

Picker Experience Network Award



Developing the Capability for
Person-Centered Care

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.



Why Change Was Needed

2023 diagnostic review identified recurrent variation in communication, expectation-setting and service recovery.

3.9

Google rating baseline

Variable

Patient communication
experience

All staff

Every role shapes
experience

- Feedback showed compassion existed, but standards were not yet consistent.
- Conventional customer-service training alone would not solve system-wide variation.
- The goal became capability, confidence and accountability across the whole workforce.

The Strategic Shift

1 Recruitment
Empathy-based
assessment centre



2 Learning
Simulation, role-play
and patient stories



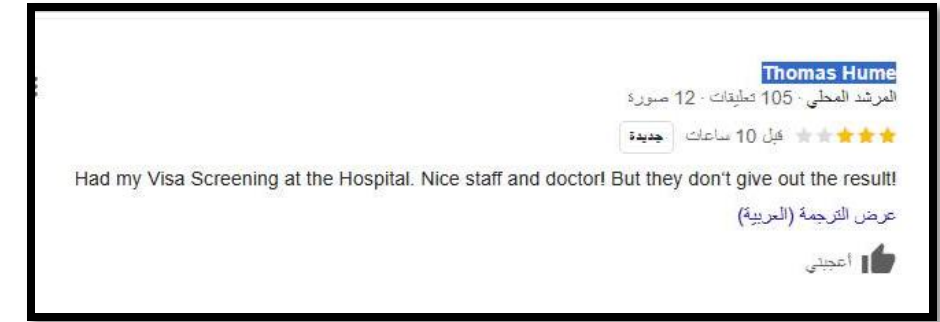
3 Voice of Patient
Feedback helps us
identify gaps and
improve performance



4 Measurement
Satisfaction,
complaints, ratings

5 Governance
PXC, trackers and
scorecards

I Am the
Patient Experience



I had my visa medical examination at the hospital. The staff were very helpful, cooperative, and kind!

The Integrated Capability System

BEFORE

Patient Experience seen as a department

Training and service recovery were not fully embedded into recruitment, leadership routines and daily systems.

AFTER

“I Am the Patient Experience”

Shared personal accountability across clinicians, receptionists, technicians, support teams and leaders.



PX Core Competencies

A competency is not just knowing what to do; it is consistently demonstrating the right behaviours and skills to achieve the desired outcome.

What staff should consistently demonstrate:



Presentation

Neat, well-groomed and aligned with uniform standards.



Communication

Empathy, compassion, and clear communication with patients, visitors, and colleagues.



Attitude

Kindness, respect and constructive response to feedback.



Flexibility

Safe, feasible support for patient requests and operational needs.



Technical Skills

Updated role skills, tech readiness and mandatory training.

The training builds shared behaviours through discussion, real-world scenario matching, and multidisciplinary practice.



Building Capability for POD Experience

Subgroup analysis identified a risk of under-representation among women and People of Determination.

49% Male / 51% Female

29% Emirati / 71% Non-Emirati

Across 15 funding pathways

- **Special Olympics training** completed for patient-facing Reem staff
- Attended by all patients facing categories: **physicians, nurses, allied health professionals, administrative staff, phlebotomy, pharmacy, and leadership**
- All attendees received **certification** of attendance and **CME points** where applicable
- **70%+ of employees trained** in Basic Autism Patient Management Skills



