

Tony Padilla, MBA  
Director, Patient Affairs  
UCLA Health  
Los Angeles, CA

Tony Padilla has dedicated his career to improving the patient experience. He leads UCLA Health's efforts in fostering a patient-centered culture through its CICARE philosophy. Mr. Padilla was instrumental in the implementation of CICARE and its success in raising UCLA's HCAHPS "hospital rating" scores from the 26th percentile in 2007 to the 97th percentile in 2012. Mr. Padilla partners with UCLA Health's patients, physicians, staff and executive team on an array of patient experience efforts.

Mr. Padilla is responsible for ensuring that CICARE is incorporated into UCLA's leadership practices, service training, employee selection and onboarding processes. He partners with the entire UCLA team to ensure that patients are true partners at each juncture of their experience. In partnership with the UCLA's Performance Excellence team and the UCLA Institute for Innovation in Health, Mr. Padilla works to make the voice of the patient a central component of UCLA's improvement paradigm. Mr. Padilla also oversees UCLA's Patient Advisor Program, Patient Liaison Services, Patient Satisfaction Surveys, Language Assistance, "Front Door" services, UCLA's Patient and Family Guest House, and a volunteer corp of over 3,000 individuals.

Mr. Padilla develops and instructs courses in Patient Advocacy at UCLA Extension and has served on the member advisory boards of UHC, The Picker Institute and the Beryl Institute. He earned his B.A. in Psychology from the University of Southern California and his MBA from Pepperdine University.