



وزارة الصحة
Ministry of Health

Health Remains A Top Priority For The Government In The Kingdom Of Saudi Arabia (Ksa), And There Are Enormous Opportunities For Growth In This High-Potential Business Sector.

The healthcare sector in KSA is undergoing evolution on the back of rapid advancements in technology, research and development in line with the global and regional trends. However, healthcare providers are grappling with several challenges concurrently, such as patients becoming customers demanding innovative, cost-effective ways to deliver person-centred, technology enabled “smart” healthcare, both inside and outside hospital walls. The industry is therefore fighting an uphill battle of reinventing themselves to pioneer the future of patient engagement, satisfaction, loyalty and benchmarking.

Pressing ahead with the nation’s vision to elevate holistic experiences for achieving the quadruple aim; Ministry of Health Saudi Arabia is pleased to be the official support partner of the 2nd Patient Experience Excellence Congress (#PXE) as it returns this year with the exciting new content and a fresh new line-up of top global and regional trendsetters.

Steered by visionary thinking and international best practise guidance, the congress promises to share knowledge on innovation in healthcare delivery and how to spark change in the experience era. The underlying goal is to steer a dialogue on promoting person-centred care that strives to deliver the best clinical, physical and emotional experience to community at large followed by individual patients.

This year, program will lean more towards understanding experience touch points, the advancement required to break down silos and reinvent pain points, and learn more about the fresh exciting developments in the following domains :

- The Quadruple Aim: Hitting the Mark for Improvement & Sustaining Excellence
- Moving from Good to Great: Aligning Experience, Engagement, Culture, Quality & Safety to Drive Improvements
- High Reliability: Culture & Leadership
- Mission of Caregiving: Building High Reliability Workforce & Engagement
- Nursing Care as a Shared Governance Solution to Meet Patient’s Needs
- Taxonomy of the Patient Voice & Co-Design Challenge
- Next Generation Patient Engagement to Achieve Prevention before Intervention
- Empathy versus Sympathy: Delivering Compassionate Care Always

For more information about the congress, please visit:
[www. https://pxecongress.com](https://pxecongress.com) / or contact Project Director – Zenab Husain via
zenab.husain@biworld.com or 971 4 584 5189



المؤتمر السنوي الثاني للتميز في تجربة المريض
2nd Annual Patient Experience Excellence Congress