

“Redefining Comfort and Dignity in Patient Care”

In conversation with

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President

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Q1. According to you, how has PatientStyle contributed to the overall patient experience for the ones who have used your products?

Since the passage of the Affordable Care Act (ACA) in the USA in 2010, hospitals have been looking at how they can improve the patient experience. The ACA law includes a provision focused on quality of care, with patient survey results impacting cost reimbursements from the federal government. PatientStyle, founded in 2010, has been well-positioned to address this need.

Most patients who use traditional hospital gowns describe them as “horrible,” “demeaning,” and “belittling.” They feel more vulnerable when wearing them, when they are already in a vulnerable position due to a hospital stay. PatientStyle developed gowns that not only address the patient concerns of modesty, dignity, and comfort, but also the needs of healthcare professionals who require proper access during exams and procedures. Patients have stated that they “loved” the gowns, and that they felt much more comfortable not just physically, but emotionally. Healthcare professionals have reported an increase in mobility of patients due to not being ashamed to leave the hospital bed and walk around fully covered, resulting in faster recoveries and earlier departures for patients.

Q2. What has been the focal aim or vision for PatientStyle as it gears up to expand into the Middle East?

Initially, we believed that our signature Modesty Gown would be the logical product to offer for the MENA region. After speaking with healthcare executives in the region, we have learned there is also a need for our other adult and pediatric product offerings. With a focused catalogue of products for men, women, and children, and the ability to offer custom colors, prints, and logos, we feel that PatientStyle is well-positioned to meet those needs.

Q3. How will PatientStyle products differ from the ones that are operational in the region?

PatientStyle gowns offer complete coverage, comfort, convenience, and dignity. Our signature fabrics offer warmth and superior softness, and over time with washing our gowns actually get softer. Our gowns are unique in that they wrap in the back and tie on either the left or right side, allowing patients to dress themselves discretely, and healthcare professionals to focus on clinical care. PatientStyle products are made to last and can hold up in over 100 washes in an industrial laundry. From our research, we have determined that no other provider of hospital gowns in MENA has a comparable offering.

Q4. According to you, which exclusive product or feature provides PatientStyle the competitive edge?

Without a doubt, our signature wrap around designs. This clever innovation allows patients to dress themselves independently and discreetly, with the convenience of ties on both sides for both right and left handed persons. This design is obviously appreciated by patients, but also valued by healthcare professionals who can focus on delivering care instead of spending time helping patients dress and undress.

Q5. What is your vision for your expansion plan in Saudi Arabia?

Our goal is to elevate the patient experience at all healthcare centers. If we are successful, patients will be less apprehensive and more amenable when receiving medical care, thus improving patient outcomes. And healthcare providers will understand that investing in patient comfort and dignity is just as important as well-appointed rooms and centers (and less expensive to do so).

