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**GCX Corporation Joins The Beryl Institute Community**

*Membership provides connection to largest community of healthcare leaders committed to improving the patient experience*

**Petaluma, CA (August 22, 2017)** – Dedicated to improving the patient experience for the patients and families they serve, GCX Corp, the market leader in medical instrument and IT mounting solutions, recently joined The Beryl Institute community as an organizational member. Organizational members create market distinction by supporting a culture where staff at all levels have access to patient experience resources and show their understanding that patient experience is an integration of quality, safety and service.

“As our GCX Patient Engagement product line continues to expand to meet growing demand from hospitals worldwide, we welcome the opportunity to both share and learn from healthcare leaders within The Beryl Institute community who also are dedicated to elevating the patient experience,” said Dave Mikulak, GCX Director of National Accounts.

The Institute serves as a resource for shared information and proven practices, a dynamic incubator of leading research and new ideas and an interactive connector of leaders and practitioners. With this membership, GCX gains access to the growing number of resources that will support leading a positive patient experience effort at their organization.

“We are honored GCX has joined The Beryl Institute community as an organization member. This action represents their clear, public and committed stand on the importance and impact of a positive patient experience,” said Jason Wolf, president of The Beryl Institute. “In becoming an organizational member, GCX, has reinforced a central point in healthcare today, that people across all roles in healthcare can and do impact the patient experience and should have access to information and colleagues that will support them in their efforts.”

For more information on GCX Corporation, contact Kevin Merritt, Director of Marketing, at (800) 228-2555, Ext. 713.

**About GCX**

GCX Corporation, based in Petaluma, Calif., has been providing medical instrument and IT mounting solutions for the healthcare industry since 1971. It sells directly to hospitals as well as through original equipment manufacturers (OEM). Major product lines include wall mounts, roll stands, ceiling mounts, countertop mounts, pole mounts, and a variety of mounting accessories. GCX mounting solutions feature space-saving, ergonomic designs to improve both equipment and patient access. The company has offices in North America, Europe and Taiwan. It also operates warehouse and production facilities in Petaluma; El Paso, Texas; and New Taipei City, Taiwan. For more information, visit [www.gcx.com](http://www.gcx.com).

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## About The Beryl Institute

The Beryl Institute is the global community of practice dedicated to improving the patient experience through collaboration and shared knowledge. It defines patient experience as the sum of all interactions, shaped by an organization's culture, that influence patient perceptions across the continuum of care. For more information about membership with The Beryl Institute, visit <http://www.theberylinstitute.org/>.

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