

NEWSLETTER

Delivering the vision today

Volume 9, Issue 22



Ambulatory Care Center Leveling Up Pediatric Care With Virtual Reality



ACC Quality Newsletter Committee

Editor-in-Chief:
Ms. Khadija Mohammed

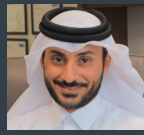
Editor:
Mr. Jade Paolo Concepcion

Design Editor:
Mr. Renz Zacarias
Mr. Nilo Martinez

Contributors:
Mr. Mohamed Abouhassan,
Ms. Ritze Siason,
Mr. Nilo Martinez,
Mr. Jade Paolo Concepcion,
Mr. Roderic Dayag
Media Consultant: Ms. Rachel Ann Morris
Printed by: HMC Copy Center
Contact Us: ACCQIPS@hamad.qa

IN THIS ISSUE

Message from the CEO and Medical Director ; Message from the Editor-in-Chief	2
ACC's Pride: The Al Mumayaz Award Infection Prevention and Control Recognition During the Annual Gathering	3
iCARE Empowering Cancer Patients Through Creative Expression	4
Ambulatory Care Center Celebrates Garangao	5
Enhancing the Pediatric Experience in Ambulatory Care Center Pre-Op Unit with Virtual Reality	6
Celebrating Qatar Sports Day 2025 at the Ambulatory Care Center	7
Sweeten Your Ramadan with Moderation: Reducing Sugar for Better Health	8
ACC Graduates' Journey Through HHQI Courses	9
ACC Plants Trees for a Greener Future	10
Annual Summary Nesma'ak Performance Report 2024-Ambulatory Care Center	11



Message from the CEO and Medical Director

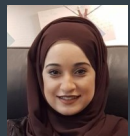
Dr. Khalid Al Jalham – CEO and Medical Director
Ambulatory Care Center

I want to begin by expressing my heartfelt gratitude to each and every one of you. Your dedication, compassion, and relentless pursuit of excellence are not just the reasons behind our success — they are the foundation of who we are as an organization. Every day, you choose to show up, care deeply, and push the boundaries of what's possible for our patients and community. Your commitment is powerful, transformational, and truly inspiring. Together, we are not just maintaining high standards — we are setting new ones. With your continued passion and drive, there is no limit to what we can achieve.

I am also pleased to highlight a significant leadership milestone for ACC. Dr. Majid Sultan M.K. Alabdulla has been appointed as our

Deputy Chief Executive Officer and Medical Director. His appointment marks an exciting new chapter for our facility, and we are confident that under his leadership, we will continue to strengthen our foundation of excellence, innovation, and person-centered care.

As your leadership team, we remain fully committed to ensuring that you feel valued, supported, and empowered. Staff wellness and wellbeing continue to be among our highest priorities because we firmly believe that exceptional service begins with taking care of our people. Through wellness initiatives, flexible support, and a culture that fosters balance, respect, and belonging, we aim to create an environment where you can thrive both personally and professionally.



Message from the Editor-in-Chief

Ms. Khadija Mohammed – Executive Director Clinical Services Development
Ambulatory Care Center

As we move through the year, I'd like to take a moment to reflect on three core values that continue to shape our workplace and culture: staff wellness and wellbeing, environmental responsibility, and diversity, equity, and inclusion.

Our people are our greatest strength, and supporting staff wellness is essential to sustaining the meaningful work we do. Promoting well-being both mentally and physically is not just an initiative; it's a responsibility we all share. From encouraging work-life balance to creating safe spaces for open conversations, we are building a culture where caring for ourselves and each other is a priority.

Next, environmental responsibility is not only a global concern, but also a local one. Within our facilities, we have a responsibility to take care of our environment. Our activity called "My tree" is a small

action but I truly believe it makes a meaningful impact. As stewards of health, we are uniquely positioned to lead by example and to show that caring for the environment is part of caring for our patients, communities, and future generations.

Next, our dedication to diversity, equity, and inclusion remains a central focus. They are essential instruments in building an environment where every individual feels seen, heard, and valued. Our diversity is our strength. It allows us to bring a wider range of perspectives to the table, enriches our collaborations, and ensures that the care we provide is culturally responsive and equitable.

Thank you for all that you do. Let's continue to support one another, take care of our environment, and champion a workplace where everyone can thrive.





