



STAR OF EXCELLENCE IN
**PATIENT
EXPERIENCE**
6th EDITION



ARAB HOSPITALS FEDERATION
Certificate
— OF GOLD INITIATIVE —

ORGANIZED BY

IN PARTNERSHIP WITH



إتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

**T H E B E R Y L
I N S T I T U T E**



FOREWORD

COMMIT TO EXCELLENCE,
EARN THE GOLD INITIATIVE



MR. FADI ALAME

President
Arab Hospitals Federation



PROF. TAWFIK KHOJA

General Secretary
Arab Hospitals Federation

The Arab Hospitals Federation is proud to introduce the 6th edition of the Gold Initiative Certificate, a prestigious recognition honoring healthcare institutions that prioritize excellence in patient experience.

Patient experience is at the heart of healthcare transformation. It encompasses every interaction that patients have with their healthcare journey from the moment they enter a facility to the care they receive and the ongoing support provided post-treatment. This initiative recognizes the commitment of healthcare organizations to delivering care that is not only clinically effective but also compassionate, respectful, and responsive to patient needs.

The Gold Initiative Certificate is a distinguished recognition awarded to healthcare organizations that excel in delivering patient-centered care and foster exceptional healthcare experiences. It honors leading healthcare institutions that demonstrate a strong commitment to innovation, quality, and patient satisfaction while serving as a benchmark for healthcare transformation.

We invite healthcare institutions across the Arab region to participate in this recognition, which evaluates 9 core categories essential to enhancing patient experience. Through shared efforts and achievements, we aim to foster a healthcare ecosystem where patients feel heard, valued, and supported at every stage of their care journey.

Together, let's raise the bar for patient care and experience, demonstrating the transformative power of empathy and innovation in healthcare.

Join us in shaping a future where patient experience defines healthcare excellence!

A close-up photograph of a person's ear with a hearing aid. The hearing aid is a small, black, circular device with a thin, clear tube extending from the ear. The person's hair is dark and pulled back. The background is blurred, showing what appears to be a person in a light blue shirt. A white banner is overlaid on the right side of the image, containing the text "THE CEO MESSAGE" in purple and "YOUR COMMITMENT, THEIR COMFORT, OUR GOLD" in teal.

THE CEO MESSAGE

"YOUR COMMITMENT, THEIR COMFORT, OUR GOLD"



ALICE YAMMINE BOUEIZ

**Chief Executive Officer
Arab Hospitals Federation**

Patient experience is not just a byproduct of healthcare; it is the very foundation upon which the future of healthcare must be built. While advanced treatments and technologies are essential, they are meaningless without the human touch that builds trust, dignity, and respect between patients and healthcare providers.

I speak from personal experience when I say this as my own life was at risk due to a lack of proper care during a hospital visit, and that moment ignited my commitment to this cause. The inadequacy of training and the absence of compassion nearly cost me everything.

This experience deeply reshaped my perspective on healthcare, motivating me to emphasize that patient experience is not a luxury, it is a life-or-death matter. In the U.S., U.K., and France, patient satisfaction directly influences outcomes, from financial performance to clinical results and accreditation. In the Arab region, we are at a pivotal moment where patient-centered care is emerging as a key differentiator for hospitals. Those who truly embrace it not only see improved clinical outcomes but secure their long-term viability.

As the CEO of the Arab Hospitals Federation, I am honored to announce the launch of the 6th edition of the Gold Initiative Certificate, a recognition that will spotlight hospitals across the Arab world that set the standard for patient-centered excellence. This is not just a recognition; it is a call to action. The future of healthcare hinges on our ability to nurture trust, improve patient safety, and ensure every patient feels valued.

In this spirit, I am also delighted to welcome The Beryl Institute as a valued partner in this edition. The Institute has been a global leader in advancing patient experience, and their collaboration with us further strengthens our commitment to placing patients at the heart of healthcare transformation. Their expertise, insights, and dedication to improving the patient journey will be instrumental in making this initiative even more impactful.

