



Vita Steina



EDUCATION AND TRAINING

31/08/2011 – 30/05/2013 Riga, Latvia

Executive MBA Stockholm School of Economics (SSE Riga)

Website <https://www.sseriga.edu/>

31/08/2004 – 30/05/2008 Riga, Latvia

Bachelor in Business Studies International School of Economics and Business Administration

Website <https://www.riseba.lv>

31/08/2000 – 30/05/2004 Riga, Latvia

Bachelor of Social Sciences University of Latvia

Website <https://www.lu.lv/>

31/01/2022 – CURRENT United States

Advanced Leaders Certificate Program The Beryl Institute

Website <https://www.theberylinstitute.org/page/BOKCompareCertificates>

LANGUAGE SKILLS

MOTHER TONGUE(S): Latvian

Other language(s):

English

Listening C1

Reading B2

Writing C1

Spoken production B2

Spoken interaction C1

Russian

Listening B1

Reading B1

Writing A2

Spoken production A2

Spoken interaction A2

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

WORK EXPERIENCE

20/02/2023 – 16/09/2023 Riga, Latvia

Advisor to Health Minister of Republic of Latvia Health Ministry of Latvia

Introduced the concept of value-based healthcare, developed a patient experience approach on national scale, developed 4 year strategic cooperation offer to WHO with the aim to enhance patient safety, improve patient experience and health care workforce experience.

31/01/2021 – CURRENT Nashville, United States

Global Council, member The Beryl Institute

To raise awareness about Human experience in the health sector.

01/04/2022 – CURRENT Riga, Latvia

Member of Steering Committee <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 parent's representatives, and practitioners.

31/08/2019 – 31/07/2022 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.

21/08/2016 – 31/08/2020 Riga, Latvia

Head of Communications Children's University Hospital, Latvia

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

31/08/2012 – 31/08/2014 Riga, Latvia

Head of Marketing Stenders

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

31/05/2007 – 24/06/2012 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).

01/09/2004 – 24/09/2007 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); Rīgas piena kombināts (food producer); Dino Zoo (pet store network).

31/08/2002 – 24/06/2004 Riga, Latvia

PR consultant RKT Publicitate

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

DIGITAL SKILLS

canva | Power Point | Microsoft Office, Microsoft Word, Microsoft Excel, Outlook, Facebook, Google | Social Media (Facebook, Twitter, Instagram, LinkedIn)