



Achieving Excellence in a Consumer-Driven Market Place

Zeina Koubar

Partner at PwC Middle East Saudi Arabia.

Abstract:

Stephen Wilkins and Fredrick Navarro in 2001 said “According to just about every expert in the health field, the health care industry is witnessing the dawn of a new era—the age of the empowered healthcare consumers. Armed with unprecedented access to health related information via the Internet, today’s healthcare consumer is demanding more involvement in his or her own care as well as access to more choices as to how healthcare is organized, delivered and paid for. “When consumers have a choice excellence matters. And when making decisions consumers will have access to the Internet and more than 10000 health related web sites that educate them on diseases and treatment protocols and rate the quality of care at hospitals and system across the country. In the market share battle based on excellence the competition will be regional statewide national and international. The opportunity is to convince consumers that hometown health care is equal or better than care at distant medical centers where patients are isolated from family and friends. Health care providers have just recently recognized the important value of pleasing patients. High performances organizations understand that patient satisfaction is not just important for accreditation but it is also a key indicator of consumer image, repeat business and the likelihood of word mouth marketing.

Biography:

Zeina is a Partner with PWC with the Health Industries Practice. Zeina brings over eighteen years of experience in healthcare quality management with a focus on performance and patient safety improvement; process efficiency, optimization and re-engineering; and patient-experience mapping and enhancement, through deploying diagnostic tools and digital solutions. Prior to joining PWC, Zeina was leading the Saudi Practice for GE Healthcare Partners, which is the consulting arm of GE Healthcare. Zeina also brings an extensive understanding of the Saudi healthcare systems and its various dynamics at multiple



levels (regulator, payer and provider), given her exposure to ground-level implementation of improvement projects.

Publication of speakers:

1. Kaufmanhall: “State of Consumerism in Healthcare—Slow Progress in Fast Times”. 2017.
2. Smith, A.: “Record Shares of Americans Now Own Smartphones, Have Home Broadband.” Pew Research Center, Jan. 12, 2017. <http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>
3. Devlin, H.: “Health Apps Could Be Doing More Harm than Good, Warn Scientists.” The Guardian, Feb. 20, 2017. <https://www.theguardian.com/science/2017/feb/21/health-apps-could-be-doing-more-harm-than-good-warn-scientists>
4. Fox, S., Duggan, M.: “Health Online 2013.” Pew Research Center, Jan. 15, 2013. <http://www.pewinternet.org/2013/01/15/health-online-2013/>

[Webinar on Health and Medical Tourism |July 28, 2020| Dubai, UAE](#)

Citation: Zeina Koubar, Webinar on Health and Medical Tourism; Medical Tourism 2020; July 28, 2020; Dubai, UAE