Let us ask ourselves:

“Can we afford to wait for another preventable incident before we prioritize patient experience?”

It’s time to make the transformation real.

Be part of this initiative, and together, we will redefine healthcare, ensuring that every patient journey reflects the highest standards of care and compassion.

Let’s make healthcare safer. Let’s make it human. Let’s make it unforgettable.


CHIEF EXECUTIVE OFFICER
ARAB HOSPITALS FEDERATION

A healthcare professional in teal scrubs and a stethoscope is smiling warmly at an elderly patient lying in a hospital bed. The patient is looking up at the professional. The scene is brightly lit, suggesting a hospital or clinic setting. A white horizontal bar is overlaid across the middle of the image, containing the text.

JURY COMMITTEE CHAIRMAN MESSAGE



DR. ALI ELHAJ

Chairman of Governance
Leadership & Research Division
Arab Hospitals Federation

On behalf of the judging committee for the Gold Initiative Certificate "Star of Excellence in Patient Experience," I am pleased to invite you to participate in this prestigious certificate, which recognizes and celebrates excellence in patient experience. This initiative aims to highlight hospitals that demonstrate exceptional commitment to delivering patient-centered care, fostering innovation, and achieving measurable improvements in healthcare delivery.

The Gold Initiative Certificate evaluates hospitals based on a comprehensive set of criteria, categorized into 9 core areas, each assessed through several key indicators.

We encourage hospitals to participate in this initiative and showcase their commitment to excellence in patient experience.

We look forward to receiving your application and celebrating your achievements in advancing patient-centered care.

Warm regards,



PARTNER MESSAGE



DR. JASON WOLF

President & CEO
The Beryl Institute

On behalf of The Beryl Institute and our global community of over 60,000 people engaging in the experience conversation around the world, I am excited and honored to join the Arab Hospitals Federation in introducing this first-of-its-kind recognition for excellence in patient experience.

A commitment to patient experience is about more than simply survey scores. It reaches well beyond patient satisfaction, expands action beyond patient engagement, and extends the boundaries of person-centeredness, to the very human experience found at the heart of healthcare. A human experience where we care for patients, the healthcare workforce, and the communities we serve. As Alice challenged us to make healthcare safer, human, and unforgettable, I too stress we must first and foremost focus on the idea that at the heart of healthcare we are human beings caring for human beings.

This idea is what weaves the guiding principles for experience excellence together. It is what the integrated perspective found in The Beryl Institute's Experience Framework is inspired by. And it is those eight strategic lenses that comprise the framework that helped shape the thoughtful and rigorous criteria for this new recognition.

I encourage those committed to transforming the human experience and elevating the patient experience in your organization to consider this effort. The categories presented in this new Gold Initiative Certificate are not only a means to assess your progress, they offer a clear set of guidelines to help lead your efforts forward.

We look forward to celebrating all those taking the steps to achieve experience excellence. I know the stories you will share and the examples you will provide in this process will only serve to inform and inspire others as we work together to grow and sustain our global experience movement.

I hope we will see many of you step forward in this process or use this framing to consider how you can also stand out as a beacon of possibility for what healthcare can and must be.

With appreciation and gratitude for all you do every day.

Jason



THE JURY

**EMPOWERING EXCELLENCE,
ELEVATING PATIENT EXPERIENCE**



DR. ALI ELHAJ

Chairman of Governance
Leadership & Research Division
Arab Hospitals Federation



ALICE YAMMINE BOUEIZ

Chief Executive Officer
Arab Hospitals Federation



DR. YOUSSEF BASSIM

Chairman of Digital Health
Transformation & AI Division
Arab Hospitals Federation
COO of Balamand University



DR. SALLY AL-RABBAA

Chairman of Academic
Partnership Division
Arab Hospitals Federation
CEO of LAUMC - St John's Hospital



DR. JASON WOLF

President & CEO
The Beryl Institute



BECKY REISINGER

Vice President
Patient Experience University
The Beryl Institute



STACY PALMER

Senior Vice President & CoO
The Beryl Institute



DR. MIREILLE KHALIL

Senior Projects Officer
Arab Hospitals Federation

A close-up photograph of a person's hand firmly gripping the black handle of a wheelchair. The wheelchair has a silver metal frame and a black seat. The background is a blurred indoor space, possibly a dining room, with a wooden table and chairs visible. The overall lighting is soft and warm.

