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Director General’s Message

The creative minds of our people is the true wealth and driving force behind the remarkable developments and achievements that the UAE and the global city of Dubai have witnessed in the last few years.

Dubai Health Authority is aware that developing and taking care of these creative minds is vital, as they are the driving force behind the continuous growth of our country. Therefore, the authority spares no effort in utilizing the minds of our experienced medical and administrative staff to maintain a happy and healthy society.

It is our responsibility to continue to move forward to reach our goal of making Dubai the preferred global destination for medical treatment and fulfilling the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, of providing a safe haven for residents and visitors of the city. Reaching this goal is a natural ambition for Dubai, the flourishing city, which has become a home to people from all over the world, who were inspired by its vision and want to join its movement towards progression.

We believe that we are all responsible for the health and safety of our people and are confident in the capabilities of those concerned in the health sector—be it members of our society or public and private organizations—in fulfilling these desired goals. May ‘fruitful partnerships’ be our motto, ‘continuous giving’ be our work ethic and ‘determination’ be the principal that will drive us to perform our mission and national duty in the best way possible.

Awadh Al Ketbi
Director-General of Dubai Health Authority
The Dubai Health Authority was created, in June 2007, by Law 1 issued by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE, Ruler of Dubai, with an expanded vision to include strategic oversight for the complete health sector in Dubai and enhance private sector engagement.

The DHA's aim in Dubai is to provide an accessible, effective and integrated healthcare system, protect public health and improve the quality of life within the Emirate. Taking into consideration the strategic plan and the vision of the Emirates Program for Excellence in Governmental Service.

Based on the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai to focus on Customer happiness to achieve the message of the National Program of Happiness and positivity that happiness is goal of government work in the country.

And the Dubai Health Authority's belief that hard work and continuous development of the skills and knowledge of its employees, continuous improvement and development of systems, responsibility, constructive teamwork, commitment to the authority's values, and the pursuit of providing the best for the happiness of its customers, will enable the authority to achieve its strategic objectives and the message of the National Program for Happiness and Positivity and the vision of the Emirates Program for Excellence, Its one of the best government institutions in healthcare sector in UAE for providing excellent eservice that exceed customer expectation.
**Mission**
Transforming Dubai into a leading healthcare destination by fostering innovative and integrated care models and by enhancing community engagement.

**Vision**
Towards a healthier and happier society

**Values**

- **Consumer centricity**: To prioritize the individual experience in the care delivery process through a coordinated set of services that are tailored to the needs, safety and preferences of the consumers, their families and their caregivers. Individuals, with their families and careers should be involved in decisions about their care and treatment.

- **Efficiency**: To maximize the value of healthcare services delivered by pursuing efficiency and appropriate allocation and utilization of resources.

- **Engaged and motivated workforce**: To create a work environment that can motivate and attract talented healthcare workforce. The aim is to create engaged, attentive and accomplished workforce that provides distinctive and compassionate care and foster patient trust.

- **Motivated workforce**: Create an attractive environment for the talented workforce to aim building a skilled and accomplish workforce to provide excellent care that enhances patients’ confidence.

- **Accountability and transparency**: To be accountable for delivering high quality healthcare services and accountable for the communities served. A system of responsibility and accountability should be put in place to track the process of health related decisions and ensure that the process and results are transparent and clear to the public, patients, healthcare workforce and the communities served.

- **Innovation**: To embrace an innovative and interdisciplinary approach to clinical care that strives to enhance the lives of the communities served.

- **Excellence**: To aspire to the highest standards of excellence and professionalism in the provision of care.
What is Guideline to the service Excellent

Guideline to the service excellent design as internal document that’s aim to:

1. Educate the front line staff about raising customer happiness elements and manners if its ensure applied.

2. Explaining and clarifying the standards of service excellent to customers and the importance in all its forms in the Dubai Health Authority

3. Enhancing the efficiency of employees and raising the level of professionalism for line employed in providing services with highest standard

4. This guide is a reference for all the employees regarding the customer service in terms of daily practice in dealing with customer

Guideline applicant scope

This guide apply on all the service delivery channels m health centers and hospitals in DHA, in addition to any unite that’s deal with customer directly.

The guide focuses on how to provide the Authority’s services in a distinguished way that achieves customer happiness and exceeds their expectations

Beneficiaries of the guideline

We Apply this guide to all DHA employees who:

1. All Front Line administrators
2. All Front line doctors
3. All Front line nursing
4. All front Line Pharmacists
5. All front line employees from medical support.
6. All call center employees and digital channels
Customer Happiness Charter

Dubai Health Authority is keen on providing excellent and proactive services to achieve customer happiness and exceed their expectations.

We commit to your happiness:

- We will treat you with courtesy, respect, and a smile.
- You will receive high standards of care and a fair service.
- We will treat people of determination, with the highest level of service.
- We will cater to your needs professionally and to the best of our ability to meet your expectations.
- We will provide our services through a cooperative, knowledgeable staff that can fulfill your needs.
- We will respond to your requests in a timely manner and without delay.
- We will reduce the number of steps required to complete a service in the easiest and most efficient manner.
- We will provide accurate information on the services required and the completion dates.
- We will provide you with a multi-channel service and ensure that we serve at your convenience, whenever possible.
- We are committed towards the privacy of your information and data.
- We will communicate with you via social media channels and smart channels in a professional and confidential manner.
- We welcome your suggestions and complaints that will be taken into account to develop our services, and we are committed to responding to your complaints in a timely manner (normal complaints within 7 business days – critical complaints within 2 business days – emergency complaints within one business day), and we will respond to your suggestions within 16 business days.
- If you are not satisfied with the complaint settlement, you can lodge a grievance and we will respond within 6 business days.
- We will deliver smart and high-quality services that exceed your expectations.

What we expect from you to deliver services that make you happy:

- Appreciate efforts of staff members at your service and treat them with mutual respect.
- Inform us immediately of any changes to information provided or in case of an error.
- Inform us immediately of any changes that may affect service provision.
- Respond in a timely manner to queries of staff to ensure timely service and quality.
- Respect the Authority and its employees and adhere to the conditions and rules for using social media channels and smart channels.
- Follow UAE local customs by wearing modest clothing when visiting Dubai Health Authority service centres.

📞 800342 (DHA) | ☎️ +97142198888 | 🌐 dhagovae ae | 🈱 suggest.dhagovae ae | ecomplain.dhagovae ae
📸 | 🌐 | @dha_dubai | 🌐 | Dubai Health Authority | 🌐 | DHA | 🌐 | wessoroitak@gov ae
General criteria
Dubai Health Authority employees features are:

1. **Positive and Caring**: Showing the employee positivity towards the customer, showing interest and responding to their requirements.

2. **Humility**: The Front Line employees deals humility and respect with customer.

3. **Customer First**: Ensure that customer happiness is the primary priority and avoid bureaucracy and routine.

4. **Careful to take responsibility**: Take the responsibility in dealing with customer complaints and make an effort to solve them.

5. **Vitality**: The employee should be active and vital in interacting with the customer and welcoming with a positive and proactive manner.