ACC's Pride: The Al Mumayaz Award

Mr. Mohamed Abouhassan – Quality and Patient Safety Coordinator



In alignment with Ambulatory Care Center's vision, the Al Mumayaz Award, now in its 6th year, is a unique recognition presented directly by patients, expressing their gratitude to ACC employees who go above and beyond in their care. Through this award, patients acknowledge the dedication of staff members who bring comfort and joy into their lives. It enables the culture of continuous collaboration between healthcare professionals and the patients and families they serve. It also strengthens partnership driven by a commitment to person-centered care, reinforcing the belief that patients are essential stakeholders in their healthcare journey highlighting emotional connections, promoting trust and mutual appreciation. Nominees must demonstrate a willingness to exceed their job requirements, show extraordinary kindness, and make a lasting

positive impact on patients and their families. Their actions must be consistently team-oriented, dependable, and reflective of the highest standards of professionalism.

On February 16, 2025, the Patient Family Advisory Council honored two exceptional individuals, Dr. Aya Ahmed Elderee – ENT specialist – and Ms. Thresiamma Thomas – staff nurse, for their remarkable contributions to patient care. Their dedication to enhancing the patient experience and ensuring safety earned them the esteemed Al Mumayaz Certificate, awarded quarterly to outstanding caregivers.

The Al Mumayaz Award stands as a witness to ACC's commitment to recognizing and celebrating excellence. Through this initiative, the center continues to strengthen its culture of appreciation, ensuring that exceptional caregivers receive the acknowledgment they truly deserve.



Infection Prevention and Control Recognition During the Annual Gathering

Mr. Emad Al Atrash—Head Hospital Infection Control

In January 2025, the Corporate Infection Prevention and Control team organized the annual gathering at Bayt Al Dhiyafah. This event brought together the Infection Prevention and Control teams and leads from all facilities, fostering stronger relationships among the teams. It also provided an opportunity for each facility lead to share their achievements, challenges, and success stories through short presentations.

The Ambulatory Care Center (ACC) Infection Control team actively participated in the event, showcasing their most successful initiatives, challenges, and the results of their hard work throughout the year. In recognition of their hard work and achievements, Dr. Jameela Al Ajmi, Corporate Executive Director of Infection



Prevention and Control, and Professor Abdul Badi Abou Samra presented the team with appreciation certificates.



iCARE Empowering Cancer Patients Through Creative Expression

Ms. Ritze P. Siason—Quality Improvement/Management Reviewer



The 3rd annual iCARE (Creative Arts for Recovery and Empowerment) event, held on February 20, 2025, was a resounding success, reinforcing the power of artistic expression in healing and empowerment. This initiative, part of the CARE and HELP (Creating Activities to Raise Engagement and Enhance the Experience Learned by Patients) Patient Program, is dedicated to supporting cancer patients by promoting creativity, empowerment, and emotional healing. The event made a significant impact on patient well-being, uplifting spirits and fostering greater engagement and awareness within the facility and the broader community.

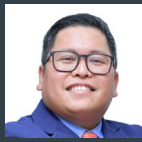
The event featured active participation from the Center for Patient Experience and Staff Engagement (CPSE), PCC Ambassadors, and ACC leaders and staff, all of whom demonstrated unwavering support and solidarity with cancer patients. Their presence underscored the collective commitment

to enhancing the patient experience through holistic and compassionate initiatives.

A key highlight of the event was an inspiring exhibition showcasing a powerful collection of paintings and crafts created by cancer patients. These artworks were made possible through the successful and productive collaboration with the Quality-of-Life Department. Each piece vividly conveyed themes of resilience, hope, and the transformative power of creative expression. Through their art, patients shared deep personal and emotional experiences, offering a moving glimpse into their journeys of strength, courage, and perseverance.

The annual iCARE initiative continues to emphasize the therapeutic role of creative expression in the healing journey, reinforcing ACC's commitment to person-centered care and holistic patient support. By integrating art into recovery, ACC reaffirms its dedication to enhancing the quality of life for patients, ensuring they feel empowered, heard, and valued throughout their healing process.





Ambulatory Care Center Celebrates Garangao

Mr. Nilo Carlo Martinez – Clinical Subject Matter Expert



On 13 March 2025, the Ambulatory Care Center joyfully celebrated Garangao, a valued tradition that brings happiness to children during the holy month of Ramadan. As part of the festivities, our team visited various departments, where we had the privilege of meeting young patients and brightening their day with special gifts. Seeing their smiles and excitement was truly heartwarming.

