



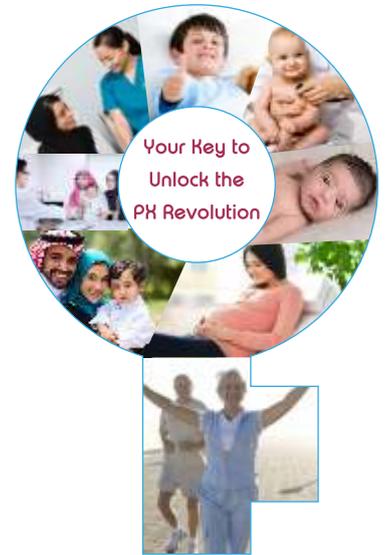
# PX Patient Experience Excellence Congress

18<sup>th</sup> - 19<sup>th</sup> March : Congress  
17<sup>th</sup> & 20<sup>th</sup> March : Masterclass  
Mövenpick Hotel, Riyadh (KSA)



Reimagining Patient Experience through Compassion, Science & Technology

## Transforming Patient Experience in Saudi Arabia with Smart Practices that Complement World-Class Hospitality



This conference is approved for **16 Patient Experience Continuing Education Credits (PXE)** through Patient Experience Institute (PXI)

### Top Futurists Talking Disruption, Innovation & Staying Patient Centric

**Eman Mohammed Alturaiki**



Director General – Patient Experience Center  
Ministry of Health Saudi Arabia

**H. E. Fatema Abdulwahed M Al.Ahmed**



Assistant Undersecretary for Human Resources and Services  
Ministry of Health Bahrain

**Chris Thrash**



President/CEO  
Chris Thrash & Associates USA

**Reem F. Bunyan**



Model of Care Leader  
First Health Cluster (E1 Cluster), Eastern Region & National Leader, Chronic Disease System of Care, Model of Care Initiative VRO – Ministry of Health Saudi Arabia

**Dr. Hassan Alrayes**



Senior Consultant Allergy & Immunology; Executive Advisor to the CEO  
King Faisal Specialist Hospital & Research Centre (KFSHRC)

**Dr. Majdah Shugdar**



Director General Assistant for Healthcare Accreditation Department  
CBAHI

**Dr. Qasem Al Salmi**



Director General  
Royal Hospital

**Sherene Azli**



CEO  
Malaysia Healthcare Travel Council



## Congress Overview

### TOTAL CARE: NEW AGE PX IMPERATIVE

As patient experience moves center stage at many of the nation's health systems, leaders responsible for this function are challenged with issues related to advancing the discipline with excellence.

Digital transformation and the transition to value-based care are pushing care providers to change their patient experience approach. Healthcare must look at people as needing total care – physically and emotionally, including their ability to be comfortable, connected and generally empowered with a sense of control over their care environment.

But many providers struggle to track patient preferences, centralize pertinent personalization data, and ensure a cohesive, positive patient experience across different providers in a network.

### PREPARE FOR THE FUTURE BY BRIDGING THE GAP

The *Patient Experience Excellence Congress* will bring together not only the service excellence champions but also patients to share their insights on transforming the healthcare experience through a smart intersection of compassion, science and technology.

*Join* the congress to:

*Make Connections* with other patient experience leaders.

*Be Inspired* to continue the journey to improve patient experience.

*Take Away New Ideas* to enhance your patient experience efforts

## Congress Format



Inspirational Keynote



Evidence based case studies



Plenary Session



Peer Networking Breaks



Leadership Talk



Interactive Masterclass



Stimulating Debate



Tech Innovation Zone



## Supporter & Partners

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SAUDI PATIENT SAFETY CENTER

SAHI  
الجمعية العلمية السعودية للمعلوماتية الصحية  
Saudi Association for Health Informatics

  
SCCS  
The Saudi Central Data Economy

  
الجمعية السعودية  
الخيرية لمرض الزهايمر  
SAUDI ALZHEIMER'S DISEASE ASSOCIATION

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MAGAZINE

MIDDLE  
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PROFESSIONALS IN THE MIDDLE EAST

MEDICAL EVENTS  
GUIDE



## Kingdom of Saudi Arabia Healthcare at a Glance

Saudi Arabia, with its well-established ICT infrastructure, offers an excellent meeting place for IT solutions to enhance healthcare services offered. Saudi's e-Health policy aims to implement a program in order to achieve its vision of a 'safe, efficient health system, based on the care centred around the patient, standard-oriented and supported by the e-Health'

VISION 2030 & NTP 2020 will accelerate the transformation of care through technology

KSA is the largest and fastest growing healthcare market in the GCC as it accounts for more than half (52.3%) the region's market and is estimated to reach SR92.6 billion (USD25 billion) by 2020

*-Empowered Consumers*  
Healthcare consumers in KSA want a digitally enabled care experience to better manage their health

MoH is implementing 85 Healthcare IT projects and working on another 22 initiatives to improve the acquisition, storage and sharing of data across all tiers of the health service.

