

Picker Experience Network Award



From Insights to Impact

About Reem Hospital

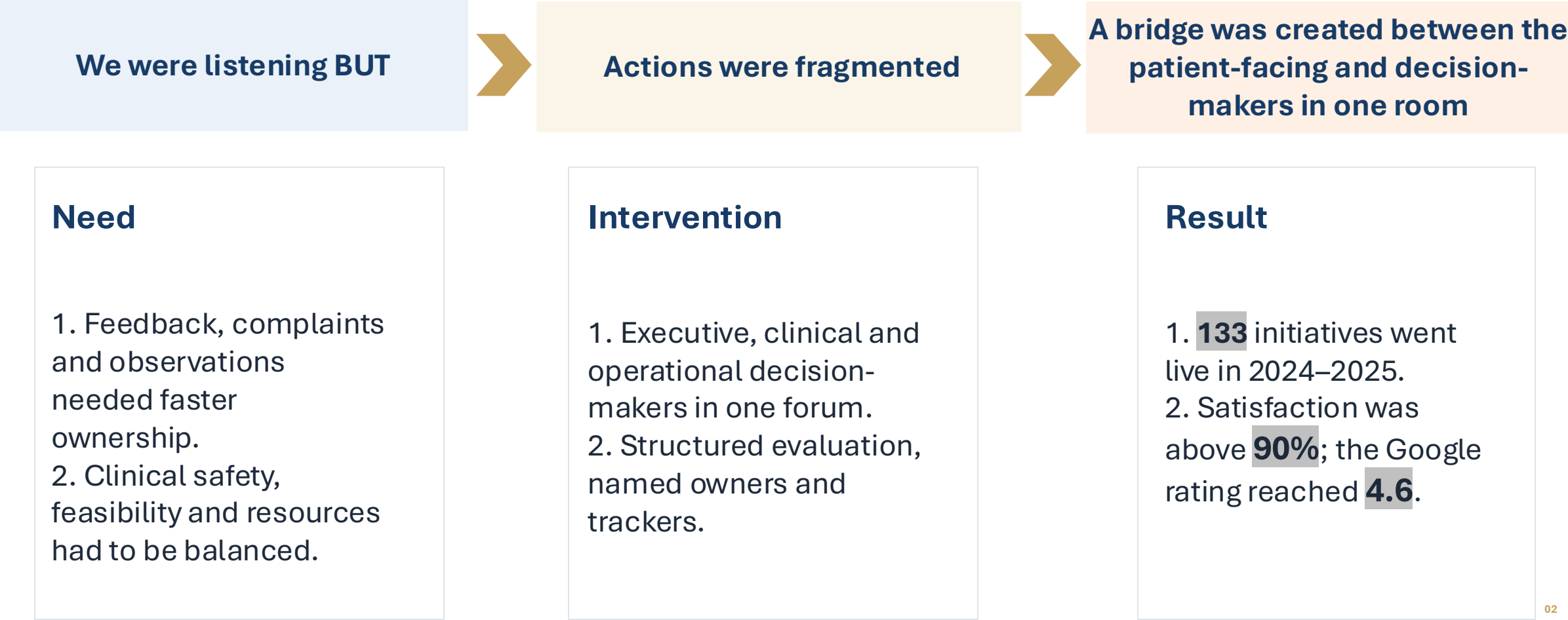
Reem Hospital is a **multispecialty healthcare facility**, located in **Abu Dhabi, UAE**.

With **over 40 specialized fields**, **more than 100 highly skilled doctors**, and the support of **290+ allied health professionals**, we deliver world-class care tailored to every individual.



The Story at a Glance

Patients’ feedback has little value **UNLESS** it changes decisions
At Reem Hospital, we learned how to transform patients’ voices into a living system of improvements



Decision Making Engine “PXC”:

Inputs

Complaints • Surveys • Reviews • Frontline observations • Employee ideas

Decision discipline

Patient value • Safety • Feasibility • Resources • Sustainability

Outputs

Approved actions with owner, deadline, status and evidence of completion

The committee consists of:

- **Mr. Alaa Obeid**, Chief Executive Officer
- **Mr. Amal Mohamed**, Head of Patient Experience Team
- **Ms. Zeinah Tafakji**, Director of business development and strategy
- **Ms. Hodan Ibrahim**, Quality & Patient Safety Director
- **Dr. Chuker Hyrub**, Deputy Chief Medical Officer
- **Mr. Ahmed Marzuq**, Director of Nursing
- **Mr. Ali Hashim**, Director of HR
- **Mr. Mujtaba Hussain**, Director of Facility Management
- **Mr. Naushad Mohamed**, Director IT
 - **Ms. Samar Selwan**, Director of Marketing
 - **Mr. Ahmed Samour**, Head of Business Development
 - **Ms. Reham El Khatib**, Inpatient and Outpatient Therapy Department Manager
 - **Mr. Amer Abdullah**, Inpatient Experience Supervisor
- **Ms. Sara Kasaby**, Pharmacy & Supply Chain Director
- **Mr. Abdulaziz Hamza**, Learning and Development Manager

Confidential



PX Embedded Employment Journey

The Patient Experience Assessment Centre introduced empathy-based recruitment by integrating structured empathy assessments into the employment process.