Throughout the celebration, our team spread the festive spirit of Garangao, creating moments of joy and comfort for children undergoing medical care. It was a wonderful opportunity to remind them that they are surrounded by love and support during their healthcare journey.

At ACC, we are committed to providing compassionate care and creating a positive environment for our young patients, their families and our dedicated staff. Celebrating Garangao was a meaningful way to connect with the community, reinforcing the importance of kindness, generosity, and togetherness. We look forward to continuing such initiatives that enhance the well-being of our patients.





Enhancing the Pediatric Experience in Ambulatory Care Center Pre-Op Unit with Virtual Reality

Mr. Jade Paolo Concepcion – Quality Management/Improvement Reviewer



This marks an exciting step forward at the Ambulatory Care Center with the successful pilot testing of Virtual Reality (VR) in the Pre-Operative Unit. This initiative co-designed with patients, family members, and parents of children who have undergone procedures at ACC, aims to reduce anxiety and stress in pediatric patients before surgery by immersing them in a calming and engaging virtual environment.

The pilot test was conducted with two pediatric patients, and the initial feedback was overwhelmingly positive. Upon arrival at the Pre-Op Unit, the patients were provided with VR headsets, allowing them to explore a virtual world that helped distract and relax them. The VR experience continued until they entered the operating room, just before induction, complementing our existing person-centered approach. This approach includes a pediatric-friendly environment in the Pre-Op Unit designed to make children feel more comfortable and at ease. Additionally, parents can accompany their child inside the operating theater, further enhancing the sense of security and support.

VR technology is increasingly recognized in healthcare for its benefits in reducing anxiety, enhancing relaxation, and improving the overall patient experience. Studies have shown that immersive environments can effectively divert attention from

stressful medical procedures, and this pilot reinforces those findings. The VR content was carefully selected based on input from parents and children, ensuring it was engaging, age-appropriate, and comforting.

After the procedure, Ms. Khadija Mohammed, Executive Director for Clinical Services in ACC, along with the project team, visited the patient in the daycare unit while they awaited discharge. When asked about the experience, the young patient enthusiastically rated it 9.5 stars! The parent also shared positive feedback, noting that the VR intervention made the surgical experience much less stressful for their child.

To further refine and expand this initiative, a survey has been shared with parents to gather insights on their child's experience. Their valuable feedback will help shape the future of this program and ensure we maximize its effectiveness.

This pilot test is just the beginning. With the support of patients, families, and healthcare professionals, our goal is to integrate VR as a standard supportive tool for pediatric patients undergoing procedures. This initiative reflects our commitment to person-centered, compassionate healthcare, continuously innovating to create a more comforting and reassuring hospital experience for our youngest patients.





Celebrating Qatar Sports Day 2025 at the Ambulatory Care Center

Mr. Nilo Carlo Martinez – Clinical Subject Matter Expert

On a beautiful Sunday morning, February 16, 2025, the Ambulatory Care Center hosted a vibrant and simple awarding ceremony for two exciting competitions held during Qatar Sports Day. The event was graced by Dr. Magid Sultan Al Abdulla, Ms. Khadija Mohammed, members of the Patient and Family Advisory Council, and participating staff.

Al Tahdi 2025 Qatar Sports Day Photography Competition

The first competition celebrated the art of photography, capturing the spirit of sports and community. Participants showcased their creativity, originality, and technical skills through their photographs. The winners were:

- **1st Place:** Mr. Reynaldo Duran with his solo fishing activity submission.
- **2nd Place:** Ms. Morescar with her yoga pose during a free session at the Women's Recreational Center.
- **3rd Place:** Mr. Renz Zacarias as a bowler at the Qatar Bowling Center.

The judging criteria included Creativity and Originality (38%), Composition and Technical Quality (33%), and Emotional Impact (29%).



Photo 1: Mr. Reynaldo Duran is the 1st Place Al Tahdi 2025 ACC Qatar Sports Day Photography Competition with his message of advocacy for sustainable fishing beach cleanup.



Photo 2: Ms. Morescar Tembo is Qatar Sports Day 2025 Al Tahdi Step Up to Stairs Champion for making the highest recorded steps made on stairs.