Ministry of Health (MoH) intends to privatize 290 hospitals and 2,300 primary health centers by 2030. The move aims at improving the quality of healthcare thereby improving care experience

87 of 150 major healthcare infrastructure projects in the GCC due for completion in 2021 are in Saudi Arabia

Saudi Arabia is planning to build several medical cities in the Kingdom at a cost of US \$ 4.3 bn

2020 target highlight  
70% of citizens to have unified digital records by 2020

Attain acceptable waiting times across all stages of service delivery as the average waiting time to be seen at a hospital is 3-4 hours

2020 target highlight – increase the percentage of healthcare facilities reporting comprehensive performance and quality measures from 10% - 100%

**Eman Mohammed Alturaiki**



Director General –  
Patient Experience  
Center  
**Ministry of Health  
Saudi Arabia**

**H. E. Fatema Abdulwahed M AlAhmed**



Assistant  
Undersecretary for  
Human Resources  
and Services  
**Ministry of Health  
Bahrain**

**Chris Thrash**



President/CEO  
**Chris Thrash &  
Associates  
USA**

**Dr. Noura AlMadani**



Director of Nursing  
Performance  
Management General  
Directorate of Nursing  
**Ministry of Health  
Saudi Arabia**

**Dr. Abdulelah Alhawsawi**



Director General  
**Saudi Patient Safety  
Center** & Assistant  
Professor of Surgery  
Transplant Surgeon  
**King Abdulaziz  
University Hospital**

**Reem F. Bunyan**



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Health Saudi Arabia**

**Dr. Ahmed Mohammad Abu-Abah**



Advisor to  
**H.E Minister of Health**

**Dr. Hassan Alrayes**



Senior Consultant  
Allergy & Immunology;  
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CEO  
**King Faisal Specialist  
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**Dr. Majdah Shugdar**



Director General  
Assistant for Healthcare  
Accreditation  
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**Saudi Central Board  
For Accreditation of  
Health Care  
Institutions – CBAHI**

**Sherene Azli**



CEO  
**Malaysia  
Healthcare  
Travel Council**

**Dr. Fatina Al Tahan**



Director of Cancel  
Control Program,  
Supervisor of  
Women's Health  
**Ministry of Health  
Saudi Arabia**

**Dr. Khalid Alodhaibi**



CIO – Corporate  
at Medical Services  
Department, MSD  
**Ministry of  
Defense**

**Kathy Sienko**



Chief Nursing  
Officer  
**Aldara Hospital &  
Medical Centre**

**Hani Ayyad**



Chief Nursing  
Officer  
**Dr. Soliman  
Fakeeh Hospital**

**Dr. Zakiuddin Ahmed**



Program Director – RAHAH  
**King Saud University  
Prince Naif Health  
Research Center**  
& Project Director  
**Riphah Institute of  
Healthcare  
Improvement & Safety**

**Dr. Ali T. Asery**



Executive Director of  
Patient Experience  
**King Fahd  
Medical City**

**Dr. Taghreed Justinia**



Assistant Professor of  
Health Informatics  
Regional Director IT  
Services Technology &  
Health Informatics  
**King Saud Bin  
Abdulaziz University  
for Health Sciences,  
Ministry of National  
Guard-Health Affairs**

**Dr. Ghassan Abbas**



Director -  
Patient Experience  
Development  
Administration  
**King Fahd  
Medical City**

**Dr. Mohammed AlShareef**



General Director  
**Security Forces  
Hospital  
Makkah**

**Nahed S. Al Terairi**



Asst. Executive Manager  
for Patient Affairs &  
Patient Experience  
Manager  
**Dallah Hospital**

**Dr. Zuber M. Shaikh**



Director of Quality  
Improvement  
**Dr. Sulaiman  
Al Habib  
Medical Group**

**Dr. Fahad AlHemoudi**



Director –  
Patient Relations  
**Ministry of  
National Guard  
Health Affairs  
(MNG-HA)**

**Dr. Rana Al Mandil**



Director, Quality and  
Strategic Planning  
Administration  
**King Fahad  
Specialist Hospital  
Dammam**

