

UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION



الإمارات العربية المتحدة
وزارة الصحة ووقاية المجتمع

Customer Happiness Charter

Customer Happiness Department

www.moh.gov.ae



Customer Happiness Charter

Customer Happiness Department

ISO10001:2007

Ministry of Health - Dubai

P.o. Box 1853 Dubai, United Arab Emirates

Toll Free: 80011111

Tel: 04 2301000

Fax: 04 2301988



@MOHUAЕ

www.moh.gov.ae

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1. H.E. MINISTER OF HEALTH & PREVENTION SPEECH



The primary interest of the UAE's leadership is to provide UAE Nationals and expatriates, the highest standard and best quality of health care services that fulfill their well being. The UAE's leaders have made great efforts in achieving dignity for one and all. Our future vision for health, coincides with the development plans of the UAE in all sectors & position ourselves as of one of the world's leading and respected health care service providers.

A country's progress and development are defined by the sound mind, body, physical and mental safety and well being of its citizens and residents. As they say, health be it for an individual or a country is its true wealth. Healthy human beings are the cornerstone of any nation's development. They are the wheels that drive UAE's progress and growth.

The UAE's confidence in our role is the driving force for our motivation to serve the country, nation and community. We have taken a renewed vow to reinforce our commitment, thanks to the unwavering support, vision & wise leadership of His Highness Sheikh Khalifa Bin Zayed Al Nahyan, UAE President and His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President, UAE Prime Minister and Ruler of Dubai and their Highnesses, Members of the Supreme Council and Rulers of the Emirates.

We are working in unison as soldiers of one battalion; as one one team to serve one nation. This camaraderie and spirit is helping us achieve our national goals, bring prosperity to UAE.

We all have a duty and responsibility to fulfil our roles, meet the demands of National action tasks and help realize the vision of our wise leadership. We must strive hard to achieve the UAE's message and provide excellent healthcare for individuals and society.

All of us, be it youngsters or adults shall work together through this website to accelerate our duties towards our society and nation.

**H.E. Abdul Rahman Al Owais
Minister of Health & Prevention Speech**



2. INTRODUCTION

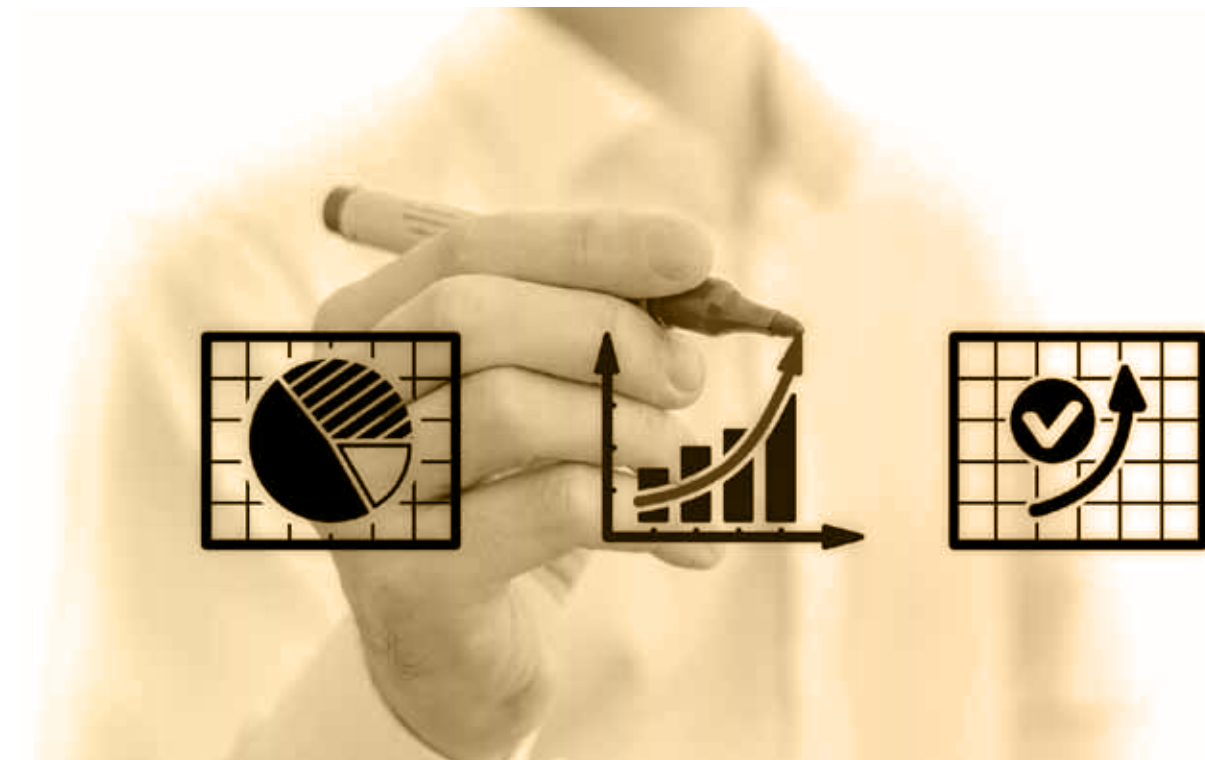
The Ministry of health & Prevention (MOHP) is keen on providing services to the highest quality standards and strives continuously to improve and develop these services through the implementation of many projects and initiatives designed to meet the needs of customers and achieve their happiness. In this frame, the Ministry developed and designed the customer service charter under the terms of quality specification ISO 10001:2007, ensuring the provision of services by a distinguish level.