Onboarding: New hires are introduced to Reem Hospital's Patient Experience principles, expectations, and standards from their first day.

Orientation: Employees participate in patient-centered communication and service excellence training to build essential PX skills and behaviors.

Performance Evaluation: Patient Experience competencies and behaviors are incorporated into performance reviews, recognition programs, and development plans.



Voice of the Patients

100%

of agreed suggestions implemented within committed timeframe

Started with long-term care patients whose average stay ranged from one to three years, then expanded to acute, post-acute rehabilitation, family and critical-care contexts.

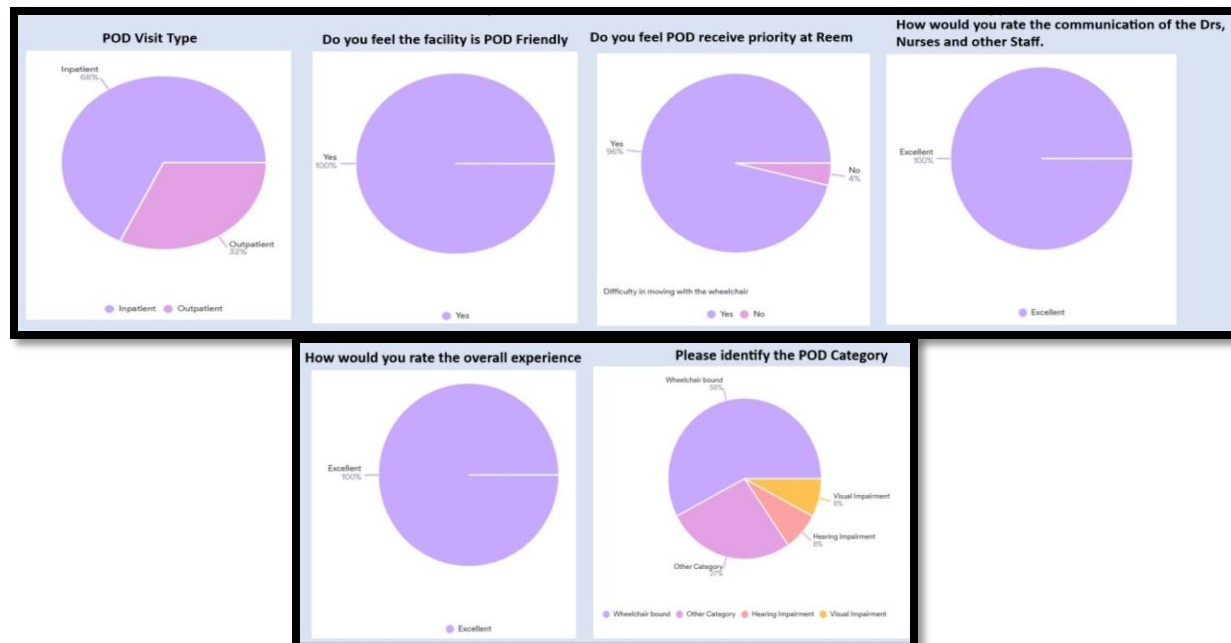


Co-Designing Better Experiences

Emirati inpatients suggested creating a recreational space where patients and families could connect together. Inspired by the majlis's historic role in UAE culture, we created our own Reem Majlis.

After PXC approval, we set it up within the agreed timeframe.

The Reem Majlis now supports family gatherings, physician discussions, Eid celebrations, football screenings, creative activities and therapeutic sessions.