**Mona Hussein**



Nursing Director –  
Comprehensive  
Cancer Centre  
**King Fahad  
Medical City**

**Abdulrahman Shahat**



Director of Digital  
Domain Transformation  
& Partnership  
**National Digital  
Transformation Unit**

**Jakob Fonager Sørensen**



Business Solution  
Manager  
**Getinge Cetrea A/S**

**Eng. Ahmad Attari**



Regional BU &  
Sales Manager –  
MENA Market  
**MATCON-Dream  
Think Imagine**

**Rene Louis**



Founder & CEO  
**Medify**

**Dr. Angelika Eksteen**



Director  
**Al Directions**

## Tackle your Greatest Challenges with Actionable Strategies on



### ROI in PX

Demonstrate Value of PX to Senior Leadership



### Co-Design Experience

Lead system-wide quality improvement through co-design innovation



### Sustainability

Strive for Continuous Improvement



### Patient Engagement

Establish & Maintain Impactful Partnerships



### Staff Experience

Support those who support your patients



### Breakdown Silos

Eliminating fragmentation of provision of care



### PX Measurement

Master the basics



### Senior Care

Ensure ongoing quality care for an aging population



### Home & Community Care

Engage with your hard-to-reach patients





# Who Should Attend

The conference will gather healthcare decision-makers and innovators who are committed to enhance person-centered care delivery initiatives:

## Hospitals & Providers



Public & Private Hospitals | Clinics (Primary, Secondary & Tertiary) | Ambulatory Services | Rehabilitation Centers | Pharmaceutical

## Government & Academia



Health Ministries | Industry Associations | Research Institutes | Health Authorities | Accreditation Body

## Payers



Public & Private Insurance Providers

## Job Titles

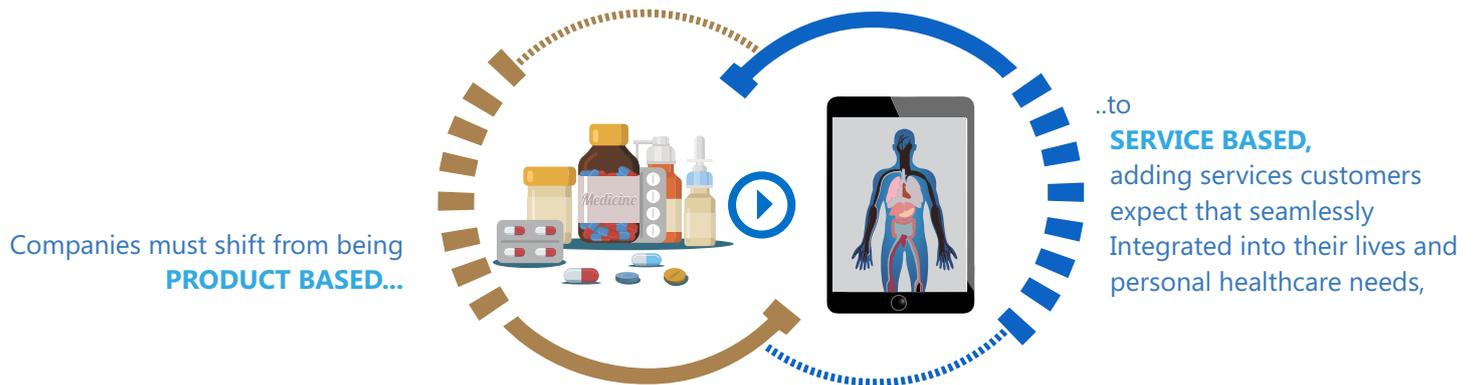
Strategic Leaders - President /CEO/COO /CIO/ VP

- ♥ Chief / Director - Nursing
- ♥ Chief Medical Officer
- ♥ Director – Health Informatics/IT
- ♥ Director/Head/Manager/Officer - Patient Experience  
Patient Care/ Patient Relations/ Patient Service /  
Patient Engagement / Patient Flow
- ♥ Director / Head /Manager / Officer - Quality & Safety
- ♥ Director / Head /Manager / Officer - HR & Operations
- ♥ Head/Manager - Marketing & Business Development
- ♥ Case Manager



## LEVERAGING SMART TECHNOLOGY AND CONNECTED DATA

redefines a new value exchange in healthcare-understanding customers' behaviors, along with their minds and hearts.



As a sponsor or exhibitor at the Patient Experience Excellence Congress, you will meet with decision makers from across the healthcare ecosystem actively seeking solutions to improve patient experience at their institutions.