6. **Equality and justice**: Ensure fairness and equality during service provision to all categories of customers.
Dubai Health Authority service centers features are:

- **Providing electronic systems to record and keep customer** data, such as SALAMA system for hospitals and medical centers, a SALEM fitness system, SHERYAN for Health regulatory and E-Delphyn blood donation Customers
- Provide a **car parking** for the customer and special park area for the people of determination
- Maintain the external and internal appearances and **Cleanliness of DHA centers**
- Provide **facilities for people of determination and Braille brochures**.
- Provide a **signs** inside and outside the building to make the access more easy for the customer
- Provide a **waiting areas** for the customer and maintain the cleanliness
- Provide a **hospitality** services for the customer with high level of service .
- Providing the service centers **with information / reception offices** close to the entrances
- Put a **screen to display** the services, service delivery channels and customer charter .
- Provide a **Q machine** in the service centers to organize the workflow
- Placing happiness **index machine** in service centers
- Provide clean and well-maintained **toilets**.
- Provide **prayer rooms** in service centers.
Systems and applications used by DHA

Wassel Sotack
A system for collecting suggestions, complaints and feedback from the Customers and Employees

File Net
To share Policies, Guides Methodologies …etc

DHA Applications
DHA App
DXH

My DHA
System that contains employee files

Customer data System

Sheryan
Health regulatory customers’ data

Aris
System of operations and customer Journey maps

SALEM
Medical Fitness records

SALAMA
Patient Records

E- Delphyn
Dubai blood donation Center’s Customers
General etiquette and behavioral rules

Responsibility 01

Every employee in the authority take responsibilities that the authority relies on for the success of individuals, departments and the institution as a whole

• Commit to follow DHA Law for Behavior and ethics
• Treating customers as a top priority for the authority.
• Ensuring that confidentiality is never compromised.
• Follow the standards and policies.
• Attempt to correct matters customers from the beginning of their contact with the DHA
• Respecting other people time by responding them quickly
• Report for any damages such as the burning lights, garbage, broken items and leaks
• Don’t leave the office except if there is someone behalf of you.

External appearance 02

Your appearance represent the custom and tradition of UAE

• Your nametag should be clear and provide a introduce board on the table.
• Maintain the appearance by commitment to wear the official dress
• Avoid eating during the working time, using phone Care areas or anywhere that is visible to patients and visitors.
• Maintain a clean work environment
• Avoid talking and being distract with the personal phone while you taking care of customer.

Behavior 03

Your behavior is the first thing that customer and patient notice. Also the only thing you can control is your behavior

• Respect others and consider their rights.
• keep your smile
• Show a quick respond a when interact with customers, patient, visitors and colleagues
• Make sure to complete all requests on a good time
• Maintain your focus in your workplace
• Don’t talk about personal matters while the customer is there
• Desire to provide the service while the customer is there
• recognize the mistakes and avoid blaming others
• Don’t do anything else while talking with customer.
Quality of service provided is a basis of DHA Success “Be an ambassador for the authority”

- Treat every visit to a customer as an opportunity to exceed his expectations.
- Anticipate customers’ needs before they ask for or ask about them.
- Treat each customer as a VIP.
- Offer a distinctive service to your colleagues at work as you would with the authority’s customers.
- Use the customer name during the service completion.
- Ask the customer, “Is there anything else I can do for you?”
- Show customers that we value their time by communicating with them frequently, and in the event of a delay, explain to them the reasons for the delay.
- Apologize when you do not meet customers’ expectations and let them know what improvements we will make to avoid such events in the future.

We all have a common goal, which is to provide a distinguished service and everyone contributes to meeting the needs of customers

- Appreciate the roles and support of your colleague.
- Avoid side talk that could affect teamwork.
- Remember to avoid gossip and negativity.
- Respect each other’s time by sticking to scheduled meeting times.
- Responding to requests positively with clear expectations of what we can do to help.
- Realize everyone is busy.
- Be welcoming and supportive to with all new staff.
- Celebrating each other’s accomplishments.
<table>
<thead>
<tr>
<th>How can you exceed the expectations of the Customer?</th>
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<tbody>
<tr>
<td><strong>Unifying</strong> the authority’s systems databases for easy access to customer data and linking services internally and with other entities electronically.</td>
</tr>
<tr>
<td><strong>Provide</strong> exceptional or alternative procedures in the event of service interruption.</td>
</tr>
<tr>
<td>The possibility of payment in multiple ways suitable for everyone (cash - electronic payment - transfer - check ... etc.).</td>
</tr>
<tr>
<td><strong>Providing technical</strong> support through the website and the smart application</td>
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<tr>
<td><strong>Follow up</strong> on the request of the customer and make sure that he is always aware of the progress of the request during the waiting period</td>
</tr>
<tr>
<td><strong>Communicate</strong> with patients after two or three days to confirm their health condition</td>
</tr>
<tr>
<td><strong>The frontline employee, nurses, must follow the customer’s request</strong></td>
</tr>
<tr>
<td><strong>Follow up</strong> on the request of the customer and make sure that he is always aware of the progress of the request during the waiting period</td>
</tr>
<tr>
<td><strong>Ability</strong> to benefit from the personal information that’s saved on DHA systems such as (Salama – Sheryan ...)</td>
</tr>
<tr>
<td><strong>Confidentiality</strong> of information and maintaining customer privacy.</td>
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<tr>
<td><strong>Speed</strong> in completing the service within the specified and indicated time.</td>
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<tr>
<td><strong>Guiding</strong> the customer in every step of providing the service</td>
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<tr>
<td><strong>Learn</strong> about patients’ personal needs and preferences</td>
</tr>
<tr>
<td><strong>Learn</strong> about the patients’ background</td>
</tr>
<tr>
<td><strong>Dealing</strong> with the patient as a guest in the center, which is to accompany the patient to the examination room and welcome him, and when he finish from the consultation be with him until he left the place</td>
</tr>
</tbody>
</table>
It is important for front line employees to understand the needs of this category, respect their capabilities, and learn how to deal with them.

-**MENTALLY**
  - suffers from learning difficulties
-**PHYSICALLY**
  - PHYSICAL DISABILITY
-**VERBAL**
  - (Problem with language or pronunciation)
-**HEARINGS**
  - (Deaf or hard of hearing)
-**Visually**
  - (BLIND)

- Introduce yourself to the customer and ask him if he needs help.
- Be patient while providing him with the required information.
- Give the customer sufficient time to explain all his requirements in a way that suits him.
- Try to provide them with services through the smart apps.
- If the customer must visit the center or the hospital you should contact him and provide him with all the documents requirement.
- Secure all the necessary facilities like private parking and special counter to reduce the waiting time.
- Try to finish the service during the visit, if possible, and not ask him to return again.
- Ask him questions and inquiries by using closed questions that need to be answered “yes” or “no” if possible.
- Avoid repeating the same question to the customer if things are clear to you.
- Be patient and do not rush to finish the service.
- Be clear and specific when asking question and explaining instructions.
- Ask him if he prefer to use a specific way to communicate for example by pen and paper or any other way.
- Try to get his attention and make sure he’s communicating with you before you start talking to him.
- If you need to communicate with him in a loud voice and respect his privacy, he may be received in another office.
- If the customer know how to signal communication, try to find one of your colleagues who has
- Identify yourself when dealing with them.
- Speak in a clear, natural tone.
- Not approach or touch him without permission.
- Read all forms and instructions to understand
- Provide Braille language booklets or any larger forms and booklets
- Helping them to fill in the information and forms when needed
- Try to finish the service during the visit, if possible, and not ask him to return again.
- Introduce yourself to the customer and ask him if he needs help.
- Be patient while providing him with the required information.
- Give the customer sufficient time to explain all his requirements in a way that suits him.
Other special categories of dealers that need special treatment:

- Be patient and slow on dealing with them
- Accomplish all service phases for them to join that
- Securing all facilities such as a private parking and a private counter to reduce the waiting time.
- Attempting to terminate the service during the visit, if any, and ask him to return again

- Securing all the necessary facilities and facilities such as a private parking lot and a counter for them to reduce the waiting time.
- Giving them priority and preserving their privacy

- Explain to the child why he is in the hospital and what will happen while he is here
- Praise the child that he is doing well when receiving treatment, for example: If the child is still resilient during a procedure, it is important to tell him what great work he is still doing.
- Ask them about their school, their favorite TV shows, their pets, their friends, and encourage them to share stories, as the more they focus on these topics, the less they focus on their fear.
- Take your time explaining the various tools and machines in the hospital, for example: Allow them to listen to their heartbeat through a stethoscope

- Be patient while providing him with the required information and try to communicate with them in all ways, or ask for help from any employee who speaks their language.
- Giving the customer sufficient time to explain all his requirements in a way that suits him
**Mechanism for submitting complaints and suggestions**

**Suggestion system**

The suggestion may be submitted by the patient, or by a family member acting on his behalf.

- All suggestions are registered in the Dubai Government’s unified suggestion system. The Suggestion is studied by the relevant team in the authority.
- If the suggestion is applicable, it is transferred to the relevant organizational unit to evaluate and a response is made to the customer within 15 working days.
- The suggestion entered into the electronic system and processed, taking into account the administrative coordination between the concerned authorities by the concerned department.

**Complaints System**

- The administrative complaints submitted by patient or any of his family member and should be that of the first degree, and if the patient is a minor, the complaint can be submitted by the legal guardian.
- All complaints are recorded in the unified complaints system of Dubai government, in order to be followed up and to know their developments and the specified period for their closure.
- Sending (for your attention report) by the customer voice department to the manager of any of department that's not reply to the complaint during specific time.
- While receiving complaint for any of unit should submitted in the system to solve it by coordination between the concerned authorities by the concerned department.

---

**Email Address for Wasel Sotak**
Wasselsotak@dha.gov.ae

**Customers opinion form “waselsotak”**

**Dubai Health Authority Smart application**

- The toll-free number for the call center is 800342
- Fax of the Health Authority at 04-3113171
- Attend personally to DHA or Health centers and institutions
- Internal and external complaints
- Different media site (live broadcast, social media, newspapers)
- Happiness meter measuring device
- Dubai Government’s unified suggestion system
- The unified complaints system of the Dubai government.
- WhatsApp Business for Dubai Health Authority
Complaints Performance Indicators

1%  % of grievances received on complaints

92%  Resolved within 7 working days

93%  % of complainants' satisfaction with resolving the complaint

92%  Responsiveness within 7 working days

Normal
Complaints solved within 7 working days

Urgent
Complaints solved within 1 working day

Sensitive
Complaints solved within 2 working days
Precautionary and preventive measures followed in DHA facilities to limit the spread of COVID-19
Precautionary and preventive measures followed in DHA facilities to limit the spread of COVID-19

We are all responsible in reducing the risk of spreading Coronavirus, and therefore please ensure you follow the below guidelines to prevent transmission:

- Display the precautionary measures followed at the entrances of centers and facilities
- Face masks are compulsory for customers and employees while they are in the centers and facilities
- Display stickers that highlight the need for physical distancing in all waiting and customer-facing areas.
- Provide hand sanitizer to customers and employees
- Disinfect surfaces, offices and waiting areas
- Monitor and follow up the obligation of customers and employees in following all precautionary measures follow-up
Standards of dealing with customers in smart centers and guidelines for introducing them to smart platforms
Standards of dealing with customers in smart centers and guidelines for introducing them to smart platforms

Smart platforms and centers contribute to facilitating the customers’ journey by reducing the documents required, simplifying procedures in providing services and ensuring ease of use of data, transparency and privacy. Call Center employees and supervisors must have positive communication skills with customers to build an excellent experience using skills required and listed below:

At the beginning of the service

• **Keep** using the 10-05-03 rule with customers while maintaining a permanent smile or alternative technology

• **Greet** customers and introduce yourself (example: hello, my name is ... and inquire about the customer’s name, then ask them how I can help you?)

• **Display** information about the services provided by the center / hospital via smart screens

During the service

• **Introduce** the smart platforms, facilities and services available in the smart service center to the customer.

• **Supporting** the digital transformation by informing customers that they can get the service without any personal contact with the center employees.

• **Demonstrating** a constant desire to provide service.

• **Use customer name** throughout the service completion period, also use nicknames when talking to them, such as (sir, Mr.).

• **Use clear and fluent language** when talking with the customer (the language the customer understands is preferred if possible).

• **Listing** to the customer and not being distracted by personal conversations with others

• **Do not assume** that you are aware of the customer’s request, and do not interrupt them unnecessarily.

• **Avoid** using "mobile phones" while providing the service

At the end of the service

• **Ensure** that all the customers needs or inquiries are met, even if they need additional services or information.

• **If the service** that the customer received during his visit needs other procedures, the next step must be explained to the customer.

• **Thanking** the customer upon completion of the service.

• **Making sure** that the digital platforms are sterilized after customer use to limit the spread of viruses.
Instructions for front line employees “Administrative Category”
In order to provide information and respond to customer inquiries, front line staff and/or reception staff, communication staff, or center supervisors must have positive communication skills with customers to build a distinctive experience according to the required skills listed below:

- **Presence** at the reception desk, and receiving the customer within 10 minutes
- **Ensure** that all the needs or inquiries of the customer are met, even if he needs additional services or information.
- **If the service** that the customer received during his visit requires other procedures, the next step must be explained to the customer.
- **Thanks** and farewell the customer once complete the service.

- **Demonstrating** desire to provide services
- **Use** the name of the customer throughout the service completion period.
- **Using** nicknames when talking with the customer, such as (sir, teacher).
- **Using** clear and smooth language when speaking with the customer (the language the customer understands is preferred if possible).
- **Listening** and not being distracted from the customer in personal conversations with others.
- **Do not** assume knowing the customer’s request, and do not interrupt it unnecessarily.
- **Avoid** using “mobile phones” while providing the service to the customer.
- **Responding** to all customers’ inquiries related to DHA services in a positive, effective, complete and clear that includes all the following: required service.
  1. Procedures for obtaining the required service.
  2. Required time to get the service.
  3. Required documents/service fees and payment method.
  4. Terms and Conditions and Service limitation.