Impact Dashboard

200+

patient-experience improvements implemented

133

initiatives went live in 2024–2025

>90%

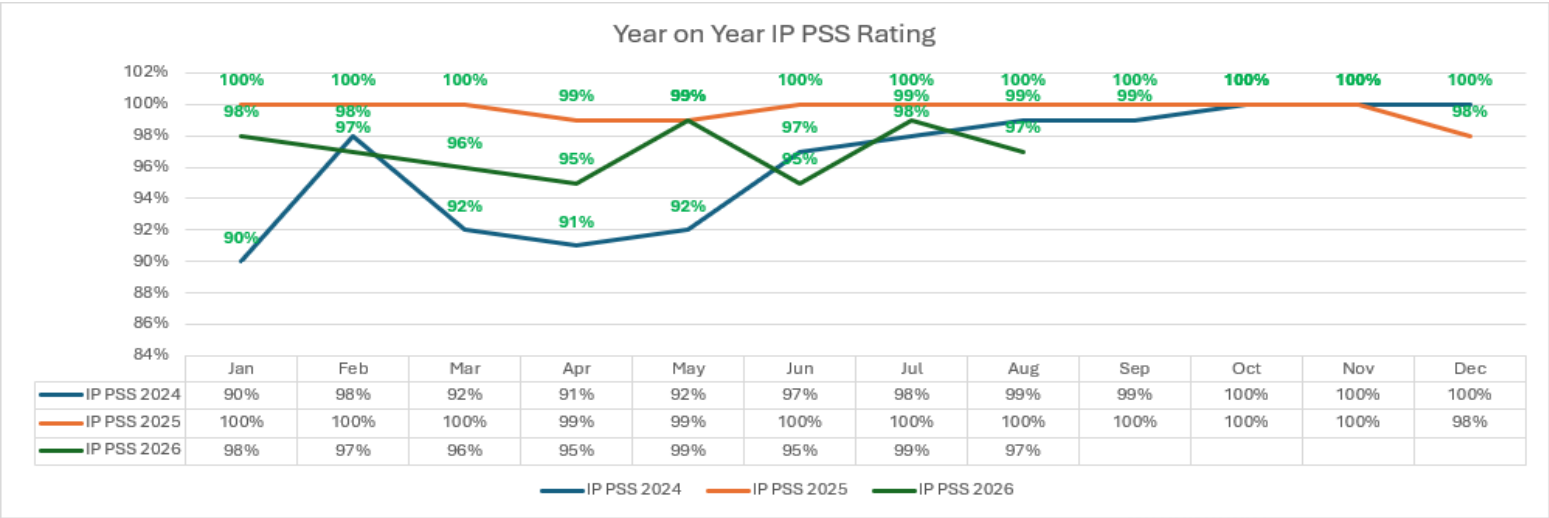
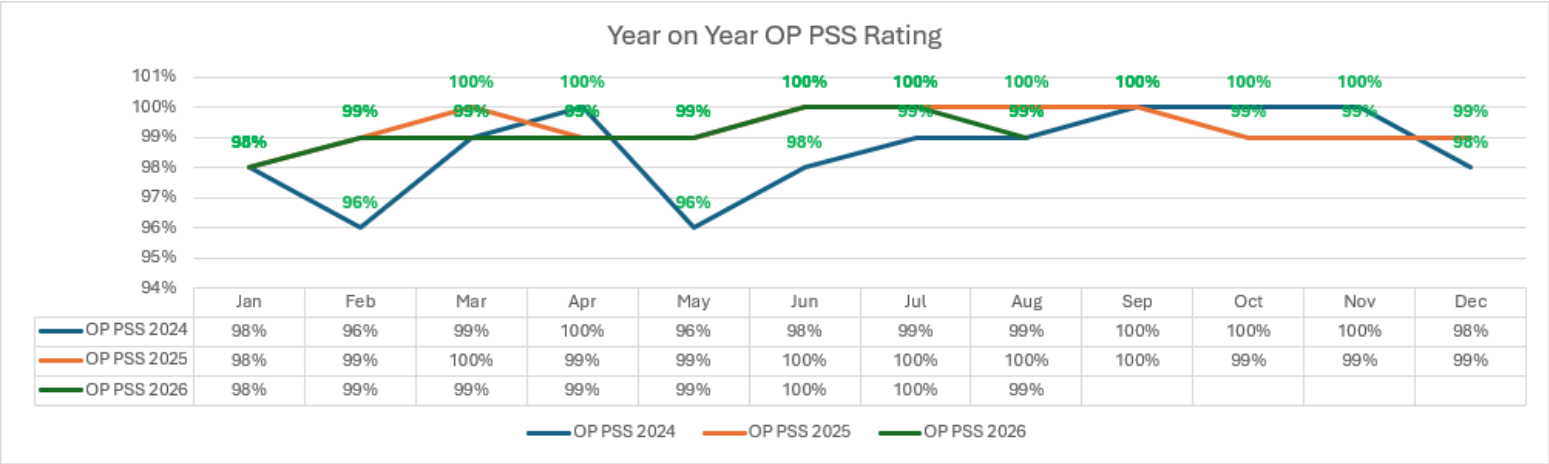
patient satisfaction

<0.5%

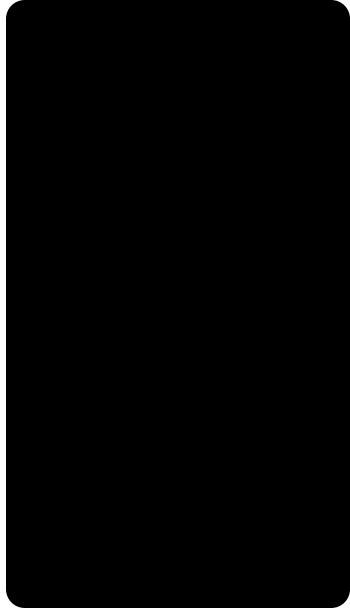
complaints of interactions

4.6

Google rating by July 2026



Nothing About Us Without Us



What Makes it Stand Out

Innovation lies not in the existence of the committee itself, but in removing the barriers between insight, frontline expertise, and resource approval.

Stand-out points

2. Insights documented and assessed for value and feasibility
3. Accountable owners and timelines assigned
4. Completion verified and communicated
5. Recruitment, inclusion and workforce development connected to PX
6. Impact is demonstrated through the growing number of patients willing to share testimonials and feedback, contributing to stronger Google review ratings and greater testimonial reach across social media channels.

We were recognized for our PX initiatives with the GCXA award for PX, and the Damj Award for the POD experience