USEFUL INFORMATION

THE TRUE NORTH OF EXCEPTIONAL CARE

APPLICATION PROCESS

Each organization can apply by filling the form and sending it by email to: ahfonline@ahfonline.net

DATE OF SUBMISSION

All supported documents can be sent from 18 March till 12 May 2025

The finalists will be notified on 27 May 2025

The Announcement of Winners will be on 24 June 2025

The Ceremony will be during the Annual Forum of the Arab Hospitals Federation

For any information, please contact us at: ahfonline@ahfonline.net

SUBMISSION OF ENTRIES

Entries must be submitted to AHF email: ahfonline@ahfonline.net indicating the country and Healthcare Organizations / Company name by filling the requested form.

The email should include basic information about the organization and supporting documents justifying why the organization is submitting.

Entries submitted must be in English.

ELIGIBILITY

- Healthcare Facilities: (Hospitals, Primary Healthcare Centers, ...).
- Healthcare Leaders or teams.
- Health Authorities or Organizations
- **Each Organization is allowed to apply for one or many categories.**

The entry should be submitted officially by the Organization CEO / President.

All submissions must be for actions, projects and Initiatives taken to put the Human Experience at the heart of healthcare and set the bar high in improving patient experience, employee experience and the patient outcome.

Once the Organization is among the finalists, it is requested to pay Logistical fees to finalize the study of the file and define the ranking level (Silver, Gold & Diamond) and to announce the winners. Each Certificate goes to one Category.

The fee will be 3500 USD per Certificate.

In case the candidate is finalist in more than one category, a fixed fee of 5500 USD will apply.

CRITERIA & GRADING TO BE A WINNER:

Each Organization should present its files and choose from the categories mentioned by the Arab Hospitals Federation. It can present for several categories.

The division of grading will be based on the below points:

Each category will be scored based on:

- 1. Innovation (20%)**
- 2. Impact (30%)**
- 3. Sustainability (20%)**
- 4. Scalability (15%)**
- 5. Patient Testimonials and Feedback (15%)**



CATEGORIES

INSPIRING POSITIVE CHANGE

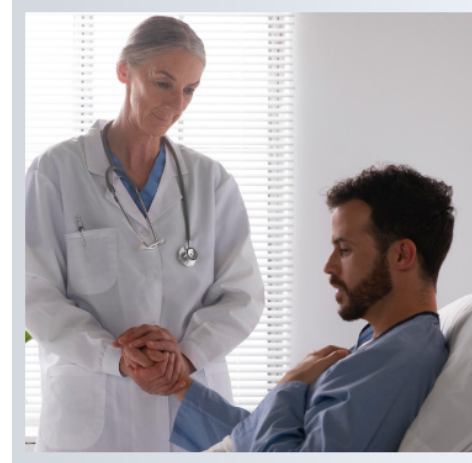
CATEGORY 1
Patient-centered Care &
Community Engagement



CATEGORY 2
Leadership, Governance,
Policy & Culture



CATEGORY 3
Safety And Quality Of Care



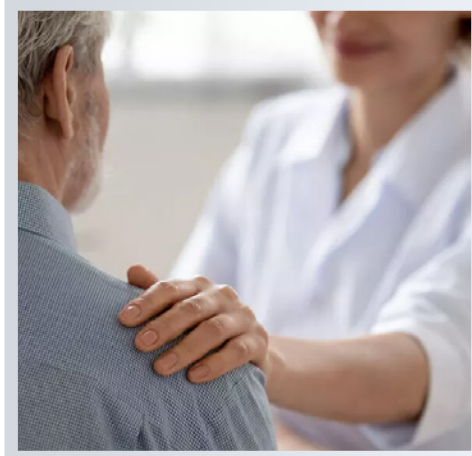
CATEGORY 4
Communication &
Information Sharing



