understanding what patients truly need."*

