

STRATEGIC PRIORITIES 2020-2025



Quality Patient Care and Safety

Ensure efficient response and provide timely care to critical cases

Provide quality care which meets patients' needs

Interact professionally and show compassion every time

Maintain patient safety



Constructive Partnerships and Compliance

Gain support from stakeholders

Align performance to client requirements and agreed KPIs

Comply with regulations and maintain ISO and JCI accreditations



Sense of Ownership and Engagement

Ensure the safety, physical and psychological wellbeing of staff

Develop a culture of continual engagement and ownership

Empower Emirati Clinicians

Implement a successful leadership model



High Performing Competitive Organization

Streamline and align processes to achieve organizational goals

Embed quality management based on business analytics of valid data

Explore business opportunities to increase revenue and strengthen our financial position

Promote efficiencies to ensure financial stability and competitive edge