CATEGORY 5
Innovation & Technology



CATEGORY 6
Emotional And
Psychological Support



CATEGORY 7
Continuity Of Care And
Transition Management



CATEGORY 8
Staff & Provider Engagement
& Development



CATEGORY 9
Accessibility



PATIENT-CENTERED CARE AND COMMUNITY ENGAGEMENT

Patient-centered care is the cornerstone of an exceptional healthcare experience, placing the needs, values, and preferences of patients at the core of every decision. This category honors institutions that prioritize patient engagement, empower individuals in their healthcare journeys, and implement policies that enhance shared decision-making. By fostering a culture of respect, communication, and responsiveness, healthcare providers create a personalized and meaningful care experience that leads to improved patient satisfaction and outcomes.

This Certificate acknowledges organizations that excel in assessing and implementing patient-centric strategies while actively engaging with their communities. It recognizes those who leverage feedback mechanisms and continuously refine care delivery to meet the evolving expectations of patients and their families.

1. Structure - Assessment of how patient needs, values, and preferences are respected in care delivery.
- Review of policies ensuring patient participation in decision-making.

2. Framework - Evaluation through interviews and surveys.
- Review of patient feedback systems.

3. Deliverables - Evidence of personalized care plans.
- Metrics on patient satisfaction scores and response rates to feedback.

4. Key Indicators

1. Personalized Care Plans: *Evidence of patients with documented personalized care plans.*

2. Patient Satisfaction: *Evidence from surveys on how well individual needs were met.*

3. Feedback Implementation: *Evidence of patient feedback suggestions incorporated into care practices.*

4. Shared Decision-Making: *Evidence of patients actively involved in creating their treatment plans.*

5. Cultural Sensitivity: *Indicators on how care respects cultural preferences and practices.*

LEADERSHIP, GOVERNANCE , POLICY AND CULTURE

Leadership, governance, and culture are key to creating a patient-centered healthcare environment. This category recognizes organizations where leadership is committed to fostering a culture of respect, compassion, and collaboration. These institutions prioritize patient engagement, adapt to evolving needs, and ensure that every decision aligns with patients' values and preferences.

This Certificate acknowledges organizations that excel in leadership and governance, fostering a culture that continuously improves patient experience and meets the changing expectations of patients and their families.

- 1. Structure**
- Evaluation of how leadership defines and supports patient experience across the organization.
 - Review of policies ensuring consistent respect, compassion, and courtesy in interactions with patients, families, and staff.
 - Assessment of the organization's ability to adapt to evolving patient needs and feedback in a timely manner.

- 2. Framework**
- Evaluation through leadership assessments, surveys, and interviews to measure commitment to patient experience.
 - Review of feedback systems to assess how the organization listens to and respects patient and staff input.
 - Analysis of how leadership communicates and aligns the organization's vision for patient experience.

- 3. Deliverables**
- Evidence of leadership initiatives and actions promoting a culture that prioritizes patient experience.
 - Documentation of clear organizational values and practices that promote compassionate care and respect.
 - Examples of how feedback has led to improvements in care delivery, showcasing responsiveness and adaptability.

4. Key Indicators

- 1. Leadership Commitment: Evidence of leadership's active involvement in prioritizing and supporting patient experience initiatives throughout the organization.*
- 2. Cultural Sensitivity: Indicators demonstrating how the organization respects and incorporates diverse cultural preferences and practices in care delivery.*
- 3. Feedback Implementation: Evidence of how leadership ensures that patient and staff feedback is consistently incorporated into the improvement of care processes and organizational practices.*

SAFETY AND QUALITY OF CARE

Ensuring safety and quality of care is a fundamental aspect of patient experience. This category evaluates healthcare organizations based on their adherence to safety protocols, quality assurance measures, and the effectiveness of incident reporting systems. It involves reviewing accreditation standards, compliance reports, and staff training in safety practices to ensure patient well-being is prioritized. Key deliverables include reducing adverse events, meeting or exceeding accreditation safety standards, providing ongoing safety training for staff, and tracking metrics on medication safety and hygiene audits.

