

FOR IMMEDIATE RELEASE:

## **ImageFIRST Now an Organizational Sponsor of The Beryl Institute**

King of Prussia, PA – February 16, 2016 – ImageFIRST, a leading healthcare laundry services provider, announced that they are now an organizational sponsor of The Beryl Institute. As an organizational sponsor, ImageFIRST will be given opportunities to help healthcare organizations determine how they can improve the experiences that patients have at a healthcare facilities.

The Beryl Institute is a global organization that is committed to helping healthcare facilities and professionals improve the patient experience through collaboration and shared knowledge. The Institute is comprised of healthcare leaders who share insights, perspectives, and backgrounds on improving patient experience. Through this collaboration, they were even able to come up with their own unique definition of the patient experience as seen on their [website](#).

One of the biggest reasons that ImageFIRST chose to partner with The Beryl Institute this year is because, like them, the Institute puts the patient's experience first. The Institute works to provide healthcare organizations with the knowledge and tools that they need to help improve patient experience. To help enhance a patient's experience, ImageFIRST gives healthcare facilities the opportunity to take advantage of their exclusive and innovative Comfort Care Line. Their Comfort Care products are exceptionally soft, available in various style, and can be used at different types of medical facilities.

ImageFIRST is slated to attend The Beryl Institute's Patient Experience Conference on April 13-15. This conference is the biggest independent vendor/non-provider hosted event that brings healthcare professionals from all over the globe together to learn how they can improve the patient experience. Those who are interested in attending should come prepared to build relationships and network.

To learn more about ImageFIRST, their recent partnership with The Beryl Institute, or their Comfort Care Line, please call them at 1-800-932-7472, or fill out a contact form on their website, <http://www.imagefirst.com/>.

### **About ImageFIRST:**

Founded in 1967, ImageFIRST is the largest and fastest growing national linen rental and laundry service specializing in the outpatient medical market. ImageFIRST's 36 locations nationwide serve over 5,500 medical offices every week, providing linen, patient gowns, scrubs and much more while partnering with facilities to better manage linen inventory. With a customer retention rate of over 95%, ImageFIRST is dedicated to improving patient satisfaction through quality linens and remarkable service: their Comfort Care gowns product line increases patients' favorable perception of a facility by more than 50%.

For more information about ImageFIRST, the cost-effective solution for greater patient satisfaction, please visit <http://www.imagefirst.com/>.

### **About The Beryl Institute:**

The Beryl Institute is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge. They define patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care.

To learn more about the Institute, please visit [www.theberylinstitute.org](http://www.theberylinstitute.org).

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