

Cultural sensitivity crucial to patient satisfaction, WCM-Q lecture hears

Doha – September 24, 2017: A keen appreciation of cultural values is essential to deliver patient satisfaction in Qatar and the wider region, according to a healthcare expert speaking at the first installment of the new season of Grand Rounds lectures at Weill Cornell Medicine-Qatar (WCM-Q).

Speaking to an audience of fellow healthcare professionals at WCM-Q, Dr. Samuel Stafrace, Attending Physician in Pediatric Radiology and Medical Director – Education for the Foundational Services Clinical Management Group at Sidra Medical & Research Center presented his regional research, conducted in collaboration with Imperial College London. Dr. Stafrace explained that the cultural context of the region must be appreciated in order to deliver a service patients will trust and feel comfortable with.

Dr. Stafrace, who also holds the faculty position of Assistant Professor in Clinical Radiology at WCM-Q, said: “As healthcare professionals, we all want to provide patient satisfaction but it can be challenging because so many different factors come into play. In the GCC region, with its very diverse cultural and ethnic populations, economic prosperity, mixed healthcare systems, recent rapid growth and speed of change, patient expectations can be difficult to judge. As such, this is a very important area of study.”

Dr. Stafrace, who has a strong professional interest in medical administration and patient satisfaction, conducted research into the subject by interviewing senior healthcare executives with years of experience in Qatar and across the GCC. He learned that cultural factors are extremely influential in determining both patient expectations and satisfaction, and that these cultural factors may play a larger role in the GCC compared to other parts of the world.

Dr. Stafrace said: “Understanding the particular expectations of patients in the GCC is clearly at the heart of improving patient satisfaction here. Ways institutions can achieve this include actively developing institutional cultural intelligence, improving communication skills, working hard to understand the needs and desires of the diverse groups of people they serve and being fluid and adaptable to the population changes.

“Crucially, many of the regional determinants of patient satisfaction are dependent on one another. As such, a holistic approach to improving patient satisfaction is key.”

Dr. Thurayya Arayssi, Senior Associate Dean for Medical Education and Continuing Medical Education at WCM-Q, said: “We are delighted to have heard from Dr. Stafrace who has many very important insights into patient satisfaction with specific reference to our region. In order to develop world-class healthcare institutions it is essential to understand the cultural values and needs of the population you serve.”

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Photos Captions:

Photos 1, 2 &3: Dr. Samuel Stafrace of Sidra Medical & Research Center and Weill Cornell Medicine-Qatar (WCM-Q) speaks about patient satisfaction at WCM-Q’s Grand Rounds.



About Weill Cornell Medicine - Qatar

Weill Cornell Medicine - Qatar is a partnership between Cornell University and Qatar Foundation. It offers a comprehensive six-year medical program leading to the Cornell University M.D. degree with teaching by Cornell and Weill Cornell faculty and by physicians at Hamad Medical Corporation (HMC), Aspetar Orthopedic and Sports Medicine Hospital, the Primary Health Care Corporation, the Feto Maternal Center, and the Sidra Medical and Research Center who hold Weill Cornell appointments. Through its biomedical research program, WCM-Q is building a sustainable research community in Qatar while advancing basic science and clinical research. Through its medical college, WCM-Q seeks to provide the finest education possible for medical students, to improve health care both now and for future generations, and to provide high quality health care to the Qatari population.

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