This certificate recognizes institutions committed to continuous improvement in patient safety outcomes and the highest standards of care.

1. **Structure**
 - Review of safety protocols and quality assurance mechanisms.
 - Analysis of incident reporting systems and preventive measures.
2. **Framework**
 - Review of accreditation standards and compliance reports.
 - Assessment of staff training in safety practices.
3. **Deliverables**
 - Reduction in adverse events.
 - Evidence of continuous improvement in patient safety outcomes.

4. Key Indicators

1. *Adverse Event Rate: Reduction in reported adverse events per 1,000 patient encounters.*
2. *Safety Compliance: Evidence of hospital meeting or exceeding accreditation safety standards.*
3. *Preventive Training: Evidence of staff trained on updated safety and quality protocols annually.*
4. *Medication Safety: Metrics on incidents involving medication errors or near-misses.*
5. *Hygiene Audits: Frequency and results of hygiene and infection control audits.*

WHERE EVERY PATIENT IS SAFE, EVERY MOMENT IS EXCEPTIONAL

COMMUNICATION AND INFORMATION SHARING

Effective communication is a fundamental pillar of quality healthcare, ensuring that patients receive clear, accessible, and timely information about their health and treatment. This category recognizes institutions that excel in fostering open and transparent dialogue between patients and healthcare providers, enabling informed decision-making and improving overall patient experience.

By implementing strong communication channels, enhancing staff training, and leveraging digital tools, healthcare organizations can bridge gaps in information sharing and promote health literacy.

This certificate honors those who prioritize accessibility, clarity, and responsiveness, ensuring that every patient, regardless of language or background, feels informed, supported, and empowered in their healthcare journey.

- 1. **Structure**
 - Assessment of communication channels between patients and healthcare providers.
 - Review of accessibility and clarity of medical information provided to patients.

- 2. **Framework**
 - Analysis of communication training programs for staff.
 - Evaluation of digital and physical tools for patient information dissemination.

- 3. **Deliverables**
 - Feedback from patients on understanding of their condition and treatment.
 - Availability of materials in multiple languages/formats.

4. Key Indicators

1. *Patient Understanding: Evidence of patients reporting clear understanding of their condition and treatment plans.*
2. *Multilingual Materials: Availability of educational materials in multiple languages/formats (e.g., print, video, braille).*
3. *Staff Communication Training: Evidence of staff completing communication-focused training programs annually.*
4. *Timely Communication: Average time taken to respond to patient queries or provide critical updates.*
5. *Digital Engagement: Evidence of patients using digital platforms (e.g., portals, apps) for accessing information.*

INNOVATION AND TECHNOLOGY

Innovation plays a critical role in enhancing patient experience through new technologies and practices. This category evaluates the adoption of cutting-edge tools, such as telemedicine and AI-driven feedback systems, and the implementation of novel practices that improve patient engagement and care.

Key deliverables include case studies highlighting successful innovations, improvements in patient outcomes, and the successful implementation of pilot programs. Indicators like technology usage, documented innovations, and digital integration showcase how institutions are leveraging modern solutions to create a more seamless, effective, and patient-centered healthcare experience.

This certificate recognizes institutions that lead the way in innovative approaches to patient care.

1. **Structure**
 - Evaluation of innovative technologies and practices enhancing patient engagement.
 - Review of research and pilot programs in patient experience.

2. **Framework**
 - Assessment of technology adoption, such as telemedicine or AI-driven feedback tools.
 - Documentation of novel practices improving patient care.

3. **Deliverables**
 - Case studies showcasing successful innovation.
 - Metrics demonstrating tangible improvements in patient outcomes.