Workforce Impact

+500%

Departmental engagement: 3 → 18 departments

86.2%

Participation outside PX team

+156%

Recorded annual attendance growth

850+

Clinical and non-clinical employees covered

Person-ID	Title	Display Name	Job Title	Mobile No	DOJ	I Am The Patient
118	Mr.	Mohammed Elkanany	Supervisor-Admissions & Discharge	xxxxxxxxxx	Sep-20	Completed
1010	Ms.	Greeshma Pramod	Registered Nurse	xxxxxxxxxx	Nov-23	Completed
1018	Ms.	Shima Aljamri	Patient Access Executive	xxxxxxxxxx	Dec-23	Completed
1081	Ms.	Rahaf Mohamed	Marketing Officer - Medical Center	xxxxxxxxxx	Feb-24	Completed
1242	Mr.	Hany Hussein	Patient Access Executive	xxxxxxxxxx	Oct-24	Completed
1296	Ms.	Ani Keshishian	Patient Access Executive	xxxxxxxxxx	Dec-24	Completed
1298	Mr.	Adel AlMaysari	IT Service Desk Officer	xxxxxxxxxx	Dec-24	Completed
1302	Ms.	Hind Alsharooqi	Medical Laboratory Technologist	xxxxxxxxxx	Dec-24	Completed
1304	Mr.	Ahmed Abdelhamid	Registered Nurse - Vent	xxxxxxxxxx	Jan-25	Completed
1305	Ms.	Mufeeda Malayampally	Cardiovascular Technologist	xxxxxxxxxx	Jan-25	Completed
1307	Ms.	Haneen Alhamaideh	Physiotherapist	xxxxxxxxxx	Jan-25	Completed
1308	Mr.	Michael Farag	Physiotherapist	xxxxxxxxxx	Jan-25	Completed
1317	Ms.	Nada Mohamed	Registered Nurse	xxxxxxxxxx	Feb-25	Completed
1319	Ms.	Ahad Alameri	Patient Access Executive	xxxxxxxxxx	Feb-25	Completed
1320	Ms.	Mariam Alhammadi	Infection Control Coordinator	xxxxxxxxxx	Feb-25	Completed
1327	Mr.	Elfren Hernandez	Physiotherapy Coordinator	xxxxxxxxxx	Feb-25	Completed
1337	Mr.	Mohamed Elhadari	Radiography Technician	xxxxxxxxxx	Mar-25	Completed
1338	Mr.	Muhammed Azeem Abdul Rahim	Registered Nurse - Vent	xxxxxxxxxx	Mar-25	Completed
1369	Mr.	Risvan Moidu	Patient Access Executive	xxxxxxxxxx	Apr-25	Completed
1376	Ms.	Alexandra Denielle Nois	Nursing Assistant	xxxxxxxxxx	May-25	Completed
1377	Ms.	Fatima Baobaid	Patient Access Officer	xxxxxxxxxx	May-25	Completed
1384	Mr.	Jermyn John Thaddeus Parajas	Registered Nurse - Vent	xxxxxxxxxx	May-25	Completed
1397	Ms.	Noura Alhammadi	Assistant Psychologist	xxxxxxxxxx	Jun-25	Completed
1401	Ms.	Hodan Mohammed	Director of Quality & Patient Safety	xxxxxxxxxx	Jun-25	Completed
1409	Ms.	Samar Abu Awad	Diabetes Educator	xxxxxxxxxx	Jun-25	Completed
1410	Ms.	Sruthy Omanakuttan	Radiography Technologist	xxxxxxxxxx	Jun-25	Completed
1412	Mr.	Alwen Cabao	Patient Aide	xxxxxxxxxx	Jun-25	Completed

Patient Experience Outcomes

97% → 100%

Outpatient satisfaction in 2025

96% → 100%

Outpatient satisfaction in 2025

98.54%

Concerns resolved before escalation



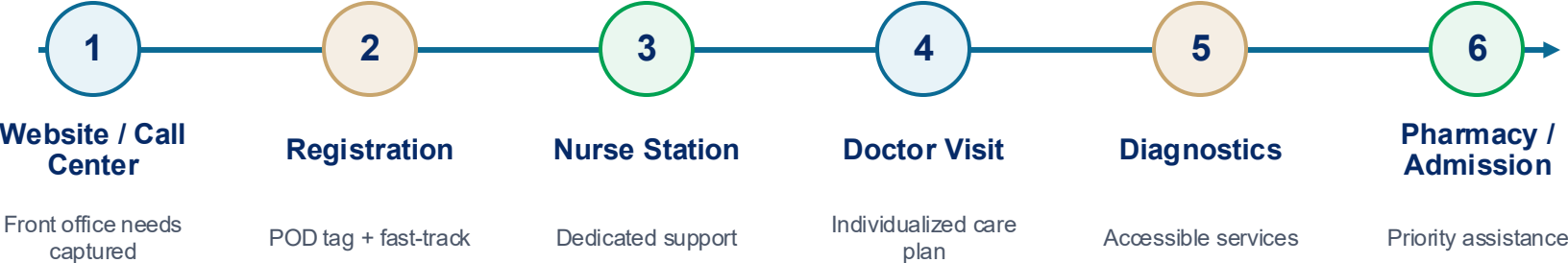
Accessibility Proves Staff Capability: every interaction matters

When accessibility is built into every touchpoint, staff capability becomes visible in the patient journey.



POD Patient Journey — capability shown in action

Each department turns an accessibility need into a practical staff response.



Staff capability is proven when teams recognize, adapt, communicate and coordinate access needs — consistently.

Evidence of capability

28	POD Initiatives Implemented	98%+	Satisfaction	Zero	POD / Caregiver Complaints	1st	Private Hospital for POD Services
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Reem Hospital as Unified Healthcare Provider



Credibility was reinforced when Special Olympics UAE recognized us as a **Unified Healthcare Facility**.