MOHP is keen on the participation of all relevant groups and partners of management, employees and customers in the process of design, development and revision of the Charter. In order to ensure the application of the terms and promises of the Charter, a set of performance indicators have been designed to ensure monitoring and reviewing of the Charter and the effective implementation of the various provisions, and periodic revision of these indicators and the level of commitment to service quality and customer happiness is made.

3. DEFINITIONS & TERMONOLOGIES

The following terms provided in the Charter shall be defined as follows:

The term	Definition
MOH	Ministry of health & Prevention-U.A.E.
Centres	Customer service centres of the Ministry of health (Customer Happiness Center – Ministry Head-quarter – Dubai Customer Happiness Center– Abu Dhabi, customer Happiness center – Sharjah Medical District, customer Happiness center, & Customer Happiness Center- UAQ Medical District).
Hospitals	All hospitals that are managed by MOHP.
Website	The official MOHP website www.moh.gov.ae
Customers	Whoever communicate or deal directly with the Ministry of Health & Prevention to receive services.
Partners/Stakeholders	All linked directly or indirectly with the Ministry including (traders, institutions and entities, public and private, corporate and industrial sector, the commercial sector, etc.).
Charter	The customer happiness charter that comply with ISO 10001:2007, including all the commitments and promises provided by customer happiness centers & hospitals in the Ministry for their clients to ensure their happiness, satisfaction, & loyalty.
Suggestion	New ideas or innovative development add moral or financial value to the employee, customer, service or the governmental body.
Complaint	Everything submitted to the Ministry by the customer expresses his/her dissatisfaction regarding the services or promises listed under the Charter, whether orally or in writing and may include administrative and operational observations.
Administrative Remark	Written or oral message wherein the customer expresses his/her dissatisfaction regarding the actions or procedures conducted or the method of its conduct.
Executive Remark	Written or oral message which reflects customer dissatisfaction regarding organizational or control services and challenged the validity of the procedure.
Inquiry	Everything submitted to the Ministry in order to identify the nature of the service or a specific procedure relating to clarifications or incomplete information to the customer, whether orally or in writing.
Official working days	Sunday to Thursday, except official holidays and holidays specified within human resources law or according to the government of UAE.
Compliments	Written or oral message which reflects customer satisfaction and appreciation for the method of dealing and efforts in providing the distinguish service.