- **Use 3-5-10 rule and maintain** Smile and hospitable.
- **Greeting** the customer and introduce yourself (for example: hi, I’m My name ….. And ask for customer name and how may I help you?)
- **Provide information** about the services which provided by the center / hospital (paper / electronic).
Hero employee criteria

To build a solid base with the customer and exceed their expectation employee should have skill like positivity and effectiveness with the customer, as follows below are four examples of procedures that the employee must follow, depending on:

<table>
<thead>
<tr>
<th>The problem is not serious</th>
<th>Wrong and the problem is serious</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Understanding</strong></td>
<td><strong>Hero</strong></td>
</tr>
<tr>
<td>EMPATHIZE WITH THE CUSTOMERS AND SOLVE THEIR PROBLEM AT THE SAME TIME.</td>
<td>Giving customers all the information about the procedures to solve the problem and follow up, and that’s the golden chance to exceed the customer expectation and play the role of the hero</td>
</tr>
<tr>
<td><strong>Compensation</strong></td>
<td><strong>Special treatment</strong></td>
</tr>
<tr>
<td>PROVIDING A KIND OF SIMPLE HOSPITALITY TO COMPENSATE THE CUSTOMER FOR THE INCONVENIENCE AND APOLOGIZING TO THE CUSTOMER FOR THE SITUATION THAT HAPPENED</td>
<td>AN APOLOGY TO THE CLIENT FOR THE ERROR THAT OCCURRED ON BEHALF OF THE AUTHORITY OR CENTER AND EXPLAIN THE REASONS OF WHAT CAN DO TO PROVIDE A SPECIAL TREATMENT FROM THE EMPLOYEE</td>
</tr>
</tbody>
</table>
Front Line official uniform

• Male employees required to wear a uniform that’s includes the following
  ✓ A light shirt and dark or dark pants.
  ✓ Formal shoes without making noise while walking

• Female employees required to wear a uniform that’s includes the following
  ✓ Plain and formal, light or dark colored clothing.
  ✓ Plain dark long pants or skirt.
  ✓ Formal shoes that do not make noise while walking and the heel should not be more than 7 cm high

  ▪ If the employee commitment to the Emirati uniform, the male employees must wear to Emirati white kandora, the white ghutra and the black headband.
  ▪ If the employee commitment to the Emirati uniform, the female employees must wear black Abaya and headscarf
  ▪ The name badge must be visible.
Personal Cleanliness

- The Body smell should not be visible, avoid using perfumes and other cosmetics.
- The cosmetics should be suitable for the workplace.
- The hair should be clean, finely styled, and with "natural" hair color (that's mean, not unnatural human hair colors).
- Patient care or support service duties require a hair length shorter than the shoulder.
- Facial hair and nails should be trimmed carefully.
- Follow Occupational safety and infection control standards for certain classification and job duties.
- Should cover the tattoos with half sleeves.
- Any Tattoos that provoke, stimulate, detracts should be cover all the time.

Jewelry

- The jewelry, buttons and brooches should be limited and not noise.
- Prefer to remove the body piercing which is include Tongue, eyebrow, and nose piercing while working.
- Earrings of excessive length and a safety hazard are not permitted in patient care areas.

Clothing

- The clothes should be clean and of a practical nature to present a professional appearance suitable for the employee's job and work duties and allow the patient or clients to easily identify the employee.
- The clothes listed below are not suitable for the workplace:
  ✓ Dirty, wrinkled, or mismatched with other clothing.
  ✓ Too tight or revealing and transparent evening wear.
  ✓ Informal for employee in the Authority.
  ✓ Seek for attention to itself and distracts employees from caring for patients or providing service to customers.
  ✓ Raising, alerting, offending, or belittling the clients/patients whom the staff or others they interact with.
  ✓ Making the patient, visitors, or management to be doubt with the competence, trust, professionalism, care or quality of the institution.
  ✓ Expose employees, patients, or others to unnecessary safety or health risks.
  ✓ Clothes that contain, advertisements or other messages that represent organizations other than the Dubai Health Authority or that promote political, social, religious or other reasons.
  ✓ Clothing that contains inflammatory, disturbing, offensive, or offensive messages.
## Performance Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Description</th>
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<tbody>
<tr>
<td>Percentage of Completion of Transactions Within the Specified Time (Transaction)</td>
<td>80%</td>
<td>PERCENTAGE OF COMPLETION OF TRANSACTIONS WITHIN FACE THE SPECIFIED TIME TRANSACTION</td>
</tr>
<tr>
<td>Commitment Ratio</td>
<td>90%</td>
<td>% of WAITING TIME COMMITMENT RATIO</td>
</tr>
<tr>
<td>Completion Percentage of Transactions Within the Specified Time (Transaction)</td>
<td>80%</td>
<td>PERCENTAGE OF COMPLETION OF TRANSACTIONS WITHIN FACE THE SPECIFIED TIME TRANSACTION</td>
</tr>
<tr>
<td>Complexity</td>
<td></td>
<td>Average of transactions completion</td>
</tr>
<tr>
<td>Fast Completion</td>
<td>Less than 5 Minutes</td>
<td>%80</td>
</tr>
<tr>
<td>Normal Completion</td>
<td>Less than 10 Minutes</td>
<td>%92</td>
</tr>
<tr>
<td>Complex Completion</td>
<td>Less than 30 Minutes</td>
<td>%90</td>
</tr>
<tr>
<td>Customer Happiness Percentage</td>
<td></td>
<td>%92</td>
</tr>
<tr>
<td>Mystery Shopper</td>
<td></td>
<td>%90</td>
</tr>
</tbody>
</table>

Note: The performance indicators include measures such as the percentage of transactions completed within specified time frames (Fast, Normal, and Complex) and overall customer and employee happiness percentages.
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the employee use the 10-5-3 theory to greet the customers?</td>
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<tr>
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<td>Did the employee encourage customers to use the happiness index</td>
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<tr>
<td>Has the employee directed customers to use DHA - free number 800342</td>
<td></td>
</tr>
<tr>
<td>Was the employee’s service site attentively clean and tidy</td>
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</tr>
<tr>
<td>Was the employee wearing a “clean, neat” work uniform</td>
<td></td>
</tr>
<tr>
<td>Was the employee able to maintain privacy while dealing with customers</td>
<td></td>
</tr>
<tr>
<td>Has the employee provided the correct information to the customers</td>
<td></td>
</tr>
</tbody>
</table>
Instructions for frontline employee

“Clinical support service and nursing”
To provide Excellent service for the customer the clinical and support service and nursing should be with positivity communication skills to build a good experience with required skills listed down:

- **Ensure** that all the patient’s needs or inquiries are met, and whether he needs additional services or information.
- **Thank** the customer and wish him a very speedy recovery..

### General criteria

- **Confidence** in skills and the knowledge you have it for best care and Compassion for a patient
- **Follow** up on patient care details
- **Avoid** mistakes when it comes to administering medicines, and thus you must focus on the work that you do without being occupied with other things.
- **The participation** of the patient and his family members in educating them about the diagnosis and developing a care plan together to alleviate the patient’s fears and help him feel comfortable
- **To diagnose** and create a care plan together with the goal of easing the patient’s fears and helping them feel at ease
- **Explanation** of how to use the medicine and why it is used, which may contribute to the relief of the patient and his lack of anxiety while taking the medicine
- **Ensure** that the patient has information on how to communicate with the nurse and move in the hospital

- **Knock** the door before entering to the patient’s room.
- **Greeting** the customer introduce your self (for example: greetings my name is....) and the designation.
- **Put the mask** over you nose and mouth be sure to cover them for patient safety
- **Commitment** to maintaining the confidentiality of personal medical information consistent with the patient’s preferences
- **Follow** all the authority’s policies and procedures

### At the End of service delivery

- **Ensure** that all the patient’s needs or inquiries are met, and whether he needs additional services or information.
- **Thank** the customer and wish him a very speedy recovery..

