Hospital Care for VIP Patients

08th – 12th September 2014, Jeddah KSA

This program has been specially customized to meet the identified personal training needs of staff at Hospitals in Middle East and aims to help participants to contribute to their organizational goals
Knowledge Seekers UK, Customised Training

Course overview:
Caring for Very Important Persons (VIPs), including celebrities and royalties, presents medical, organizational and administrative challenges at hospitals, often referred to collectively as the “VIP Syndrome”. This situation often pressures the healthcare team to bend the rules by which they usually practice medicine. Caring for VIP patients requires innovative solutions so that their VIP status does not adversely affect the care they receive.

Who should attend?
This training course is highly recommended to:

- Health care team members in charge of looking after VIPs
- Public Relation members in the hospital
- Medicine doctors who are willing to proceed in managerial positions of leading hospitals
- Dedicated team members in charge of dealing with Royal Families in GCC

(Customized Case Study)
In order to make sure that KS UK training adds value to the personal career of the participants, featured detailed case study will be illustrated and illuminated to reserve the recognition of specific issues which are faced in VIP care. Cases will be agreed upon with senior managers and attendees prior to the course.

Training objectives
By attending this course, participants will learn the following:

- Provide professional caring for VIPs without creating pressures to change usual clinical wisdom and practices.
- Increase essential skills to deal with resisting change of time-honored, effective clinical practices and overriding one’s clinical judgment.
- Designate a chairperson to head the care of a VIP patient if the chairperson is the best clinician for the case.
- Place a VIP patient in a more private and remote setting when receiving critical care services in the intensive care unit
- Vow to value medical skills and judgment
- Intend to command the medical aspects of the situation
- Practice medicine the same way for all your patients

Course Outlines
Caring for VIPs raises special issues and challenges. In a situation often referred to as the “VIP syndrome”, a patient’s special social or political status—or our perceptions of it—induces changes in behaviors and clinical practice that create a “vicious circle of VIP pressure and staff withdrawal” that can lead to poor consequences.

DON’T BEND THE RULES

- Preserving usual clinical practice, clinicians must be constantly vigilant being clouded by the circumstances.
- Suspending usual practice when caring for a VIP patient can imperil the patient.
- Recommendation when you communicate with VIPs and their families
WORK AS A TEAM, NOT IN ‘SILOS’
- Teamwork is essential for good clinical outcomes
- Seeking the input of other physicians must not be allowed to diffuse responsibility.
- Circumstances lead consultants to defer communicating directly with the family in favor of the primary physicians

COMMUNICATE, COMMUNICATE, COMMUNICATE
- Communication with patient, the family, visiting physicians who accompany the patient, and the physicians providing care
- Communicating with the media and with other involved individuals

CAREFULLY MANAGE COMMUNICATION WITH THE MEDIA
- Dealing with the demanding news media and the public of medical information about VIP Patients
- The art of confidentiality to protect celebrities, political luminaries, or royalty in hospital
- The rise in MEDICAL TOURISM
- The need of hospital-based physicians to professionally care for celebrities, royalty, and political leaders

RESIST ‘CHAIRPERSON’S SYNDROME’
- Handling The pressure that comes from the patient, family, or attendants
- Trainees issue in VIP care in hospitals.

CARE SHOULD OCCUR WHERE IT IS MOST APPROPRIATE
- Where to place the VIP patient during the medical visit
- Monitoring the service provided in the intensive care unit
- Request to transfer a VIP patient to a special setting designed for private care with special amenities

PROTECT THE PATIENT’S SECURITY
- Providing security as another essential part of caring for VIPs
- Accommodating security personnel in hospital.
- Protecting VIP patients from bodily harm during the visit
- Health Insurance Portability and Accountability Act (HIPAA).
- Access to celebrities’ health records

BE CAREFUL ABOUT ACCEPTING OR DECLINING GIFTS
- When VIP patients often present gifts to physicians and doctors.
- Gifting cultures
- The consequences of explaining the reason for deferring the gift
- Potential damage of declining a gift
WORKING WITH THE PATIENT’S PERSONAL PHYSICIANS

- The challenges when VIP patients, royalty are accompanied by their own physicians
- Bringing in consultants from other health institutions.
- The opportunity to engage the patient’s trusted physician-advisor in clinical decision-making

Belbin Test: to identify people’s behavioral strengths and weaknesses in the workplace. It helps

- Individuals establish productive working relationships
- To select and develop high-performing teams
- To raise self-awareness and increase personal effectiveness
- To identify talent in the workplace…and much more!

Which Belbin Team Roles do you fulfil?

The art of customization:

Knowledge Seekers UK customization will benefit you through:

- Practical exercises and discussion sessions from your hospital corporate environment
- Pre-course work-book review
- We shall keep in touch with participants and follow up after attending the program to monitor progress throughout
- Personalized Learning Exercises — before delivering the training, we shall contact all participants and conduct phone interviews. Participants will fill in customization form to help KS UK identify personal & organizational training needs. Gaining a holistic understanding of your work challenges will enable us to assess your organization strengths and weaknesses, identify issues that require attention, and develop a personalized action plan. We help you to get ready to implement a plan that improves your hospital’s performance approach and your effectiveness as VIP care professionals. We try to make sure that we meet your needs and achieve your expectations on both levels; personal career and organizational goals
- Private one-to-one consultancy sessions. In order to make sure attendees benefit from the course, private 20 minute sessions will be available to pre-book with the trainers to discuss any personal concerns or issues regarding work with VIP’s.
# Course Details

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<thead>
<tr>
<th>Course Title:</th>
<th>“Hospital Care for VIP Patients”</th>
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<tbody>
<tr>
<td>Course Duration:</td>
<td>5 days training</td>
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<tr>
<td>Pre-Schedule:</td>
<td>08th - 12th September 2014</td>
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<td>Instruction Language</td>
<td>Mainly English and Arabic if needed</td>
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<tr>
<td>Timings:</td>
<td>9:00 AM - 02:30 PM</td>
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| Fees per participant include VAT: | £ 2,000 GBP (1-5 participants)  
£ 1,700 GBP (6 participants and more) |
| Training team: | 1 professional trainer + 1 Facilitator |
| Venue: | Jeddah, Kingdom of Saudi Arabia |
| Course fees Include: | - Documentation & handout+ USBs Memory  
- Assessment and follow up service before, during and after course  
- Course evaluation report  
- Completion certificate upon successful attendance & participation  
- Belbin test |

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Welsh Assembly Government](image)