4. MOH STRATEGY

Our Our Vision

An effective and sustainable health health system for UAE community.

Our Mission

To Enhance the health of the society through the provision of a comprehensive and innovative health services equally and according to the international standards, and to handle the regulatory and monitoring role in the health sector through advanced and integrated health legislative systems.

Our Values

- » Professionalism: Our healthcare services are provided efficiently and effectively.
- » Customer First: Our customers are the core element of our attention and care.
- » Sustainability: Achieve sustainability in all our practices to support the health of individuals in the present and future time.
- » Teamwork: Work with partners, employees and customers with a one team.
- » Creativity: Encourage creativity and excellence in all our practices.
- » ntegration: Provide comprehensive and credible services for all .

5. ABOUT CUSTOMER HAPPINESS CHARTER

5.1 Scope and Exclusions

This Charter sets out the standards of service expected to be received by the customer when dealing with the Ministry and explains the ways to provide feedback to help improve and develop the service. The Charter will apply to the services listed below and will work to expand the services listed/ included in the Charter to include all the main services provided by the Ministry. The following centers will be deploying the charter:

- » All Customer Happiness Centers in MOHP and are clarified in last setion of this document.
- » All Hospitals managed by MOHP and are clarified in the last section of this document.

Exclusions of non applying the terms and promises of the Charter include, the abnormal and uncontrolled conditions, like natural disasters, political unrest and wars, crises, emergencies, approvals dependent on other entities In addition to the exclusions contained in the complaints system and subject to the legal action. All enquiries and complaints related to terms and services listed in the Charter, will be addressed in accordance with the applicable complaints management system in the Ministry under the terms and instructions of ISO 10002:2014.



5.2 Policy and Objectives of the Charter

- » The senior management at MOHP keens on excellence and pioneer in the delivery of services through identifying the needs and requirements of the customers and strive to their happiness. A periodic review of the Charter's terms will conducted to update and develop it constantly to achieve the customer happiness and desires. The Charter aims at achieving the following objectives:
- » Introduce the customers' rights and enhance their awareness of what to expect when dealing with MOHP.
- » Identify the needs and requirements of customers and enhance the customer satisfaction and happiness.
- » Ensure the availability of communication methods and effective communication with them.
- » Reduce the complaints and to ensure the provision of effective solutions.
- » Continuous improvement and development of services and procedures at the service delivery locations.

6. GENERAL CRITERIA FOR MOHP SERVICE LEVELS

6.1 WE PLEDGE TO ACHIEVE YOUR HAPPINESS, The customer happiness staff strive to:

- » 1. Greet you with a smile
- » 2. Make an excellent first impression
- » 3. Be courteous and polite
- » 4. Be a great listener
- » 5. Be professional and helpful
- » 6. Show empathy
- » 7. Be positive
- » 8. Be innovative in service provision
- » 9. Go the extra mile
- » 10. Deliver a wow experience

6.2 WE WORK TO ACHIEVE YOUR HAPPINESS, We at Ministry of Health & Prevention strive to:

- » Provide a happy and a positive culture and environment
- » Simplify and speed up service delivery
- » Know the customer preferences and personalize the experience
- » Offer services at customer convenience
- » Provide fair and unbiased service
- » Delight the customer by going beyond expectations
- » Listen to the voice of the customer
- » Engage the customer to improve services
- » Continuously innovate (future service delivery)
- » Work with one-team spirit for customer happiness



6.3 HELP US TO MAKE YOU HAPPY, The customer happiness staff strive to:

- » Provide accurate and up-to-date information and documents
- » Offer constructive feedback and innovative and positive suggestions
- » Participate in service co-creation
- » Be our partner in shaping the future of services
- » Share your happy and positive experience

6.4 Handling Inquiries

We are keen on providing and strengthening various channels for obtaining information and enquiries via telephone or electronically. In case of any enquiries or opinions, you can send it via the following channels:

- » Contact free call center of the Ministry of Health & Prevention (80011111).
- » Visit your nearest service delivery location.
- » Contact the social media channels.
- » Send an email to: info@moh.gov.ae.
- » We are keen on providing the precise information and proper guidance, and in case of failure to do so, you will be guided to the appropriate body to provide the correct information.
- » We will reply to your inquiries on the call center directly and in the event of inability to respond we will contact you within 2 business days.