4. Key Indicators

1. *Technology Usage: Evidence of patients benefiting from innovative tools like telemedicine or AI-driven feedback systems.*
2. *Successful Innovations: Evidence of documented case studies showcasing improvements due to new practices.*
3. *Patient Outcomes: Improvement in clinical or satisfaction metrics attributable to innovation.*
4. *Pilot Program Success: Evidence of pilot programs successfully implemented and scaled.*
5. *Digital Integration: Evidence of patient touchpoints digitized for seamless care experience (e.g., e-check-in).*

EMOTIONAL AND PSYCHOLOGICAL SUPPORT

Emotional and psychological support is essential to the overall patient experience. This category focuses on the mental health and emotional services provided to patients and their families, as well as the integration of wellness programs designed to promote emotional well-being. It involves evaluating the availability of counseling services, support groups, and feedback on the emotional care provided.

Key deliverables include the implementation of stress-reduction initiatives, participation in wellness programs, family support services, and crisis intervention measures. Performance indicators such as patient counseling participation, mental health satisfaction, and feedback on emotional support outcomes highlight institutions that are excelling in providing comprehensive, empathetic care to both patients and their families. This certificate recognizes those institutions that prioritize mental and emotional well-being in their patient experience strategies.

1. Structure - Evaluation of mental health and emotional support services offered to patients and families.
- Integration of patient wellness programs.

2. Framework - Review of support group availability and counseling services.
- Analysis of patient satisfaction with emotional support received.

3. Deliverables - Implementation of stress-reduction initiatives.
- Feedback from patients on emotional well-being during care.

4. Key Indicators

- 1. Patient Counseling Participation: Percentage of patients utilizing counseling or support services.*
- 2. Mental Health Satisfaction: Patient-reported scores on emotional support received during care.*
- 3. Wellness Program Adoption: Number of participants in stress-reduction or wellness initiatives.*
- 4. Family Support Services: Availability and utilization of services for families of patients.*
- 5. Crisis Intervention: Number of mental health crises resolved promptly with specialized support.*

CONTINUITY OF CARE AND TRANSITION MANAGEMENT

Effective continuity of care and transition management is vital for ensuring patients receive seamless, high-quality care throughout their healthcare journey. This category examines discharge planning, follow-up systems, and care coordination across departments and facilities. It involves reviewing readmission rates, patient education on post-discharge care, and the smooth transition of patients between care settings.

Key deliverables include the implementation of comprehensive discharge plans, reductions in avoidable readmissions, and follow-up contact with patients after discharge. Indicators such as discharge plan completion, care coordination metrics, and patient education on post-care management highlight institutions excelling in maintaining continuity and improving patient outcomes throughout the care continuum. This certificate recognizes institutions that excel in providing continuous, coordinated care that ensures positive patient outcomes throughout the care continuum.

- 1. Structure**
 - Examination of discharge planning and follow-up systems.
 - Assessment of care coordination across departments and facilities.
- 2. Framework**
 - Analysis of readmission rates and continuity in patient care pathways.
 - Review of patient education on post-discharge care.
- 3. Deliverables**
 - Comprehensive discharge plans with patient input.
 - Reduction in avoidable readmissions.

4. Key Indicators

- 1. Discharge Plan Completion: Percentage of patients receiving comprehensive discharge plans.*
- 2. Readmission Rate: Reduction in avoidable 30-day readmission rates.*
- 3. Post-Discharge Follow-Up: Evidence of patients contacted for follow-up within a set time after discharge.*
- 4. Care Coordination: Evidence of Metrics tracking smooth transitions between departments or facilities, referral sources, home & community.*
- 5. Education Post-Care: Evidence of patients receiving detailed education on managing their condition post-discharge.*

STAFF & PROVIDER ENGAGEMENT AND DEVELOPMENT

Staff engagement and development are crucial for delivering exceptional patient care. This category evaluates training programs that enhance patient experience while focusing on staff well-being. It emphasizes the role of healthcare providers in supporting staff and fostering a positive, motivated workforce, leading to better patient outcomes.