This is your chance to be seen, be heard, and engage with our audience! Get your brand out in front of patient experience executives who want to meet you.

Reach key decision makers in patient experience who are eager to learn about your company's offerings.

The congress is a phenomenal platform gaining increased interest. If you're not there to make an impact, your competitors will be.



# Pre-Congress Masterclass (17th March 2019)

09:00 – 13:00

## At the HEART of Effective Leadership - Building A Culture of Excellent Patient Experiences

"At the HEART of Effective Leadership" is a dynamic 4-hour workshop led by Chris Thrash. This essential training session will coach leaders on what it takes to create excellent patient experiences and build a successful service culture. Participants will receive specific tools they need to build a successful service culture to dynamically improve and sustain the patient experience and employee engagement. The Blueprint for building a service culture of excellence will be presented.

"*At the HEART of Effective Leadership*" presents leaders with key components and best practices for creating the patient experience and provides great participant takeaways. Examples include:

- **Being a Supportive Coach**

Tune in to your employees' needs. Delegate projects based on their strengths and weaknesses.

- **Assessing Staff Performance as Low, Middle or High Performers**

Learn different ways of motivating people. How do you deal with each level of performance in your staff members?

- **Bringing Out the Best in Your Employees**

Help them grow so they'll contribute more and take pride in their work.

**Significant components** of this learning opportunity coach leaders on the powerful model of having HEART:

- Huddle Meetings
- Expectations
- Accountability
- Rounding
- Thank You Recognition
- **Huddle Meetings** - consistent times to meet with all staff members to remind them of service standards, reward and recognize, and clearly communicate important information about the organization.
- **Expectations** - reminding staff of your organization's behavioral expectations, goals and strategies for keeping the patient experience and employee engagement at high levels.
- **Accountability** - Build better relationships and improve performance by steering low performers, coaching middle performers and praising high performers.
- **Rounding** - Consistent times of visiting with patients and family members to make sure your organization is exceeding their expectations. It is also important to have regular scheduled times of rounding on your staff members to make sure they have what they need to do their jobs.
- **Thank You Recognition** - Writing thank you notes to staff members, implementing reward and recognition.

## About Masterclass Leader



### Chris Thrash, MBA, MHA

If you asked organizations why they have enjoyed working with Chris Thrash, they would tell you because of his over 25 years of healthcare experience he brings to each encounter. If you asked audiences why they love his messages, they would say because of the fun, energy and passion he always brings to each and every session.

Chris is an award winning speaker, writer and creator of training videos used by hospitals both nationally and internationally. His work has been recognized by the WorldFest International Film Festival. He is the author of several books: *Everyday Heroes*, *At the Heart of Effective Leadership*, *Service Culture: An Employee Handbook*, and *Leadership: Helping Others to Succeed*

Since forming his company in 1999, Chris Thrash and Associates have worked with many of the top healthcare organizations in the United States: Mayo Health, Johns Hopkins, New York University Hospital, and Wake Forest University Medical Center to name a few.



# Program Day One (18 March 2019)

08:30 Registration & Networking

08:50 Welcome Note from Conference Producer

09:00 Opening Remarks from Chairperson

**Dr. Rana Al Mandil**, Director, Quality and Strategic Planning Administration | **King Fahad Specialist Hospital Dammam**

09:05 National Keynote 

## A Journey towards Safer Healthcare for ALL

- Improving patient safety culture
- Patient empowerment and public engagement
- Building partnerships and collaborations

**Dr. Abdulelah Alhawsawi**, Director General | **Saudi Patient Safety Center &** Assistant Professor of Surgery, Transplant Surgeon | **King Abdulaziz University Hospital**

09:25 C-Suite Multi-Stakeholder Panel

## Getting Beyond Episodic Care & Into Continuous Care

This revolutionary panel of experts will identify common threads that touch the critical areas of patient experience, clinical quality and safety to support shared improvement goals by discussing their strategic views on:

- Shifting from patient experience to a family and community experience at large
- Opportunities to collaborate in preventative health, disease management, and advocacy initiatives
- Defining a standard for patient experience: Balance individualism with standardization
- Align value incentives to improve care coordination across the continuum and drive a better patient experience
- Balancing the ability to provide high-quality, affordable care in a timely fashion
- Self-regulation and patient-driven care : Goals aimed at creating a win-win where the wellness of patients correlates with the wellness of providers