### While service delivery

- **Confidence** in skills and the knowledge you have it for best care and Compassion for a patient
- **Follow** up on patient care details
- **Avoid** mistakes when it comes to administering medicines, and thus you must focus on the work that you do without being occupied with other things.
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- **Explanation** of how to use the medicine and why it is used, which may contribute to the relief of the patient and his lack of anxiety while taking the medicine
- **Ensure** that the patient has information on how to communicate with the nurse and move in the hospital

### Beginning of service delivery
Formal dress for the clinical and support service and nursing category

- **Commitment** to wear the uniform of all nursing and support medical services, according to the approved organizational unit.
- **Formal dress** should be cover if you wear it outside the work with the medical coat.
- **Name badge** must be in the uniform.
- **Should** not take the formal dress out side the Authority or wear while going and coming from the work.
- **It is preferable** to wear white shoes with a rubber base that does not make a noise while walking. Avoid wearing sandals and heels.
- **Workers in uniform are allowed** to wear small earrings made of gold or silver, and it is not allowed to wear any other jewelry such as brooches, rings, wristwatches, bracelets and neck chains.
**Personal Appearance**

---

**personal cleanliness**

- The Body smell should not be visible, avoid using perfumes and other cosmetics.
- The cosmetics should be suitable for the workplace.
- The hair should be clean, finely styled, and with "natural" hair color (that's mean, not unnatural human hair colors).
- Patient care or support service duties require a hair length shorter than the shoulder.
- Facial hair and nails should be trimmed carefully.
- Follow Occupational safety and infection control standards for certain classification and job duties.
- Should cover the tattoos with half sleeves.
- Any Tattoos that provoke, stimulate, detracts should be cover all the time.

---

**Clothing**

- The clothing should be clean and looks appropriate for the employees job and his duties so give the patient and visitor to identify the employee easy.
- The clothes listed below are not suitable for the workplace:
  - The clothes listed below are not suitable for the workplace:
  - Dirty, wrinkled, or mismatched with other clothing.
  - Too tight or revealing and transparent evening wear.
  - Informal for employee in the Authority.
  - Seek for attention to itself and distracts employees from caring for patients or providing service to customers.
  - Raising, alerting, offending, or belittling the clients/patients whom the staff or others they interact with.
  - Making the patient, visitors, or management to be doubt with the competence, trust, professionalism, care or quality of the institution.
  - Expose employees, patients, or others to unnecessary safety or health risks.
  - Clothes that contain advertisements or other messages that represent organizations other than the Dubai Health Authority or that promote political, social, religious or other reasons.
  - Clothing that contains inflammatory, disturbing, offensive, or offensive messages.

---

**Jewelry**

- The jewelry, buttons and brooches should be limited and not noise.
- Prefer to remove the body piercing which is include Tongue, eyebrow, and nose piercing while working.
- Earrings of excessive length and a safety hazard are not permitted in patient care areas.
Supervision List

- Did the employee address the customer by his first name or use a title such as "Mr/Lady/Miss?"

- Did you thank the patient and wish him a speedy recovery?

- Was the employee committed to the hours of rest and prayer?

- Was the employee’s service site attentively clean and tidy?
  - Was the employee during the service provided busy about the customer such as phone use, side personal conversations, and other things that lead to delayed service delivery?

- Was the employee wearing a "clean, neat" work uniform?

- Was the employee able to maintain privacy while dealing with customers?

- Did the employee use the 10-5-3 theory to greet the customers?

- Was the employee wearing an ID card in his name?

- Did you introduce yourself and explain to patient your role in treating them?

- Did you use easy and clear language while talking with patient?

- Did you apologize to the patient if you are late for any reason?

Tik each question with ☑ for every question has been implemented.
Instructions frontline Employee

“Doctors Category”
General Criteria

To provide Excellent service for the customer the clinical and support service and nursing should be with positivity communication skills to build a good experience with required skills listed down:

• Ensure that all the patient’s needs or inquiries are met, and whether he needs additional services or information.
• Communication with patients to see their commitment to his treatment plan.
• Thank the customer and wish him a very speedy recovery..

At the Ent of Service Delivery

• Confidence in skills and the knowledge you have it for best care and Compassion for a patient
• Listen to the patient and allow them to express their feelings and express your sympathy for them.
• Look for opportunities to improve the patient / customer experience
• Answer all patient questions with confidence and clarity.
• Get permission from the patient when explaining new information about his health and treatment
• Explain to the patient the reason for the current procedure and the next step in treatment
• Avoid discussing the patient’s condition in locations where conversation can be heard.
• Avoid discussing any issue related to the patient to any person outside or within the organization unless there is a work-related reason for discussion

While service Delivery

• Use 3-5-10 rule and maintain Smile and hospitable.
• Knock the door before entering to the patient’s room.
• Greeting the customer introduce your self (for example :greetings my name is....) and the designation.
• Put the mask over you nose and mouth be sure to cover them for patient safety
• Commitment to maintaining the confidentiality of personal medical information consistent with the patient’s preferences

Beginning of service Delivery

• Ensure that all the patient’s needs or inquiries are met, and whether he needs additional services or information.
• Communication with patients to see their commitment to his treatment plan.
• Thank the customer and wish him a very speedy recovery.
Formal Dress
Doctors Category

- Doctors should wear a plain white coat, light shirt and dark pants.
- Doctors must wear appropriate shoes, and it is forbidden to wear insoles and sports shoes.
- Female doctors should wear a plain white coat and plain, light or dark formal clothes.
- Female doctors should wear plain dark long pants or skirts.
- Female doctors must wear shoes that do not emit sound while walking and that the heel should not be more than 7 cm high.
- If the doctor wears the Emirati uniform, males must wear the Emirati white kandora, the white ghutra and the black Iqal.
- If the employee commitment to the Emirati uniform, the female employees must wear black Abaya and headscarf.
- The name badge must be visible.
- Keep the coat looking clean.
- It is allowed to wear small earrings of gold or silver, and it is not permissible to wear any other jewelry such as brooches, rings, wristwatches, bracelets or neck chains.
Personal Appearance

The clothing should be clean and look appropriate for the employees job and his duties so give the patient and visitor to identify the employee easy.

- The clothes listed below are not suitable for the workplace:
  - Dirty, wrinkled, or mismatched with other clothing.
  - Too tight or revealing and transparent evening wear
  - Informal for employee in the Authority
  - Seek for attention to itself and distracts employees from caring for patients or providing service to customers.
  - Raising, alerting, offending, or belittling the clients/patients whom the staff or others they interact with.
  - Making the patient, visitors, or management to be doubt with the competence, trust, professionalism, care or quality of the institution
  - Expose employees, patients, or others to unnecessary safety or health risks
  - Clothes that contain, advertisements or other messages that represent organizations other than the Dubai Health Authority or that promote political, social, religious or other reasons.
  - Clothing that contains inflammatory, disturbing, offensive, or offensive messages.

- The Body smell should not be visible, avoid using perfumes and other cosmetics.
- The cosmetics should be suitable for the workplace.
- The hair should be clean, finely styled, and with "natural" hair color (that’s mean, not unnatural human hair colors).
- Patient care or support service duties require a hair length shorter than the shoulder.
- Facial hair and nails should be trimmed carefully
- Follow Occupational safety and infection control standards for certain classification and job duties.
- Should cover the tattoos with half sleeves
- Any Tattoos that provoke, stimulate, detracts should be cover all the time.