Al Tahdi 2025 Qatar Sports Day Step Up the Stairs Competition

The second competition encouraged participants to promote physical fitness by taking the stairs instead of elevators. Running from February 4th to February 10th, 2025, participants recording their stair climbs using mobile phones or smartwatches. The data was validated on February 12th.

The champion, Ms. Morescar Tembo, averaged 43 flights of stairs over seven days. She shared her routine of climbing from the ground floor to the 9th floor twice daily and once more before heading home. Ms. Tembo's message to all: "Burn calories, not electricity – use the stairs!".



Sweeten Your Ramadan with Moderation: Reducing Sugar for Better Health

Ms. Saada Said Majid—Clinical Dietician

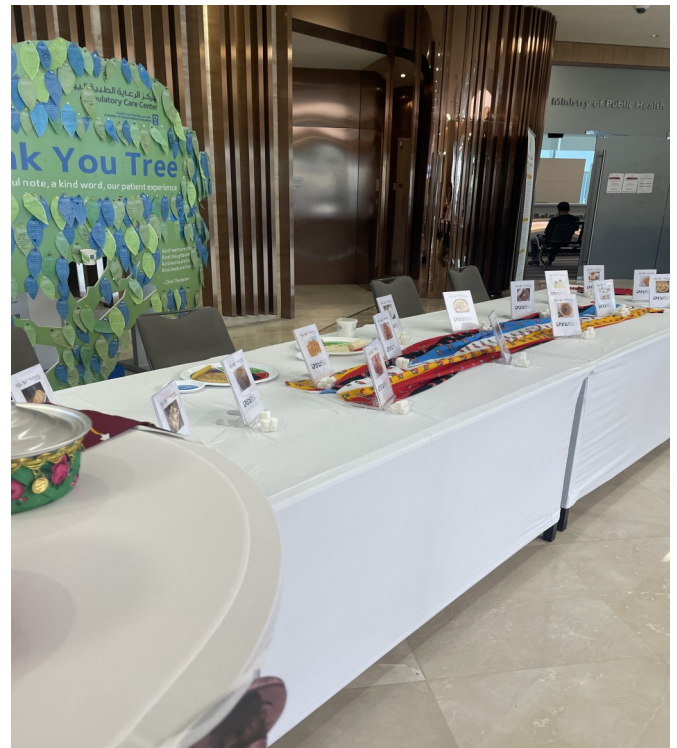


The Ambulatory Care Center recently hosted an informative booth on Ramadan activities titled "Sweeten Your Ramadan with Moderation: Reducing Sugar for Better Health." This event was organized by the Department of Dietetics and Nutrition in collaboration with the Quality Improvement and Patient Safety team of the ACC.

The goal of the booth was to encourage balanced fasting during Ramadan by promoting the reduction of sugary delights. Visitors were guided on how to balance carbohydrates, proteins, portion sizes, and healthy fats to ensure they enjoy nutrient-rich meals and snacks during the two main meals of Iftar and Sohoor.

Dietitians at the booth emphasized the importance of reducing sugar intake, staying properly hydrated, using appropriate portion sizes, and following MyPlate guidelines. They also showcased traditional sweets, highlighting the amount of sugar in each, and provided food models to educate visitors on ideal meal composition. Additionally, they advised attendees to limit their consumption of sweets to small portions.

Educational materials were distributed to all attendees, who also had the opportunity to ask the dietitians questions and address any concerns.





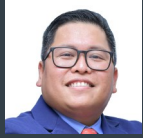
ACC Graduates' Journey Through HHQI Courses

Mr. Roderic Batang Dayag – Head of Quality

Since 2020, Ambulatory Care Center professionals have actively participated in Hamad Healthcare Quality Institute courses, strengthening healthcare by applying their expertise in quality improvement and clinical care enhancement. Participation in these courses is important for promoting a culture of continuous learning, equipping healthcare professionals with essential skills to enhance patient safety, optimize clinical processes, and lead impactful change initiatives. As participants progress through different levels of training, they develop deeper competencies, enabling them to take on more complex roles in driving healthcare improvement efforts.

