



Vita Steina

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WORK EXPERIENCE

20/02/2023 – CURRENT Riga, Latvia

ADVISOR TO HEALTH MINISTER OF LATVIA IN PATIENT EXPERIENCE ISSUES HEALTH MINISTER OF LATVIA

01/02/2021 – CURRENT Nashville, United States

GLOBAL COUNCIL, MEMBER THE BERYL INSTITUTE

To raise awareness about Human experience in the health sector.

2022 – CURRENT Europe

MEMBER OF STEERING COMMITTEE THE VOICES PROJECT, [HTTPS://VOICESPROJECT.EU](https://voicesproject.eu)

Design, implementation, and evaluation of a children Patient-Reported Experience Measures (PREMs) Observatory on hospitalization and identification of a common PREMs questionnaire for pediatric patients, by directly involving children and parents' representatives, and practitioners.

01/09/2019 – 26/07/2022 Riga, Latvia

HEAD OF PATIENT EXPERIENCE AND CUSTOMER SERVICE CHILDREN'S UNIVERSITY HOSPITAL, LATVIA

Patient experience strategy and improvement plan – implementation, management. Development, implementation, analysis and improvement of patient feedback (PREM).
Person centered care approach- implementation in cooperation with Planetree (www.planetree.org).
Collaboration with all clinics and care departments to make improvements. Employee well being program - development and management of psycho-emotional support.
Customer service - development and management of service excellence strategy and action plan.
Implementing service recovery. Management of Application and Admission process. 80 employees.

22/08/2016 – 01/09/2020 Riga, Latvia

HEAD OF COMMUNICATIONS CHILDREN'S UNIVERSITY HOSPITAL, LATVIA

Planning and management of internal and external communications. Crises communication. Event management.

01/09/2012 – 01/09/2014 Riga, Latvia

HEAD OF MARKETING STENDERS

Developing and managing marketing strategy at 24 export countries. Leading marketing campaigns and day to day marketing management.

01/06/2007 – 25/06/2012 Riga, Latvia

STRATEGIC DIRECTOR AND CONSULTANT PR AGENCY "PUBLIC RELATION SERVICES", "V.S.CO"

PR strategies and project management for: Citadele (national bank); GE Money Bank and NGO Money Planning Centre; TELE2 (telecommunication operator); Stenders (cosmetic products); Merck Serono (pharmaceutical); Gallery Centre (shopping mall); Mols (shopping mall); Elkor Plaza (shopping mall); Podium (shopping mall); Metropolia (real estate developer); Soleville (real estate developer); Arida (real estate developer); Med Record Bank (private medicine data bank).

02/09/2004 – 25/09/2007 Riga, Latvia

PR CONSULTANT MCCANN ERICKSON

PR strategies and projects for: Scania Latvia (truck dealer); Spice (Shopping mall); STATS invest (real estate, construction); LPUF (association of Latvian food and beverages); Kekava, Lielzeltini (food producer); Spilva (food producer); Rigas piena kombinats (food producer); Dino Zoo (pet store network).

01/09/2002 – 25/06/2004 Riga, Latvia

PR CONSULTANT RKT PUBLICITATE

PR projects for: Emils Gustavs factory (food producer); Mazda (official regional representative in Scandinavia and Baltics); Town hall of Palanga (city in Lithuania); THINK (social project for disable people); Latvian Samaritan Union (social services).

● **EDUCATION AND TRAINING**

01/09/2011 – 31/05/2013 Riga, Latvia

EXECUTIVE MBA Stockholm School of Economics (SSE Riga)

Address Riga, Latvia | **Website** <https://www.sseriga.edu/>

01/09/2004 – 31/05/2008 Riga, Latvia

BACHELOR IN BUSINESS STUDIES International School of Economics and Business Administration

Address Riga, Latvia | **Website** <https://www.riseba.lv>

01/09/2000 – 31/05/2004 Riga, Latvia

BACHELOR OF SOCIAL SCIENCES University of Latvia

Address Riga, Latvia | **Website** <https://www.lu.lv/>

01/02/2022 – CURRENT United States

ADVANCED LEADERS CERTIFICATE PROGRAM The Beryl Institute

Address United States | **Website** <https://www.theberylinstitute.org/page/BOKCompareCertificates>

● **LANGUAGE SKILLS**

Mother tongue(s): **LATVIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	B2	C1	C1
RUSSIAN	B1	B1	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

- **DIGITAL SKILLS**

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