

**Steina, Vita**

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Vita Steina is a patient experience expert with over 20 years of communication experience. She pioneered patient experience initiatives at the Children's University Hospital in Latvia and now advances human experience at Riga East University Hospital and Pauls Stradins University Hospital. As an advisor to Latvia's Health Minister, she collaborates with WHO to improve the National Healthcare Quality Strategy. Vita leads as Chair of the Patient Experience Association of Latvia and is a Fellow and Global Council member at The Beryl Institute. She also lectures at Riga Stradins University, where she developed a course on Human Experience, integrating professional expertise with academic instruction.