- The jewelry, buttons and brooches should be limited and not noise
- Prefer to remove the body piercing which is include Tongue, eyebrow, and nose piercing while working
- Earrings of excessive length and a safety hazard are not permitted in patient care areas

Jewelry

Personal cleanliness
<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you communicating with the patient to know the extent of their commitment to the treatment?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you wear a mask and gloves while examining the patient?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you deal with justice and equality with the patient?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you address the patient by their first name or using a nickname?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you thank the patient and wish him a speedy recovery?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you explain the treatment steps for the patient?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you distract from the customer and talking a personal conversation with others?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you avoid using mobile phone while providing a service?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Are you wearing a &quot;clean, neat and tidy&quot; work uniform?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Do you have ability to maintain privacy while dealing with clients?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you use the 3-10 rule to greet customers?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you wear an identification card with your name?</td>
<td></td>
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</tr>
<tr>
<td>Did you us easy and clear language while talking with patient</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did you apologize to the patient if you are late for any reason?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tick each question with ✔ for every question has been implemented.
Instruction for frontline employee

“Pharmacist category“
General Criteria

To provide Excellent service for the customer the clinical and support service and nursing should be with positivity communication skills to build a good experience with required skills listed down:

- **Ensure** that all the patient’s needs or inquiries are met, and whether he needs additional services or information.
- **Thank** the customer and wish him a very speedy recovery.

### At the End of service Delivery

- **Help** patient to find out information to have the choices about using the medicines or the implications of choosing not to take them.
- **Check** the prescription before handing it over to the patient.
- Explain to the patient the prescription given, how to use the medication, and all the details specified with using easy, simple and clear terms
- **Provide** the patient with advice about preferred times to take the medicine (such as before or after food ...) and the periodicity of taking the medicine as indicated in the prescription
- **Don’t** assume you know the patient’s request, and don’t interrupt him or her unnecessarily.

### While service delivery

- **Use** 3-5-10 rule and maintain Smile and hospitable.
- **Greeting** the customer introduce your self (for example :greetings my name is....) Ask about the customer name and ask if you how can you help him
Personal Appearance

Formal dress for the First line Employee “Pharmacist category“

- Doctors must wear a plain white coat, shirt and light or dark pants or suit.
- Doctors must wear appropriate shoes, and it is forbidden to wear insoles and sports shoes.
- Female doctors should wear a plain white coat and plain, light or dark formal clothes.
- Female doctors should wear plain dark long pants or skirts.
- Female doctors must wear shoes that do not emit sound while walking and that the heel should not be more than 7 cm high.
- If the doctor wear the Emirati uniform, males must to wear the Emirati white kandora, the white ghutra and the black Iqal.
- If the employee commitment to the Emirati uniform, the female employees must wear black Abaya and headscarf.
- The name badge must be visible.
- Keep the coat looking clean.
- It is allowed to wear small earrings of gold or silver, and it is not permissible to wear any other jewelry such as brooches, rings, wristwatches, bracelets or neck chains.
Personal Appearance

**Personal cleanliness**
- The Body smell should not be visible, avoid using perfumes and other cosmetics.
- The cosmetics should be suitable for the workplace.
- The hair should be clean, finely styled, and with "natural" hair color (that's mean, not unnatural human hair colors).
- Patient care or support service duties require a hair length shorter than the shoulder.
- Facial hair and nails should be trimmed carefully.
- Follow Occupational safety and infection control standards for certain classification and job duties.
- Should cover the tattoos with half sleeves.
- Any Tattoos that provoke, stimulate, detracts should be cover all the time.

**Clothing**
- The clothing should be clean and looks appropriate for the employees job and his duties so give the patient and visitor to identify the employee easy.
- The clothes listed below are not suitable for the workplace:
  - Dirty, wrinkled, or mismatched with other clothing.
  - Too tight or revealing and transparent evening wear
  - Informal for employee in the Authority
  - Seek for attention to itself and distracts employees from caring for patients or providing service to customers.
  - Raising, alerting, offending, or belittling the clients/patients whom the staff or others they interact with.
  - Making the patient, visitors, or management to be doubt with the competence, trust, professionalism, care or quality of the institution
  - Expose employees, patients, or others to unnecessary safety or health risks
  - Clothes that contain, advertisements or other messages that represent organizations other than the Dubai Health Authority or that promote political, social, religious or other reasons.
  - Clothing that contains inflammatory, disturbing, offensive, or offensive messages.

**Jewelry**
- The jewelry, buttons and brooches should be limited and not noise.
- Prefer to remove the body piercing which is include Tongue, eyebrow, and nose piercing while working.
- Earrings of excessive length and a safety hazard are not permitted in patient care areas.

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Tike each question with ✔️ for every question has been implemented.
Instructions for First line employee

“Call Center Staff category”
General criteria

To provide information and respond to customer inquiries, the call center employees or the center supervisors must have positive communication skills with the customers to build a distinguished experience according to the required skills listed below:

- **Pay** attention to the customer’s voice tone during speaking to determine the correct way to deal with him.

- **While listening** to the customer, use words like (yes/right ...or others).

- **Listen** and avoid interruption the customers and allowing him to explain his inquiries and needs so that you can give him the correct information.

- **Apology** before proceedings to meet the needs of the customer.

- **During your conversation** with the customer, try to call him by his name correctly.

- **Make** sure that you use the understandable language for the customer and avoid using complex vocabulary or colloquial words when talking to him.

**After the customer has finished** speaking, you can ask on a polite way to clarifying questions to ensure that you fully understand his needs.
Incoming Calls

- Use the appropriate text to hang up the call “Thank you for calling the Dubai Health Authority”
- Ending Call appropriately “Have a good day / good evening, good health
- In the event that the customer chooses to fill out the questionnaire after the call: “I will transfer your call to the questionnaire based on your request. Please note that the evaluation of the questionnaire is of 5 marks, where 1 is the lowest score and 5 is the highest score for the first two questions

If the call on hold
Ask the customer’s permission before putting the call on hold
Provide a reason, such as: “Can I put your call on hold while I have the information?”
Wait for a response, and if the wait exceeds 60 seconds, return to the customer and inform him of the delay
thank the customer for waiting and apologize for the delay

GREETINGS
THANKS FOR CALLING DUBAI HEALTH AUTHORITY, WITH YOU (NAME OF EMPLOYEE)
HOW MAY I HELP YOU?
Outgoing calls

- Use the appropriate text to hang up the call "Thank you for calling the Dubai Health Authority"
- Ending Call appropriately "Have a good day / good evening, good health"
- In the event that the customer chooses to fill out the questionnaire after the call: "I will transfer your call to the questionnaire based on your request. Please note that the evaluation of the questionnaire is of 5 marks, where 1 is the lowest score and 5 is the highest score for the first two questions.

End the call with the customer

If the call is on hold
- Ask the customer's permission before putting the call on hold
- Provide a reason, such as: "Can I put your call on hold while I have the information?"
- Wait for a response, and if the wait exceeds 60 seconds, return to the customer and inform him of the delay
- thank the customer for waiting and apologize for the delay

While service delivery

GREETINGS
THANKS FOR CALLING DUBAI HEALTH AUTHORITY, WITH YOU (NAME OF EMPLOYEE) HOW MAY I HELP YOU?
Greetings: "Welcome to the Dubai Health Authority" then "Hello (employee name) with you, how can I help?"

