



**HCAC 2025**  
**8<sup>TH</sup> QUALITY HEALTH CARE  
CONFERENCE AND EXHIBITION**

**Transforming Quality into Value:  
Enhancing Outcomes and Efficiency**

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# What is Value-Based Health Care (VBHC)?

- A model where providers are paid and evaluated based on outcomes and value, not volume.
- Equation:  $\text{Value} = \text{Health Outcomes} / \text{Cost to Deliver Those Outcomes}$ .



# What is Value-Based Health Care (VBHC)?



# From Quality Improvement to Value Creation

- Quality improvement (QI) ensures consistency and safety.
- Value-based healthcare (VBHC) optimizes impact and sustainability.
- Integration of QI + VBHC leads to meaningful transformation.



# Enhancing Outcomes

Example of measurable impact:

- Reduced complications and readmissions
- Improved patient satisfaction
- Safer, evidence-based care
- Tools: Lean, Six Sigma, PDSA cycles.



# Enhancing Efficiency

- Streamlined workflows and reduced waste.
- Smart use of resources and automation.
- Data-driven performance monitoring.
- Balanced KPIs: outcome + efficiency.



# The Paradigm Shift

- From Quality to Value.
- Quality focuses on processes.
- Value focuses on outcomes and efficiency.
- Healthcare transformation demands both.
- Quality is doing things right - Value is doing the right things efficiently.



# Transforming quality to value 1

The strategic shift from a volume-based care model (fee-for-service) to a value-based healthcare model where providers are reimbursed based on the **quality of care** and the achievement of **improved patient outcomes** relative to the **cost**.

# Transforming quality to value 2

This transformation involves systematic changes across the organization, focusing on delivering care that is safe, effective, patient-centered, timely, efficient, and equitable.

# Key Principles

Value  
redefined

Focus on  
Outcomes

Cost  
Management

Patient-  
Centered Care

Data-Driven  
Decisions

Continuous  
Improvement  
Culture

# Strategies for Implementation

Embrace  
Technology

Enhance Care  
Coordination

Prioritize  
Preventive  
Care

Engage and  
Empower  
Patients

Optimize  
Operational  
Efficiency

Secure  
Leadership  
Commitment

# Benefit

**Improved patient/customer outcomes and satisfaction**

**Increased operational efficiency through waste reduction and streamlined processes**

**Reduced costs by minimizing errors, avoiding unnecessary procedures, and optimizing resource use**

**Enhanced organizational competitiveness and sustainability in the market**

# The Saudi Transformation Model

- Vision 2030: Health transformation centered on value.
- National indicators driving accountability.
- Initiatives linking governance, innovation, and patient experience.
- From measuring quality to achieving value across the system.

# The Mystery Shopper Program

A mystery shopper (also known as a Mystery Visitor) is an individual hired by a company or a market research firm to pose as a typical customer and evaluate the quality of service, products, and the overall experience provided by a business.

# The Mystery Shopper Program

- Background: Launched by Saudi Ministry of Health in 2016.
- Objective: Assess service quality from the patient's perspective.
- Approach: Anonymous visits focused on collaboration, not inspection.

# The Mystery Shopper (Visitor) Program

الزائر السري  
Mystery Visitor



# The primary role of a mystery shopper 1

To provide objective and unbiased feedback from a customer's perspective.

Their tasks typically include:

- ✓ Observing details such as store cleanliness, layout, and visual displays.
- ✓ Interacting with employees to assess their professionalism, product knowledge, and helpfulness.

# The primary role of a mystery shopper 2

- ✓ Performing specific tasks, such as making a purchase, asking a detailed question, registering a complaint, or even staying overnight at a hotel.
- ✓ Noting factors like wait times, the efficiency of the service, and whether the staff follows company protocols.
- ✓ **Submitting a detailed report** or completing a structured questionnaire after their visit, often including photos or receipts as proof.

# Outcomes and Impact

- ✓ Increased patient satisfaction and trust.
- ✓ Improved staff responsiveness and empathy.
- ✓ Supported accreditation readiness.
- ✓ Ensures Quality standards and VBHC results.
- ✓ Strengthened alignment with Vision 2030 goals.

# Conclusion

- Transforming quality into value means:
  - Aligning outcomes with purpose.
  - Embedding efficiency in every process.
  - Delivering sustainable health impact.
- Value is not just better care - it's smarter care.
- The Mystery Shopper Program unites both - turning quality into value.

# Future Directions

- ✓ Integrate Quality with VBHC outcome dashboards.
- ✓ Expand patient-experience assessments.
- ✓ Link recognition and reimbursement to value outcomes.
- ✓ Use digital tools and AI for feedback and improvement.





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**Thank You**