



Raising The Bar: Transforming Accreditation into Excellence



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DECADES OF EXCELLENCE



ZULEKHA HOSPITAL SHARJAH



ZULEKHA HOSPITAL DUBAI



ACCREDITATION



EXCELLENCE



جائزة محمد بن راشد آل مكتوم للأعمال
MOHAMMED BIN RASHID AL MAKTUUM BUSINESS AWARD
مبادرة من غرفة تجارة وصناعة دبي



جائزة الشارقة الخضراء
Sharjah Green Award



DUBAI CHAMBER CSR
ADVANCED LABEL



جائزة دبي الذهبية للجودة
DUBAI QUALITY GOLD AWARD



جائزة دبي للجودة
DUBAI QUALITY AWARD

DUBAI QUALITY
APPRECIATION
PROGRAM



الشبكة العربية للمسؤولية
الإجتماعية للمؤسسات
Arabia CSR Network





ACCREDITATION V/S EXCELLENCE

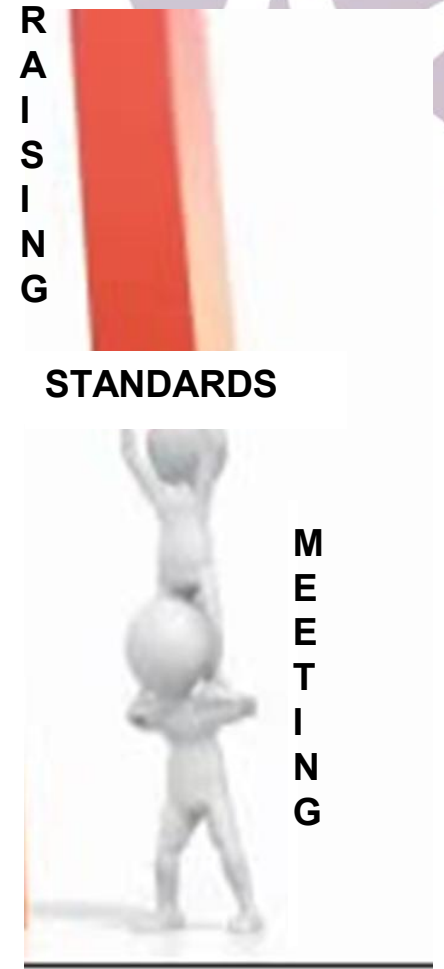
Does Being Accredited Imply That You Have Attained Excellence ?

