

## #PXECongress Schedule Announced



Technology, research and development in healthcare are rapidly advancing in the Kingdom of Saudi Arabia (KSA) enabling the nation's aspirations to elevate holistic experiences for achieving the quadruple aim. During the **2nd Patient Experience Excellence Congress (#PXECongress)** over 450 PX innovators, disruptors and futurists will discuss the emerging opportunities but also challenges, such as patients becoming customers demanding innovative, cost-effective ways to deliver person-centred, technology enabled 'smart' healthcare, both inside the hospital walls and elsewhere.

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Organised by BII World under the patronage of Ministry of Health Saudi Arabia, the PXECongress will take place on 15–18 March, 2020, at the InterContinental Riyadh in Saudi Arabia.

The [speaker faculty](#) features the CEOs, PXOs, CIOs and Chief Quality Officers from leading organisations, such as **Children's National Health System; Cedars–Sinai, John Hopkins Aramco Healthcare, SVRZ (Netherlands), Saudi German Hospitals, Texas Children's Hospital, Abu Dhabi Health Services Company – SEHA (UAE), King Saud University Medical City, Clemenceau Medical Centre, Planetree** among others. They will share their visionary thinking and international experience focusing on the winning strategies, best clinical outcomes and exceptional patient experience.

The programme will provide insight into understanding experience touch points, the innovation required to break down silos and reinvent pain points, and [look into](#) experience innovations in the following domains:

- High reliability: culture & reliability
- Caregiver Wellbeing & Engagement
- Patient, Family & Community
- Design Thinking & Co-Creation
- Metrics & Measurement
- Quality & Clinical Brilliance
- Innovation & Digitisation
- Healing Facilities
- Governance, Policy & Regulation
- Engrained Compassion & Empathy
- Nursing Shared Governance

Commenting on the launch of the 2020 edition, **Zenab Husain, Production Director** of the PXECongress underscored “an uphill battle” the industry is having to pioneer the future of patient engagement, satisfaction, loyalty and benchmarking. “Underpinning the over-arching goal to unpack the complexities of the patient journey, explore solutions to reduce friction and embrace collaboration opportunities between the touch points, the Patient Experience Excellence Congress returns this year with exciting new content and a fresh new line-up of top global and regional trendsetters,” she said adding that experience leaders were in a unique vantage point to share their insights.

In the context of the implementation of Ada'a – an internationally recognised performance measurements model, a congress speaker **Dr Mohammed Khaled Abdulaali, Assistant Deputy Minister for Hospital Services – Ministry of Health Saudi Arabia** commented, “Patient expectations are ever-increasing and their opportunity to understand their condition, due to exposure to the internet, means that they become more informed and more demanding of the healthcare system and its clinicians. As we make this transformation and address these challenges, it is important that we have a positive impact on health outcomes. People must see and feel the benefit of the changes, we are making.”

**Dr Ghassan Abbass, Assistant Vice President for Clinical Excellence at Riyadh Second Health Cluster**, expanded on the topic of caregiver burnout as a global healthcare epidemic, saying, “Caregiver wellbeing should be recognised as key aspect of the organisation's

strategy. It does not happen by accident, nor is it achieved through short term isolated efforts but rather should be part of every strategic plan, with clear ownership, and dedicated resources. The Congress will offer a great opportunity to find out the new trends and learn from the best in the field.”

**According to Dr Monalisa Watfa, Chief Experience Officer in Saudi German Hospitals,** patient experience professionals often need to find new solutions for old problems. “Patient feedback and concerns are very similar across hospitals and across geographical zones. This means that opportunities to learn from other organisations and sectors abound. There are many untapped opportunities for us to share knowledge, learn from each other, and in turn, revolutionize the way we care for our patients,” she said.

For more information and to register, visit [www.pxecongress.com](http://www.pxecongress.com) or email [marketing@biworld.com](mailto:marketing@biworld.com)

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