### Executive Panelists :



- **Dr. Abdulelah Alhawsawi**, Director General Saudi Patient Safety Center & Assistant Professor of Surgery, Transplant Surgeon  
**King Abdulaziz University Hospital**
- **Dr. Hassan Alrayes**, Senior Consultant Allergy & Immunology; Executive Advisor to the CEO  
**King Faisal Specialist Hospital & Research Centre (KFSHRC)**
- **Dr. Noura AlMadani**, Director of Nursing Performance Management / General Directorate of Nursing  
**Ministry of Health Saudi Arabia**
- **Dr. Ali T. Asery**, Executive Director of Patient Experience | **King Fahd Medical City**
- **Dr. Zakiuddin Ahmed**, Program Director – RAHAH | **King Saud University, Prince Naif Health Research Center**  
& Project Director | **Riphah Institute of Healthcare Improvement & Safety**

10:10 National Trailblazer

## National Patient Experience Measurement Program

- Drivers of the initiatives
- Description & Scope
- Highlights of the key findings
- Important of measuring patient experience in the transformation of healthcare

**Eman Mohammed Alturaiki**, Director General – Patient Experience Center | **Ministry of Health Saudi Arabia**

10:30 Morning Coffee Break & Networking 

11:00 National Trailblazer

## Nursing Leadership & Innovation to Deliver Compassionate & Empathetic Care

- Explore how nursing leadership can drive an organization to new levels of quality and excellence?
- How nursing leaders are developing approaches to deliver what matters most to patients—care coordination, communication and empathy?
- Fostering PX strategic level nursing initiatives
- Identify behaviors that demonstrate patient centered care that build and foster relationships and reduce patient suffering
- How to improve compassionate care and empathy development in light of changing technologies?

**Dr. Noura AlMadani**, Director of Nursing Performance Management - General Directorate of Nursing  
**Ministry of Health Saudi Arabia**



# Program Day One (18 March 2019)

## 11:30 Regional Gamechanger

### Bahrain Nursing Experience : From Bedside to Boardroom

- Outline the development of nursing leadership in Bahrain
- Impact of nursing advancement on patient experience transformation
- Describe nurses role in policy making, identify leadership skills and competencies
- Strategies to prepare nurses to lead the change from bedside to boardroom to deliver value based high quality healthcare
- Working collaboratively with leaders in healthcare management team

**H. E. Fatema Abdulwahed M Al.Ahmed**, Assistant Undersecretary for Human Resources and Services | **Ministry of Health Bahrain**

## 12:00 Accreditation & Patient Experience Outcome : Excellence Beyond Survey

- How to get past accreditation only mindset?
- Understand the value and impact of accreditation on patient experience
- How to sustain the improvement between surveys?
- Need for robust process improvement

**Dr. Majdah Shugdar**, Director General Assistant for Healthcare Accreditation Department | **Saudi Central Board For Accreditation of Health Care Institutions – CBAHI**

## 12:30 Capture Real-Time Feedback : Barriers & Facilitators

- Patient experience measurement and analysis to ensure providers are concentrating on areas that matter most to patients
- Align surveys with organizational goals
- Gather real-time feedback to evaluate your care on a daily basis. Use data to care for your patients with greater clarity, immediacy, and depth
- Incorporate your patient voices into your decision-making processes
- Shift away from patient satisfaction surveys towards patient experience and activation measurement

**Dr. Ghassan Abbas**, Director - Patient Experience Development Administration | **King Fahd Medical City**

## 12:55 Quick TechTalk

### Process Innovation Through Digital Communication

**Rene Louis**, Founder & CEO | **Medify**

## 13:05 Prayer Break & Luncheon



## 14:00 Demystify the Minefield of Patient Experience Data

- What is the data telling exactly?
- Case Study showcase
- Factor that influence patient satisfaction score (including correlation coefficients)
- Realize that the lowest scored item isn't necessarily where one should start the action

**Dr. Rana Al Mandil**, Director, Quality and Strategic Planning Administration | **King Fahad Specialist Hospital Dammam**

## 14:30 Leadership Rounding – Rounding for Results

- Finding value in leadership rounding to improve patient experience
- How structured rounding helps to hardwire key behavior standards?
- Common mistakes made and solutions ahead
- KFSHRC case study

**Dr. Hassan Alrayes**, Senior Consultant Allergy & Immunology; Executive Advisor to the CEO  
**King Faisal Specialist Hospital & Research Centre (KFSHRC)**

## 14:55 In Pursuit of Resilience, Wellbeing & Grit in Healthcare

"Employees come first. If you take care of your employees, they will take care of the Patients"

- Causes and consequences of burnout and attrition among physicians, nurses, and other care team members
- Strategies for establishing an Employee Well-being program
- Gain insights into how and why organisations are investing to building employee wellness programs and the impact on core organisational objectives and patient experience
- Examples of how leading organisations are finding success at overcoming burn-out and achieving employee alignment and engagement
- Integrated framework: How effectiveness can be enhanced at the individual, team, and overall organisation levels?