These graduates play a pivotal role in elevating healthcare quality and safety. Their participation in HHQI courses underscores ACC's commitment to continuous learning and excellence in patient care. As healthcare evolves, progressive training in quality improvement ensures that professionals remain equipped to address emerging challenges, implement the best practices, and lead meaningful changes. Moving forward, ACC aims to expand participation, fostering a lasting culture of quality improvement across all healthcare levels.

Course	Total Graduates	Focus Area	Significance
IHI Open School	111	Patient safety, quality improvement, leadership, and population health	Provides online education in quality and safety, preparing professionals to implement the best global practices in healthcare improvement.
Fundamentals of Quality Improvement Course	208	Quality principles, problem-solving, data-driven decision-making	Serves as an essential foundation, equipping participants with core quality improvement knowledge needed for all healthcare professionals.
Intermediate Quality Improvement Course	27	Advanced improvement strategies, sustainability	Builds on the fundamentals, allowing professionals to engage in more structured and sustainable improvement efforts within their work settings.
Clinical Care Improvement Training Program	14	Clinical process optimization, patient safety, evidence-based methodologies	Focuses specifically on improving clinical workflows, ensuring patient-centered care, and fostering safer healthcare environments.
High Performing Organization Program	1	Leadership, organizational excellence, continuous improvement	Targets healthcare leaders seeking to drive excellence at the organizational level by embedding improvement practices into daily operations.
Improvement Leadership	6	Team leadership, system-wide change	Prepares individuals to lead change at a broader scale, influencing policies and practices that shape the healthcare landscape.
Improvement Specialist Program	1	Quality improvement methodologies, project management, performance measurement	Develops specialized expertise in quality improvement, enabling professionals to design, implement, and evaluate large-scale improvement initiatives.



ACC Plants Trees for a Greener Future

Mr. Nilo Carlo Martinez – Clinical Subject Matter Expert

The Ambulatory Care Center, in collaboration with HMC Landscape, recently hosted an inspiring outdoor event, "ACC My Tree," at the HBKMC Garden. This initiative driven by the ACC Person-Centered Care Staff Engagement team, was designed to resonate with the staff's passion for gardening and love for the outdoors.

With the theme, "Adopt a Plant for a Greener Tomorrow!" the event focused on tree-planting activities behind the ACC building. Various staff members, departments, and partners enthusiastically participated, each becoming a "tree parent" to a newly planted tree. These tree parents were given custom tree tags to attach to their trees, symbolizing their commitment to nurturing a greener future.

The ACC My Tree has been planting trees and plants for 3 years now and this year, the event planted 8 *Ehretia microphylla* plants and finding their new homes behind the HBKMC Garden, near the Mosque. The sight of the freshly planted greenery not only enhanced the beauty of the garden but also underscored the collective effort towards environmental sustainability.



Ehretia microphylla, also known as the Fukien tea tree or Philippine tea tree, is a tropical evergreen shrub in the borage family (Boraginaceae). It is native to eastern and southeastern Asia, including regions like India, southern China, Japan, and the Philippines.

It typically grows up to 4 meters in height and has long, slender branches. The leaves are small, usually 10–50 mm long, and can vary in size, texture, and color. The plant produces small white flowers and brownish-orange drupes. This plant thrives in semi-evergreen vine thickets and dry sites, often found in rainforests and on terraces. It is popular in bonsai cultivation due to its small size and attractive appearance. Additionally, in the Philippines, its leaves are used medicinally to treat ailments like cough, colic, diarrhea, and dysentery.

The ACC My Tree event was more than just a tree-planting activity; it was a celebration of community spirit and environmental stewardship. Participants enjoyed the camaraderie and the shared goal of creating a greener, healthier environment for future generations. The event also provided an opportunity for staff to unwind, enjoy the wonderful weather, and take pride in their contributions to a sustainable future.



Annual Summary Nesma'ak Performance Report 2024–Ambulatory Care Center

Mr. Jade Paolo S. Concepcion – Quality Improvement Reviewer



The Ambulatory Care Center has continued to demonstrate solid performance throughout 2024, with notable progress in patient satisfaction, access to services, and engagement through the Nesma'ak platform. The following summary provides an overview of key metrics from the 2024 Nesma'ak Annual Report, including patient feedback, complaints and compliments, and service support activity.

