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Nusaiba Elamin Daffalla Ahmed

Khobar Health Network
Saudi Arabia

Transforming primary care through exceptional patient experience - Al Khobar Health Network model

Abstract:

“Every patient, every visit, every voice matters.”

This belief guided Al Khobar Health Network as we reimaged the patient experience across twelve primary health care centers. We listened closely - to concerns about waiting times, the need for clearer communication, and the wish for a warmer, more welcoming environment. Step by step, we trained our teams to connect with empathy, redesigned clinic flows to reduce delays, and introduced real time feedback tools so patient voices could directly shape services. Within two years, satisfaction rose from 83% to 87%, complaints declined, and trust between patients and care teams grew stronger than ever. Our journey shows that when patients are truly heard, primary care can become not just a service - but a partnership.

Biography

Nusaiba Daffalla, Director of Clinical Excellence at Khobar Health Network, is a healthcare leader with over 17 years of experience in public health, quality, and patient safety. She has held senior leadership roles in hospitals and primary health care, driving transformation, accreditation, and system improvement. With expertise in strategic planning, monitoring, and evaluation, she is dedicated to advancing safe, high-quality, patient-centered care, contributing to Saudi Arabia's Vision 2030 healthcare goals.