

Joint Event

Public Health, Women's Health, Nursing and Hospital Management

December 03-04, 2018 | Lisbon, Portugal

Communication and patient experience

Communication and Patient Experience (Project in a Hospital): Introducing change to a healthcare institution requires more than just isolated events, but rather a continuous performance improvement cycle that includes defining the vision and strategy, analyzing the gap existing between desired and actual status, planning for projects and activities to reach objectives, driving the implementation plan and training staff and lastly coaching of managers and performance monitoring.

Developing a professional image of staff and overall institution through communication in order to reach excellence in patient experience, provide top quality services to each patient, ensure long term business success and enhance its branding and attractiveness in the region.

It is a transformational project that will involve many different hospital stakeholders.

Its success relies on the engagement of everyone involved and a solid project management structure which would enable completion of project phases within proper deadlines, and attainment of high quality deliverables.

Biography

Sandra Abi Daher Frangieh has completed her Master's Degree in Hospital Management from Lebanese University-Beirut. She is currently pursuing her PhD in the same field from British International College-London and a Doctorate in Leadership and Human Resources from USJ-Beirut. She has accomplished Post-graduate studies in Quality Management in Healthcare from USJ-Beirut and in Professional Mediation from CPM-USJ-Beirut. She is an Instructor in the Faculty of Public Health at the Lebanese University. She is the Head of Training and Development Department in a private Hospital in North-Lebanon and Quality Consultant. She has recently joined the group of national surveyors for Hospital Accreditation, project with the Ministry of Public Health - Lebanon. She is a Trainer and animates workshops related to communication skills, emotional intelligence and personal development.

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