If the conversation is put on hold
Ask permission in case of the responded is not fast
1. Provide a reason, such as:
   "Can I put your call on hold while I have the information?"
2. Wait
3. for a response, and if the wait exceeds 60 seconds,
   return to the customer and inform him of the delay
4. thank the customer for waiting and apologize for the delay

USE THE APPROPRIATE TEXT TO END THE CONVERSATION APPROPRIATELY
THANKS TO CONTACT DUBAI "HEALTH AUTHORITY “
Personal Clean

- The Body smell should not be visible, avoid using perfumes and other cosmetics.
- The cosmetics should be suitable for the workplace.
- The hair should be clean, finely styled, and with "natural" hair color (that’s mean, not unnatural human hair colors).
- Patient care or support service duties require a hair length shorter than the shoulder.
- Facial hair and nails should be trimmed carefully.
- Follow Occupational safety and infection control standards for certain classification and job duties.
- Should cover the tattoos with half sleeves.
- Any Tattoos that provoke, stimulate, detracts should be cover all the time.

Jewelry

- The jewelry, buttons and brooches should be limited and not noise.
- Prefer to remove the body piercing which is include Tongue, eyebrow, and nose piercing while working.
- Earrings of excessive length and a safety hazard are not permitted in patient care areas.

Clothing

The clothing should be clean and looks appropriate for the employees job and his duties so give the patient and visitor to identify the employee easy.

- The clothes listed below are not suitable for the workplace:
  - Dirty, wrinkled, or mismatched with other clothing.
  - Too tight or revealing and transparent evening wear.
  - Informal for employee in the Authority.
  - Seek for attention to itself and distracts employees from caring for patients or providing service to customers.
  - Raising, alerting, offending, or belittling the clients/patients whom the staff or others they interact with.
  - Making the patient, visitors, or management to be doubt with the competence, trust, professionalism, care or quality of the institution.
  - Expose employees, patients, or others to unnecessary safety or health risks.
  - Clothes that contain, advertisements or other messages that represent organizations other than the Dubai Health Authority or that promote political, social, religious or other reasons.
  - Clothing that contains inflammatory, disturbing, offensive, or offensive messages.
### Key Performance Indicators

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of responding to non-urgent calls within the specified time</td>
<td>91%</td>
</tr>
<tr>
<td>Waiting time for the customer to answer the call</td>
<td>1 min</td>
</tr>
<tr>
<td>Call quality score</td>
<td>96%</td>
</tr>
<tr>
<td>% of complaints’ satisfaction with resolving the complaint</td>
<td>92%</td>
</tr>
<tr>
<td>% of incoming calls to which the customers were put on hold</td>
<td>4%</td>
</tr>
<tr>
<td>% of commitment to attendance</td>
<td>96%</td>
</tr>
<tr>
<td>Abandonment % of incoming calls</td>
<td>2%</td>
</tr>
<tr>
<td>Question</td>
<td>Did you avoid eating during the conversation with customer?</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td>Did you committed to the prayers break time?</td>
<td></td>
</tr>
<tr>
<td>Do you deal with justice and equality with the patient?</td>
<td></td>
</tr>
<tr>
<td>Do you address the patient be is first name or using a nicknames MR/ Lady /miss...?</td>
<td></td>
</tr>
<tr>
<td>Did you t hank te customer when completing the call?</td>
<td></td>
</tr>
<tr>
<td>Did you distract from the customer and talking a personal conversation with others?</td>
<td></td>
</tr>
<tr>
<td>Do you avoid using mobile phone while providing a service?</td>
<td></td>
</tr>
<tr>
<td>Do you meet all the needs and inquiries of the customer?</td>
<td></td>
</tr>
<tr>
<td>Do you have ability to maintain privacy while dealing with clients?</td>
<td></td>
</tr>
<tr>
<td>Did you apologize to the patient if you are late for any reason?</td>
<td></td>
</tr>
</tbody>
</table>

Take each question with ✔️ for every question has been implemented.
ملحق
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>UNITED ARAB EMIRATES</th>
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<tbody>
<tr>
<td>AUTHORITY</td>
<td>Dubai health Authority</td>
</tr>
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</table>

**GOVERNMENT SERVICES**

set of activities or processes and their outputs that are provided by the authority in order to meet the needs and expectations of customers

**MAIN SERVICES**

group of services that express a general mission that the authority undertakes to provide through communication or cooperation with customers of all groups in order to meet their needs and expectations

**CUSTOMERS**

It is everyone who communicates with or deals directly with the authority, whether (G2C individuals or the G2S community, G2G governmental institutions or G2B private institutions). It also includes the indirect beneficiaries of the service from among the community groups

**CUSTOMER EXPERIENCE**

The total of all interactions and experiences that the customer has over the course of his relationship with the authority and this experience includes all contact points.

**CUSTOMER JOURNEY**

set of steps that the customer takes during his interaction with the authority, and this trip includes all the activities and interactions that the customer performs from before his arrival or request for service until the completion of the service.

**CLASSIFICATION OF CUSTOMER**

Dividing the customer base into groups or classes according to the distinct characteristics of each category, so that the dealers of each category are similar in specific characteristics, including demographic, behavioral, or social characteristics, etc., in order to allow the authority to target each of these groups in a different way to ensure that the needs and expectations of its Customer are met.

**SERVICE DELIVERY CHANNEL**

communication or interaction between customers and the authority through which the customer can access the required services (the authority's facilities, customer happiness centers, the call center, the website, smart applications ... etc.)

**CALL CENTER**

center that receives phone calls and can provide some services such as: registration, providing service information, registering complaints and others.

**CUSTOMER HAPPINESS CENTER**

Center of Dubai Health Authority that receives customers to provide them with all or part of their services through personal interactions

**PEOPLE OF DETERMINATION**

Any person who suffers from deficiencies in his physical, sensory, mental, communicative, educational, or psychological abilities wholly or partly, permanent or temporary, and this term is used to describe them due to the tremendous efforts that each of them makes to overcome daily challenges and achieve various accomplishments.

**FRONT LINE EMPLOYEES**

employees who have direct interaction with the dealers and take care of their needs

**BACK LINE EMPLOYEES**

employees of the administrative functions necessary to provide services in the authority and that do not require direct interaction with customers

**MEDICAL STAFF**

All workers in the medical staff of various groups and specialties

**NURSING STAFF**

All workers within the nursing staff of various groups and specialties.

**Pharmacists staff**

All pharmacy workers in different categories and specialties

**Technicians staff**

All workers in the technical staff include radiologists, laboratory technicians, ophthalmologists, nutritionists, and therapists in physiotherapy departments

**ADMIN STAFF**

All employees in administrative positions in various categories and specialties.

**CUSTOMER HAPPINESS CHARTER**

Official document concerned with describing the Authority’s obligations towards its customers

**Service specifications**

A set of performance indicators (measures and targets) that express the level that the authority pledges to adhere to in providing its main services. These specifications include indicators of service provision, and indicators of dealing with complaints related to the service, and this definition includes the specifications announced for dealers in service charters, as well as internal and unannounced specifications.
All DHA employees should be aware of all rights and duties of patients and their families as mentioned below.