**Kathy Sienko**, Chief Nursing Officer | **Aldara Hospital & Medical Centre**

## 15:25 Leading the Patient Experience from the Bedside Up

- You can't improve what you don't measure
- Lead from the bedside up!
  - ♦ Lead by examples; engage frontline
  - ♦ Purposeful & Structured Leadership rounding
- Engaged Employees; satisfied Patients
  - ♦ Annual Performance Evaluations
  - ♦ Transparency in reporting
  - ♦ Incentivize and hold accountable
  - ♦ Attitude Passport
- Environment of Care; Silent Hospitals Help Healing; SHHH
- Celebrate Success

**Hani Ayyad**, , Chief Nursing Officer | **Dr. Soliman Fakeeh Hospital**

## 15:50 Afternoon Coffee Break & Networking

## 16:10 Dallah Hospital Journey from Patient Satisfaction to Patient Experience

- Patient Experience Vs Patient Satisfaction.
- Involving the caregivers in the journey of transformation
- Secure leadership buy-in and involvement – key drivers for success
- Patient Experience Measurement and feedback to improve patient care at various encounters

**Nahed S. Al Terairi**, Asst. Executive Manager for Patient Affairs & Patient Experience Manager | **Dallah Hospital**

## 16:30 Patient Engagement & Communication – Cornerstone to Elevate Patient Experience

- Cultural competence and diversity
- Communication skills development
- Complaint management
- Shared decision making
- Strategies for creating exceptional experience
- Incentive to change : Using behavioral economics to nudge patient behavior change

**Dr. Fahad AlHemoudi**, Director – Patient Relations | **Ministry of National Guard Health Affairs (MNG-HA)**

## 16:50 Innovation Think Tank

### Winning Patient Experience : Trials, Tribulations & Successes

Speakers will review challenges and opportunities specific to the care setting and provide unique insights in meeting these patient population's unique challenges

- Engineering a WOW Experience –Above & Beyond expectation / Surprise & Delight
- How to strike the balance of the right care at the right time at the right cost?
- Engage in strategy mapping: Shaping strategy, from past, to present and future
- Using an innovation mindset to create best practices and impact Patient experience
- Patient-provider equation : Bridging the trust deficit

### Panelists :

- **Dr. Mohammed AlShareef**, General Director | **Security Forces Hospital Makkah**
- **Dr. Majdah Shugdar**, Director General Assistant for Healthcare Accreditation Department | **Saudi Central Board For Accreditation of Health Care Institutions – CBAHI**
- **Dr. Fahad AlHemoudi**, Director – Patient Relations | **Ministry of National Guard Health Affairs (MNG-HA)**
- **Dr. Zuber M. Shaikh**, Director of Quality Improvement| **Dr. Sulaiman Al Habib Medical Group**
- **Hani Ayyad**, , Chief Nursing Officer | **Dr. Soliman Fakeeh Hospital**

## 17:20 Close of Day 1 & Closing Remarks from the Chairperson

**Dr. Rana Al Mandil**, Director, Quality and Strategic Planning Administration | **King Fahad Specialist Hospital Dammam**

## 17:30 Networking Reception



# Program Day Two (19 March 2019)

08:30 Registration & Networking

09:00 Opening Remarks from Chairperson

**Dr. Rana Al Mandil, Director, Quality and Strategic Planning Administration | King Fahad Specialist Hospital Dammam**

09:05 International Keynote 

## Everyday Heroes: Returning to the Heart of Healthcare & the Patient Experience

With this powerful keynote presentation, the speaker will share how real heroes are the healthcare professionals who serve from the heart to create the patient experience.

This inspirational keynote teaches techniques to revitalize staff members' energy and bring renewed passion, vigor and spirit to daily jobs, increasing employee engagement, solidifying job satisfaction and sustaining excellent patient experiences.

