
Abu Dhabi to host the 2nd International Patient Experience Symposium in November



Digital transformation and the transition to value-based care are pushing care providers to change their patient experience approach. 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.

The UAE National Agenda 2021 aims to achieve a world-class healthcare system, where the government is working with public and private healthcare providers to ensure exceptional quality of healthcare is provided to every member of the community.

More than 30 global PX innovators, disruptors and futurist technologists are set to speak in Abu Dhabi at the [2nd Annual International Patient Experience Symposium](#) scheduled for 18-20 November 2019. Supported by the Ministry of Health & Prevention - UAE & Department of Health – Abu Dhabi; the three-day agenda is packed with controversial debates, thought-provoking keynotes, breakfast briefing, peer-roundtables, patient stories, interactive masterclasses & brainstorming sessions offering actionable insights on the industry's greatest challenges. Each session is carefully designed to revive compassion and innovation at the heart of healthcare 4.0.

Featuring the CEO's, PXO's and Chief Quality Officers from organizations such as DoH, MOHAP, Apollo Hospitals, NHS England, KFSHRC, Anadolou Medical Centre, Cleveland Clinic Abu Dhabi, King Husain Cancer Centre, Planetree etc; the event will showcase the winning strategies to deliver highest quality of care, best clinical outcomes and exceptional patient experience.

Elaborating on the efforts to foster quality of patient care at hospitals in the emirate of Abu Dhabi, Dr. Asma Al Manna'ei, Director, Healthcare Quality, Department of Health Abu Dhabi, who is scheduled to speak at the event said, "One of the Department of Health - Abu Dhabi's strategic priorities is to provide high-quality healthcare services and aims to be the most preferred choice for medical tourism providing high-class patient experience and exceptional delivery of quality care."

Dr. Samer Ellahham, Regional Chair, Middle East, Patient Safety Movement Foundation; Cleveland Clinic Caregiver & Senior Cardiovascular Consultant, Heart & Vascular Institute and Conference Co-Chair shared his insights on the importance of patient experience, "Patient Experience is an exciting and rapidly growing field for the global healthcare community. The conversation on patient and family experience improvement must be built through dialogue and the commitment that together we can do outstanding things. We must transform care by partnering with our patients, families and communities to create a positive Domino Effect driving the best clinical outcomes and achieving the ideal patient and human experience. Healthcare community needs to establish empathy into an increasingly digital environment and more artificial intelligence. In order to build the ideal holistic patient experience, it is imperative to listen to the voice of the patient: Keep me safe+ Heal Me+ Be Kind to Me."

On the subject of how digital transformation in healthcare is effecting the human touch, Dr. Madhu Sasidhar, Chief Medical Officer & Consultant in Pulmonary Medicine & Critical Care Medicine, Cleveland Clinic Abu Dhabi, commented, "With the advances in Artificial Intelligence, robotics, telehealth and in the race to digitize every aspect of the healthcare journey, we need to retain the human touch that ensures the highest standard of care for our patients. It is important to recognize that offering care is an art, and digital solutions do not eliminate the human touch but should be employed to improve patient-provider relationships. Cleveland Clinic Abu Dhabi is known for the exceptional care we provide to our patients and our goal is to enhance the lives we touch, and enable people to live longer, healthier lives. As we embrace technology, we will continue to put patients first, to support the provider-patient relationship that is essential to patient wellbeing."

"Patient experience is at the core of everything we do at Amana," says Dr. Khaled Anwar, Consultant in Physical Medicine and Rehabilitation at Amana Healthcare and Conference Co-Chair. "Every patient deserves a chance to live the best life possible. This means taking into account family, culture and religion alongside world-class care to create the best environment for rehabilitation and recovery. It also means giving patients access to a truly integrated continuum of care: one that includes not only hospital- and clinic-based services but also a full continuum of post-acute services such as long-term care, inpatient rehabilitation and specialized home healthcare. We look forward to exploring these themes at the IPX conference together with like-minded colleagues from around the region and the world."

More than 300 participants will hear on topics ranging from strategy & leadership, culture, PX measurement, sustainability, nursing excellence to design thinking, patient engagement and caregiver experience and much more.

The confirmed supporters are UAE Ministry of Health & Prevention, Department of Health- Abu Dhabi, Emirates Nursing Association, UAE Nursing and Midwifery Council, Frost & Sullivan, Saudi Critical Care Society and confirmed sponsors include Amana Healthcare, SAP, Janssen, Logex, Medify, Unified E-mar, Okadoc and Bingli.

For more information about the event, or to sponsor or delegate, please visit: www.ipxsymposium.com

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