
#IPXSymposium Speaker Spotlight: Majeda Afeef Al-Ruzzieh



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Majeda Afeef Al-Ruzzieh, PhD, MSN, RN, is the Chief Nursing Officer at [King Hussein Cancer Center \(KHCC\), Jordan](#). A key highlight of her career being her leadership towards the centre's Magnet Recognition, the first specialised cancer centre outside of the U.S. to receive this recognition. Dr. Majeda will be speaking at this year's [2nd Annual International Patient Experience Symposium in Abu Dhabi, 18-19 Nov 2019](#).

What are your key areas of interest and research?

My research interest is leadership in health care, with focus on the transformational leadership and shared governance.

What are the major challenges in your field?

As a nurse administrator in my hospital, the major challenge for the healthcare system is the shortage of nurses that is increasing. The lack of adequate and qualified nurses is a global issue that needs to be addressed.

What is the key to success when communicating with the public?

The key successes when communicating with the public is being simple, transparent and speaking to their needs.

Do you think many health leaders are still reluctant to move from traditional healthcare to more technology-driven care systems?

I don't think that healthcare leaders are reluctant to use the technology, however the rapid advancement in technology along with the cost associated with the changes represent an issue for some healthcare leaders specially in low- and middle-income countries.

Do you feel the core subjects of International Patient Experience Symposium (IPX) reflect your aspirations for healthcare development? If so, what most interests you?

The International Patient Experience Symposium is an excellent venue to share knowledge and best practices related to providing high quality patient-centred care. That is the core of any healthcare system.

What do you hope delegates will take away from the IPX Symposium?

Best practices and practical tips to enhance patient experience and how healthcare provider can partner with healthcare consumers.

What are the three changes hospital managers should make in order to provide excellent consumer experiences?

Hospital managers need to practice effective leadership strategies such as transformational leadership behaviours that promote change; their partnership with healthcare consumers; and finally, care of the caregivers for better outcomes.

If you had not chosen this career path, what do you think you would have become?

I cannot think of something else, however, I am interested in studies which focus on cultural diversities.

Do you have a favourite saying/quote?

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"Leaders create path so others can follow the trail."

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