Being a valued patient in the Dubai Health Authority, you and your family have the following rights:

• Receive a written copy of the Patient and Family bill of Rights from reception, registration office or Communication and Customer Relations Office. If, for any reason, you don't understand them, please contact the administrative Officer in the Health Center or Communication and Customer Relations Office (Toll free No: 800342 or 800DHA) for any help including providing an interpreter (if any).

• Receive impartial care respecting your personal values and beliefs from all staff without discrimination, according to DHA rules and regulations.

• Receive comprehensive medical care aiming at reaching proper medical diagnosis and treatment of your illness and/or injury.

• Receive immediate care in emergency cases.

• Know the identity (name & specialty) of the physician responsible for your care.

• Receive from the health care team in a simple understandable manner comprehensive information about your diagnosis, proposed treatment, any changes in your health status and causes of such changes, alternative treatment, probabilities of treatment success or failure therapy advantages and disadvantages (if any), possible problems related to treatment and expected results of ignoring the treatment.

• Have an interpreter (upon availability) if the language presents a barrier to understanding details of your comprehensive medical care.

• You have the right to have a person of one's own sex present during certain parts of a physical examination, treatment or procedure performed by a health professional of the opposite sex and the right not to remain disrobed any longer than is required for accomplishing the medical purpose for which disrobing was needed.

• Participate in your care decision-making. DHA encourage patients, parents, or legal guardians, to the extent they wish, to participate in planning and implementing the treatment with nurses and physicians.

• Obtain a medical report and a copy of medical test results from the medical records section (upon your request), for which the health center will charge according to DHA rules and regulations.

• Enjoy privacy while carrying out all examinations, procedures, and treatment at the health center, and confidentiality of all your information.

• Choose the treating doctor (depends on availability), in addition to reject him/her upon furnishing a genuine reason.

• Refuse the treatment (if wish so). Thus, the treatment doctor must inform you of the medical consequences of your refusal. Accordingly, you shall sign a form prepared to that effect.
Being a valued patient in the Dubai Health authority, you and your family have the following rights:

• Refuse examination or access to your treatment details by any person not directly responsible for your care. For persons who are not directly involved in your treatment, must have your prior permission to attend your case discussion, examination and treatment.

• Be protected during treatment from any physical, verbal or psychological assault.

• Receive information from the treating doctor (in case you would like to donate any body organ) about donation process including advantages and disadvantages (if any).

• Have a family member or guardian as an escort depending on your health status, as per DHA rules and regulations. However; due to medical reasons, certain units do not allow this.

• Receive complete explanation of causes to be transferred to another care center (should need arise), consequent obligations (financial and administrative, if any) and alternatives. Then, the Health Center management will take all necessary arrangements to obtain the alternate medical center approval to receive the referred patient before starting the transfer process.

• Receive upon your request an itemized bill explaining all charges regardless paid by yourself or by another source.

• Complain, suggest and comment on services through Communication and Customer Relations Office (Toll Free 800342)

• View your medical record under the supervision of the treating doctor or a medical team staff, according to DHA rules and regulations

• DHA respects your right to appropriate assessment and management of pain through evidence based practices and provides you with all necessary information in this regard

• In case of any new scientific research conducted by DHA pertaining to your treatment, your doctor will inform you on all related issues including potential benefits and risks, therapeutic alternatives and medical research protocol details.

• If you are asked to participate in medical research, you have the right to give a written consent or refuse. On the other hand, you have the right to end your participation at any time for any reason, noting that this will not compromise the quality of medical services provided to you.

• DHA is committed to provide terminally ill and dying patients with decent and compassionate care respecting their unique needs, according to DHA rules and regulations.
Being a valued patient in Dubai Health Authority, you and your family have the following responsibilities:

1. Respect the Health Center’s rules and regulations
2. Show consideration for others and deal with other patients and staff with respect
3. Respect the privacy and comfort of other patients.
4. Provide complete and accurate information about present complaints, past illness, previous hospitalization and treatment and any known allergy.
5. Follow the treating doctor’s instructions.
6. Hold the responsibility for refusing or not following the treatment plan, after being informed of consequences.
7. Avoid delay in taking appointment from the Medical Records section, as soon as it is requested by the doctor
8. Attend the appointment on time. If you want to cancel it, inform the Call Center 800342 48 hours in advance.
9. Respect the priority given to emergency cases.
10. Observe safety regulations including the no-smoking policy, maintaining the cleanliness of the place, hand hygiene, etc.
11. Ensure that financial obligations due for DHA are fulfilled promptly (if any).
12. Give requested samples and attend medical check-up on time.
13. Avoid bringing valuables personal belongings to the Health Center. The Health center will not be held responsible for damage or loss of such belongings. However, in emergency cases, you must notify nurses and give them these valuables in the presence of the Health Center’s security staff against duly signed special forms.
## Guideline review

<table>
<thead>
<tr>
<th>Guideline Name</th>
<th>Excellent Service Standard Guide 2021</th>
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<tbody>
<tr>
<td>Ver.</td>
<td>7.0</td>
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<tr>
<td>Department</td>
<td>Customer happiness Det.</td>
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<td>Review periodical</td>
<td>- The guide is reviewed semi-annually</td>
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<tr>
<td>First version</td>
<td>2015</td>
<td>Director of Customer happiness department</td>
<td>• New Version</td>
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<tr>
<td>Second version</td>
<td>2018</td>
<td>Director of Customer happiness department</td>
<td>• Change the name of customer service charter</td>
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<td></td>
<td></td>
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<td>• Change the name of people with special needs to people of determination</td>
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<tr>
<td>third version</td>
<td>2019</td>
<td>Director of Customer happiness department</td>
<td>• Labor laws and provisions employee rights</td>
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<td></td>
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<td>• Institutional complaints and suggestions system</td>
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<td>• Violations system</td>
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<tr>
<td>fourth version</td>
<td>Quarter 1 2020</td>
<td>Director of Customer happiness department</td>
<td>• Adding the criteria for dealing with Customer for frontline employees, the category of doctors / the medical services and nursing services category / the pharmacist category.</td>
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<tr>
<td>Fifth version</td>
<td>Quarter 2 2020</td>
<td>Director of Customer happiness department</td>
<td>• Restructuring of the guide to service excellence standards</td>
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<td></td>
<td>• Add digital channels &amp; Contact center criteria</td>
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<td></td>
<td>• Grooming standards for all categories are added in detail</td>
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<tr>
<td>Sixth version</td>
<td>First half of 2021</td>
<td>Director of Customer happiness department</td>
<td>• Change Director General's Message</td>
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<td>• Update Complaints Performance Indicators</td>
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<td>• Add Precautionary and preventive measures followed in DHA facilities to limit the spread of Covid-19</td>
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<td>• Add Standards of dealing with customers in smart centers and guidelines for introducing them to smart platforms</td>
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<tr>
<td>Seventh version</td>
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<td>Director of Customer happiness department</td>
<td>• Adding Customer Happiness Charter - the fifth version.</td>
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<td>• Amending front line employees - administrative instruction based on the requirements of the mystery shopper, &quot;Service Information Quality&quot;</td>
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</tbody>
</table>
References

External References

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   (https://www.mocd.gov.ae/assets/download/5dbeb02e/maayeer-khidmat-eng-arab.aspx)
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2. معايير أصحاب الهمم - Standards for People of Determination
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