**Chris Thrash, President/CEO | Chris Thrash & Associates**

09:30 Great Technology Debate

## High-Tech vs. High-Touch: Balancing Act Dilemma

Engage in a spirited discussion exploring areas where tech has impacted the healthcare experience for patients, and share the pros and cons

- Does your practice have the right mix?
- How Alphabet, Amazon, Apple, and Microsoft are shaking up healthcare — and what it means for the future of the industry?
- Big Data Big Problems
- Machines stats and odds vs intuition and compassion
- Rise of human-centered technology
- Insights on providing emotional care for patients in a technology-driven health system

### Panel Moderator:



- **Dr. Zakiuddin Ahmed**, Program Director – RAHAH | **King Saud University, Prince Naif Health Research Center** & Project Director | **Riphah Institute of Healthcare Improvement & Safety**

### Panellists :



- **Dr. Taghreed Justinia**, Regional Director IT Services, Technology & Health Informatics; Asst. Professor and Program Director for Health Informatics | **King Saud bin Abdulaziz University for Health Sciences; Ministry of National Guard-Health Affairs**
- **Dr. Qasem Al Salmi**, Director General | **Royal Hospital**
- **Dr. Khalid Alodhaibi**, CIO – Corporate at Medical Services Department, MSD | **Ministry of Defense**
- **Abdulrahman Shahat**, Director of Digital Domain Transformation & Partnership | **National Digital Transformation Unit**
- **Dr. Angelika Eksteen**, Director | **AI Directions**

10:00 Journey to Better Health: The New Saudi Model of Care

- Healthcare transformation journey
- Overview of the new Saudi model of care
- Experience to-date in implementation

**Reem F. Bunyan**, Model of Care Leader | **First Health Cluster (E1 Cluster), Eastern Region** & National Leader, Chronic Disease System of Care, Model of Care Initiative | **VRO – Ministry of Health Saudi Arabia**

10:30 Morning Coffee Break & Networking 

11:00 Blockchain & Patient Experience Revolution : Hope, Hype & Harm

- How do you see blockchain changing patient experience in healthcare?
- Blockchain smart contracts improving healthcare patient management
- Case Study of a blockchain application in healthcare setting

**Dr. Taghreed Justinia**, Regional Director IT Services, Technology & Health Informatics; Asst. Professor and Program Director for Health Informatics | **King Saud bin Abdulaziz University for Health Sciences; Ministry of National Guard-Health Affairs**

## 11:25 Patient Flow Management – Way More Than an IT Tool

- The journey – from thoughts to project
- Using patient flow as a value creating tool for clinicians
- Both management and clinicians benefits from using capacity overview at hospitals

**Jakob Fonager Sørensen**, Business Solution Manager | **Getinge Cetrea A/S**

## 11:50 From Sickness to Wellness Drive

### Patient / Community Engagement – Cornerstone to Prevent the Advent of Cancer

- Deeper dive into a patient and family advisory council
- Prevention & early detection drives to promote wellbeing
- Survivor program components
- Encourage patient involvement with safety and error prevention

**Dr. Fatina Al Tahan**, Director of Cancer Control Program, Supervisor of Women's Health | **Ministry of Health Saudi Arabia**

## 12:15 Power of All: Engaging Individual & Collective Focus to Improve Care Experiences

- Leadership's role in adopting sustainable actions to reach a culture of continuous improvement of patient experience
- Improving patient experience – from initiatives to a sustainable culture change
- Engagement with clients and stakeholders to understand their needs and preferences
- Staff ownership and buy-in

**Dr. Qasem Al Salmi**, Director General | **Royal Hospital**

## 12:40 Marry Workforce & Patient Experience

- Creating and sustaining a purpose driven organization
- Conducting programs to engage employees in the mission of caregiving
- How to engage leadership in patient experience improvement
- How to engage frontline staff into action
- Foster blame free environment - improving transparency and instituting improvements in processes and systems

**Dr. Ahmed Mohammad Abu-Abah** | Advisor to **H.E Minister of Health**

## 13:00 Prayer Break & Luncheon



## 14:00 End-to-End Patient Experience Beyond Hospital

- Learn about Malaysia Healthcare's unique end-to-end seamless healthcare travel service alongside the country's offering of world-class quality, easily accessible and affordable healthcare.
- Discover how Malaysia's healthcare travel industry has been thriving through the strong public-private partnerships amongst industry players.
- Find out what the future holds for Malaysia Healthcare through the country's key initiatives leading up to 2020.

