## **Summary:**

The Patient's View of Caring Matters presentation overviews the strong alignment of experience with safety and quality and the need for all three aspects of care to intertwine. Evidence indicates in many cases the impact of experience on the patient's clinical outcomes and the importance of understanding the differences in understanding the patient's "satisfaction" versus the impact of their overall perception of the care experience. Simplifying the improvement of patient experience and a discipline to provide highly reliable expected experiences will be noted. Best practices and proven approaches for providing caring encounters and overall patient focused experiences in the ambulatory setting will be shared.