In 2024, ACC recorded a total footfall of 400,437, which is consistent with the numbers reported in 2023 (400,646) and slightly higher than in 2022 (386,560). The breakdown by attendance type is as follows:

- **Outpatient** services accounted for 90.5%
- **Day case** services showed a steady increase, rising to 8.3% compared to 7.3% in 2022 and 7.6% in 2023
- **Inpatient care** represented a small portion at 1.2%

Patient Satisfaction and Experience

Overall, patient satisfaction remained high in 2024, with **inpatient satisfaction** reaching **98.8%** and **outpatient satisfaction** at **96.7%**. These scores reflect results from patient surveys, supported by IVR (Interactive Voice Response) post-discharge data, which demonstrated year-over-year improvements:

- Inpatient IVR satisfaction increased from 85.9% in 2022 to 89.5% in 2024
- Outpatient IVR satisfaction rose from 83% to 88%

For inpatients, the overall satisfaction score encompasses various dimensions of the hospital stay, including the quality of interaction with physicians and nurses, the effectiveness of pain management, and the admission and discharge processes. For outpatients, it includes feedback on their overall visit experience, the efficiency of the registration process, and their interactions with clinic staff, including doctors and nurses.

In 2024, departments with high patient experience ratings—each

scoring above 91% in overall satisfaction—include Lithotripsy, ENT Inpatient, Main Operating Theatre, Admission, Extended Daycare, and Urology Inpatient. Notably, no department scored below 80% in overall patient satisfaction.

Complaints: Trends and Key Focus Areas

In 2024, complaints were closely monitored to support service improvement efforts. A positive trend was observed in the reduction of complaints related to access to services, which dropped from 70.4% in 2022 to 41.2% in 2024, reflecting enhancements in scheduling processes and care accessibility.

At the same time, there was an increase in the proportion of complaints related to the quality of services—rising from 21.9% in 2022 to 51.7% in 2024. This shift underscores the importance of addressing patient concerns related to quality of services in the facility.

Complaints by Service Area

While outpatient services accounted for most complaints in 2024, the percentage steadily declined—from 90.6% in 2022 to 78% in 2024—indicating service improvements over time. Pharmacy services showed positive progress, with complaint percentages decreasing from 1.8% in 2022 to 1.1% in 2024.

Administrative, inpatient, and clinical imaging areas saw higher complaint volumes, prompting targeted actions already underway to address concerns. These departments represent the most significant data, while others had low complaint volumes and are not included in this analysis.

Compliments and Positive Feedback

Patients continued to express strong appreciation across various service areas, with quality of services receiving the highest number of compliments—240 commendations, accounting for 68.4% of all positive feedback. Although this represents a decrease from 610 compliments in 2023 (85.7%), quality of services remains the most consistently recognized category. While this area also recorded a notable share of complaints, the high volume of positive feedback underscores

that many patients continue to have commendable experiences in the facility.

Physician services received the largest share of individual recognition at 25.1%, while nursing services saw a significant increase in compliments, rising from 1% in 2023 to 4.3% in 2024. Inpatient departments accounted for 50.1% of all compliments, followed closely by outpatient services at 47%, reflecting the sustained delivery of attentive and person-centered care.

Nesma'ak Department Staff Assistance

The total footfall of 400,437 individuals, as recorded by the Nesma'ak department stationed at the main entrance, represents the overall volume of visitors entering the facility for various purposes. Throughout the year, Nesma'ak efficiently managed a wide range of inquiries and feedback:

- Wayfinding and navigation assistance: 38,433 individuals
- Appointment inquiries: 14,289
- General information requests: 4,127
- Medical report requests: 5,622
- Feedback support (complaints, compliments, comments): 514

These interactions highlight the essential role of the Nesma'ak team in delivering a seamless, person-centered experience for all visitors to the facility.

The summary of Nesma'ak Performance Report 2024 for ACC reflects a steady footfall volume and sustained service delivery, supported by high satisfaction scores in many key areas. The reduction in access-related complaints points to progress in service efficiency, while the rise in quality-related concerns presents an opportunity for targeted improvement.

The Quality and Patient Safety Department acknowledges the continued commitment of all staff members—clinical, non-clinical, and support services alike—in delivering safe, respectful, and person-centered care. Moving forward, engagement with feedback and proactive service enhancements will remain central to our performance improvement efforts.

مركز الرعاية الطبية اليومية Ambulatory Care Center

عضو في مؤسسة حمد الطبية
A Member of Hamad Medical Corporation