**Sherene Azli**, CEO | **Malaysia Healthcare Travel Council**

## 14:30 Improve Diversity & Inclusion to Plug Cultural Gaps in the Delivery of Care

- Explore the right tools to engage patients in a way that meets their cultural preferences
- Understand how cultural diversity impacts every aspect of the patient experience from situations like how we receive information to how we deal with pain to interpreter services
- Recognize that cultural diversity spans across genders, upbringing, cultures, religion and more
- Develop methods to sustain an intercultural care process

**Dr. Mohammed AlShareef**, General Director | **Security Forces Hospital Makkah**

## 15:00 Words to Reality : Enhance the Quality of Care for Oncology Patients

- Nursing Innovations & methodologies to engage oncology patients in their safety
- 7 dimensions of organizational culture
- Challenges and way forward

**Mona Hussein**, Nursing Director – Comprehensive Cancer Centre | **King Fahad Medical City**

## 15:25 Afternoon Coffee Break & Networking



## 15:40 Patient Centric Connected Care : Uberization of Health

- Healthcare dynamics & situational analysis
- Leadership & change management in healthcare
- Disruption of healthcare through technology
- Empowered patients and revolutionise patient engagement framework
- Connected Health : Dawn of Telemedicine, eHealth, mHealth, Digital Health
- ePatient & ePhysician : What the future looks like?

**Dr. Zakiuddin Ahmed**, Program Director – RAHAH | **King Saud University, Prince Naif Health Research Center & Project Director | Riphah Institute of Healthcare Improvement & Safety**

## 16:00 Interactive Patient Experience Vs Artwork Patient experience

- Importance of patient experience as a market differentiating tools in the healthcare.
- The Impact of Improved Patient Experiences and its intangible benefits
- Important of patient experience in the Radiology,
- Effects of environmental change upon patient experience
- The benefits of Dream think Imagine in providing and improving a good quality patient experience
- Examples of Dream Think Imagine Work and Patient Experience Improvements.

**Eng. Ahmad Attari**, Regional BU & Sales Manager – MENA Market | **MATCON-Dream Think Imagine**

## 16:25 Co-Design Experience : From Catastrophic to Heroic

- How do you approach the co-design of experiences in your organization? Out-Of-The-Box strategies
- Move beyond "fixing what is broken" mentality and start embracing creation of a unique experience
- Think differently about buying, integrating and enabling technology.
- What are the barriers to improvement and cultural change?
- Explore case examples by on how to leverage design thinking to develop innovative patient services

## 16:45 Close of Day 2 & Closing Remarks from the Chairperson

**Dr. Rana Al Mandil**, Director, Quality and Strategic Planning Administration | **King Fahad Specialist Hospital Dammam**





# PLANETREE



**Christy Davies**, Manager of Global Certification  
**Planetree International**



**Ilkay Baylam**, Assistant Director  
**Planetree International**

## Preparing Your Organization for Improved Patient Experience: Earning Planetree's Person-Centered Care Certification

### *Get to Know the Certification Standards for Recognizing Excellence in Person-Centered Care*

Planetree's Person-Centered Care Certification Program provides the only international set of standards specifically developed for recognition of excellence in person-centered care and the patient experience. First introduced in the USA and Canada, and endorsed by The Joint Commission, hospitals and health centers in 25 countries are now using the criteria to drive real change and sustained improvement to further excellence in person-centered care around the world. Notable elements of the program include:

- Participants will be able to identify essential organizational practices, structures and skill-building opportunities that work together to create, strengthen and sustain an organizational culture of person-centered care that yields outcomes related to better care, better health, better culture and lower costs.
- Participants will become familiar with tools and strategies for understanding the current state of an organization's person-centered care culture and identifying gaps.
- Participants will increase knowledge of the Person-Centered Care Certification Program as a structured person-centered care performance framework, and gain understanding of how the framework can be applied across settings to advance PCC implementation.

Masterclass participants will be introduced to the program's operational framework for establishing the systems and processes necessary to sustain culture change across your organization. Faculty will focus on the framework's 5 drivers and 26 criteria as a way of understanding, in real terms, what it takes to make person-centered care into an actionable strategy that can be tailored to the needs and strengths of any organization.

This session is specifically designed for those organizations interested in pursuing sustainable improvement in creating a person-centered organizational culture. Program criteria are supported by the latest evidence presented in the National Academy of Medicine's 2017 discussion paper on connections between patient and family engagement and improved medical outcomes, *Harnessing Evidence and Experience to Change Culture* (2017).

### **Learning Objectives:**

- A consolidated, well-organized set of criteria to help organizations focus on the most high leverage changes that will accelerate efforts to create and sustain a culture of person-centered care.
- An evaluation process that makes it easy for your team to understand how your organization is performing against each criterion.
- Defined recognition tiers that provide opportunities for organizations to earn recognition for their progress.