NO

Accreditation = Meeting The Standards

Excellence = Raising The Bar

EXCELLENCE MAKES YOU OUTSTANDING





UTILIZING ACCREDITATION FRAMEWORK IN THE JOURNEY TOWARDS EXCELLENCE



INTRODUCING THE CHANGE

ACCREDITATION TO EXCELLENCE

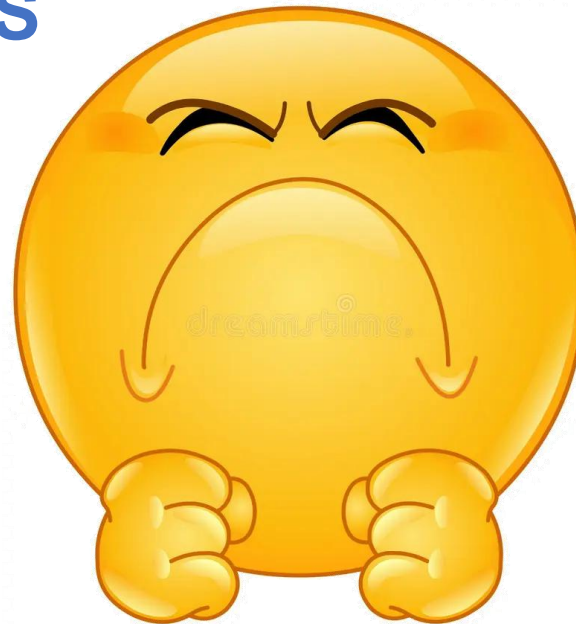
STAFF PERCEPTION

INSPECTIONS

OPINIONS

FORCED TO
CHANGE WAYS OF
WORK

ANXIETY



STRESSFUL

TIME CONSUMING

FEAR OF BLAME FOR
NON-COMPLIANCE

NOT MY JOB

TASK OF QUALITY OR ADMINISTRATIVE
DEPARTMENT



10TH EDITION

CAHOCON

**20
26**



ACCREDITATION TO EXCELLENCE

~~NOT AN INSPECTION OR SUPERVISION~~

TRACER METHODOLOGY
TRACING PATIENTS JOURNEY AND
CONVERTING TO MEASURED
STANDARDS



~~EXHAUSTING AND DEMANDING~~

PROCESS REVIEWS IDENTIFIED
SCOPE OF MAKING IT LEAN BY
REMOVING UNSAFE VARIATIONS AND
UNNECESSARY TOUCH POINTS WITH
STAKEHOLDER INPUTS



~~NOT AN OPINION~~

SURVEYORS SHARED BEST PRACTICES
FROM OTHER HOSPITALS AND TOOK
FORTH ZULEKHAS' BEST PRACTICES
ACROSS THE GLOBE.
TRULY AN HONOUR FOR THE ZULEKHA
TEAM.



ACCREDITATION TO EXCELLENCE

~~TASK OF QUALITY DEPARTMENT~~

INVOLVED STAFF IN DRAFTING THE POLICIES.
QUALITY DEPARTMENT WAS A FACILITATOR ROLE.
STAFF ACCOUNTABILITY AND MOTIVATION INCREASED.



~~NOT MY JOB! ADMINISTRATIVE JOB~~



~~FORCED TO CHANGE WAYS OF WORK~~

LOGIC OF STANDARDIZATION AND USE OF EVIDENCE BASED PRACTICE WAS REALIZED WHEN OUTCOMES WERE MEASURED. THIS REDUCED THE VARIATIONS



THE STANDARDS WERE USED AS A BRIDGE TO TAKE THE ADMINISTRATIVE POLICIES TO PATIENTS' BEDSIDE.

ACCREDITATION TO EXCELLENCE

~~FEAR OF BLAME FOR NON-COMPLIANCE~~

Culture Changed

Non-Compliances ≠ Mistakes = Areas For Improvement → Birth Of New Processes

Leadership Driven Movement

Transparency and Reporting Improved.

Thought Process changed from Person Dependent to Process Dependent.

THE “OWN YOUR MISTAKE” CULTURE----- FAIR AND JUST CULTURE



ACCREDITATION TO EXCELLENCE

DELIVERING SAFER CARE

Ticking of a checklist identified “if an activity was done”.

Evidence of passing an inspection.



Accreditation identified **how it was done and the outcome.**

In accreditation it is for performance monitoring.
This logic changed the culture of thinking from:
“ TICKING THE BOX TO FIXING THE TREND” .

The concept of delivering safer care everyday was rewritten.

ACCREDITATION TO EXCELLENCE

DATA ANALYSIS

Data is just paper and numbers **X**

Not adding value to work **X**

NO VALUE



What It Looks

Data is not what it looks like



When Reviewed

ACCREDITATION TO EXCELLENCE

DATA ANALYSIS

Consistently 100 % Compliance



Thinking has become optional
Data Compiled was not meaningful
Time to relook the data

When DATA is not reviewed effectively the challenges are:
NOT DATA PROBLEM but DECISION PROBLEM

Lessons learned from Accreditation

EXCELLENCE SANS ACCREDITATION



NO SIGNATURE. ANY IDEAS?



“A MASTERPEICE WITHOUT A SIGNATURE”

TRULY BRILLIANT YET OFFICIALLY INVISIBLE

CHALLENGES:

Decline in standardization and widening gaps in clinical excellence with time

Varying staff performance

Limitation for international patient tourism, government limitations and reduced opportunities of partnership and affiliations.



IN CONCLUSION

Excellence Redefines Accreditation

Healthcare accreditation is not an event. It must begin to reflect our demand to excellence.





THANK YOU