Key deliverables include high patient satisfaction linked to staff interactions, evidence of continuous staff training and well-being programs, and recognition for outstanding care. Indicators like staff satisfaction, training completion rates, and burnout reduction highlight organizations that prioritize both staff development and patient care.

This certificate recognizes institutions that invest in their staff's development and well-being to ensure optimal patient experiences and outcomes.

1. Structure - Review of staff training programs focused on enhancing patient care and experience.

- Analysis of staff satisfaction and its correlation to patient satisfaction outcomes

2. Framework - Staff surveys to assess engagement levels and understanding of patient needs.

- Evaluation of ongoing education initiatives and staff development programs.

3. Deliverables - High patient satisfaction scores linked to positive staff interactions.

- Evidence of regular and updated staff training modules.

4. Key Indicators

1. *Staff Satisfaction Scores: Correlation between staff satisfaction and patient satisfaction scores.*

2. *Training Completion: Evidence of staff completing required training programs on patient care annually.*

3. *Recognition Programs: Documentation of staff recognized for exceptional patient-centered care.*

4. *Burnout Reduction: Reduction in staff burnout rates based on regular assessments.*

5. *Interdisciplinary Collaboration: Frequency of team meetings fostering better collaboration between healthcare professionals.*

ACCESSIBILITY

True excellence in patient experience starts with ensuring healthcare is accessible to everyone. This category examines physical, financial, and technological access to services, focusing on the needs of patients with disabilities or special requirements. It involves evaluating facility accessibility, assessing financial support mechanisms for underprivileged patients, and integrating assistive technologies.

Key deliverables include achieving infrastructure compliance with accessibility standards, tracking service utilization by marginalized groups, providing financial aid to those in need, reducing wait times, and ensuring the availability of adaptive devices.

This award honors institutions that proactively remove barriers and create a more inclusive healthcare environment.

1. **Structure**
 - Examination of physical, financial, and technological accessibility to services.
 - Focus on accommodating patients with disabilities or special needs.

2. **Framework**
 - Site evaluation for accessible facilities.
 - Assessment of financial support mechanisms for underprivileged patients.

3. **Deliverables**
 - Implementation of accessible infrastructure.
 - Statistics on service utilization by marginalized groups.

4. Key Indicators

1. *Accessible Infrastructure: Percentage of facilities meeting accessibility standards for disabled individuals.*
2. *Service Utilization: Statistics on healthcare access by underserved or marginalized groups (e.g., uninsured, Unable to pay) + Evidence of active participation in community health initiatives*
3. *Financial Support: Number of patients benefiting from financial aid programs or subsidies.*
4. *Wait Time Reduction and triage: Average reduction in wait times and appropriate triage for services, especially for marginalized groups.*
5. *Assistive Technologies: Availability of assistive tools like hearing aids, visual aids, and adaptive devices.*



GUIDELINES

"COMMIT TO EXCELLENCE, EARN THE GOLD INITIATIVE"

GUIDELINES

You should follow the Eligibility, criteria and categories mentioned in the file.

Entries must be submitted by filling the Application form and sending it to : ahfonline@ahfonline.net

Submitters must choose the category where the service, program, or solution will be entered.

SUPPORTING DOCUMENTS

While filling the entry, please make sure that you also submit the following supporting documents with the application form :

- Power Point Presentations of the project
- Brief of the overall project in words format (maximum 1 page A4)
- Evidence or Deliverables as detailed in each category
- Certificates/registration of the project if applicable
- Photographs of criteria (Maximum 3)
- Video Links if available
- Any other relevant documents that support the application and claims
- All the above information is only used for the internal assessment process.
- Applicants must indicate “Confidential” and highlight the same within the document in case they do not want to share such information to any third party or any public domain other than the AHF Certificate Team.
- The documents can be in PDF, word, PowerPoint or jpg file formats and the total size of the documents should not be above 10 MB.
- Each Healthcare Organization is only allowed for one submission in one or more categories and it should be submitted officially by the CEO/ President.
- The submission should be presented in the name of the healthcare organization.
- Any healthcare group with multiple hospitals must submit a separate application for each hospital.

SELECTION PROCESS

The selection process of winners will be in two phases:

Phase one will be by the AHF Judging Panel composed from AHF board members , VIP Personalities & Experts in Patient Safety & Quality experience.

Each entry will be reviewed and scored independently.

The Judging Panel will meet to discuss and agree on the finalists list.

During Phase two, all finalists will be considered by the Judging Panel and the Winners will be selected for announcement. Each Organization can win in one or more categories it applied for and receive the Gold Initiative certificate in the specific categorie(s).

COLLABORATORS & PARTNERS

Through its long reputation and reliable journey, the Arab Hospitals Federation made a good relationship with different trustful parties. The Collaborators worked hard in the Healthcare sector to advance Health in Arab Countries.

WINNERS REQUIREMENTS & BENEFITS

The winning Organizations will receive the following benefits:

- "Gold Initiative Certificate" in a specific category.
- Extensive exposure to all leaders, Stakeholders, Healthcare workers, community.
- One Profile Page about the winning Institutions in the E- Official Winners souvenir Catalogue.
- Banner on AHF Website

The finalists are requested to pay Logistcal fees to finalize the study of their files, define the ranking level (Silver, Gold & Diamond) and to Announce the winners which is 3500 USD per certficate.

In case the candidate is finalist in more than one category, a fixed fee of 5500 USD will apply.



ARAB HOSPITALS FEDERATION

Certificate

OF GOLD INITIATIVE

STAR OF EXCELLENCE IN

**PATIENT
EXPERIENCE**

6th EDITION

CONTACT US

Arab Hospitals Federation

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Whatsapp: +961 3 269812

Email: ahfonline@ahfonline.net

Website: www.ahfonline.net

ORGANIZED BY



إتحاد المستشفيات العربية
ARAB HOSPITALS FEDERATION

IN PARTNERSHIP WITH

**T H E B E R Y L
I N S T I T U T E**

We would like to participate in AHF Gold Initiative Certificate

INSTITUTION NAME: INSTITUTION MANAGER:

COUNTRY: ADDRESS:

PHONE: MOBILE: EMAIL:

We would like to submit to:

- PATIENT-CENTERED CARE AND COMMUNITY ENGAGEMENT CERTIFICATE
- LEADERSHIP, GOVERNANCE , POLICY AND CULTURE CERTIFICATE
- SAFETY AND QUALITY OF CARE CERTIFICATE
- COMMUNICATION AND INFORMATION SHARING CERTIFICATE
- INNOVATION AND TECHNOLOGY CERTIFICATE
- EMOTIONAL AND PSYCHOLOGICAL SUPPORT CERTIFICATE
- CONTINUITY OF CARE AND TRANSITION MANAGEMENT CERTIFICATE
- STAFF AND PROVIDER ENGAGEMENT AND DEVELOPMENT CERTIFICATE
- ACCESSIBILITY CERTIFICATE

The division of grading will be based on the below points:

1. Innovation (20%)
2. Impact (30%)
3. Sustainability (20%)
4. Scalability (15%)
5. Patient Testimonials and Feedback (15%)

KEY DATES:

March 18, 2025 - Submission of application begins

May 12, 2025 - Submission of entry closed

May 27, 2025 - Finalists Notification

The finalists are requested to pay Logistical fees to finalize the study of their files, define the ranking level (Silver, Gold & Diamond) and to Announce the winners which is 3500 USD per certificate. In case the candidate is finalist in more than one category, a fixed fee of 5500 USD will apply.

For any information please contact us at: **ahfonline@ahfonline.net**

I Acknowledge receipt of this form and approval of the terms mentioned by signing it and sending it back.

Please submit your entry form by maximum May 12, 2025 by email to: ahfonline@ahfonline.net . Should you have any questions, please don't hesitate to contact us by WhatsApp Message to: 009613269812 or by email to ahfonline@ahfonline.net

SIGNATURE & STAMP