6.5 Handling Complaints “Admin. & Executive Remarks”

- » In the event that you are dissatisfied with the service provided or failure to meet the standards set under the Charter you can drop a complaint “executive or administrative remark” via the following means:
- » Contact free call center of the MOHP (80011111).
- » Visit the nearest service delivery location and contact the customer care staff.

- » Visit the portal of the observations and suggestions of the UAE Government “www.mygov.ae” and drop an executive, or administrative remark to the MOHP.
- » Send an email to feedback@moh.gov.ae.
- » In case we receive a complaint or an executive or administrative remark from you, we will accomplish the following:
 - » Send confirmation of receipt and registration of the complaint “remark” received via telephone or electronically within one business day.
 - » Respond to all complaints, “remark” and a commitment to resolve and investigate them.
 - » Give the customers the possibility to participate in resolving the complaint through the submission of a proposal of the solution.
 - » Notify the customer via telephone or electronically of the initial and long-term solution to the complaint and identify the opinion of the customer related to solution.
 - » In the event of inability to reply within the specified time, we will notify you of the deadline to reply to the complaint “suggestion”.
 - » The possibility of providing a grievance by the customer to the office of the Minister of health & Prevention in case of the dissatisfaction related to the final solution, so you will be notified by the status of the grievance within 7 working days.
 - » We will make sure “to the extent possible” to reach the final solution to the “remarks” as follows:
 - » Urgent complaints within two working days.
 - » Regular complaints within seven working days.
 - » Complex complaints within 11 working days.
 - » Ability of providing a grievance by the customer to the office of the Minister of health in case of the dissatisfaction related to the final solution, so you will be notified by the status of the grievance within 7 working days.
 - » We will make sure “to the extent possible” to reach the final solution to the “remarks” as follows:
 - » Urgent complaints within two working days.
 - » - Regular complaints within seven working days.
 - » - Complex complaints within 11 working days.

6.6 Handling Suggestions

We keen on providing and strengthening various channels for obtaining information via telephone or electronically. In the event of any suggested adjustments to the service provided or ideas you have, please send it via the following channels:

- » Contact free call center of the MOHP (80011111).
- » Visit your nearest service delivery center and find the customer care staff.
- » Call or email the customer happiness centers via the centers’ telephone numbers.
- » Visit the portal of the observations and suggestions of the UAE Government “www.mygov.ae” and drop an idea/ suggestion to the MOHP.

- » Send an email to feedback@moh.gov.ae
- » We will ensure the collection of the suggestions sent to the departments concerned to be studied and add it to the future plans and programmes.
- » In case of receipt of suggestions or innovative ideas from you we will accomplish the following:
 - » Send confirmation of receipt and registration of suggestions received via telephone or electronically.
 - » Analysis and processing of suggestions and their classification depending on the concerned body.
 - » Send suggestions to the concerned bodies to be studied and developed.



6.7 While you are in the Service Centers

When you visit the services delivery locations, we will ensure the following:

- » Public facilities and working environment: we will ensure the provision of adequate facilities and services according to the highest specifications of comfort, occupational health and safety, in addition to providing required hardware and equipment (photocopiers, computers connected to the Internet, fax machines, ATMs ...) as much as possible.
- » Staff: we will ensure you are treated with respect and professionalism, fairness and non-discrimination. We will ensure the provision of sufficient staff with competence, deal with information confidentially and the ability to speak both Arabic and English.
- » Working hours: we will be present at the service centers from 7:30 a.m. to 2:30 p.m. during the working days, the hours of work may increase in some locations of providing service as needed and work requirements. "You can communicate with the numbers at the end of the Charter for further clarification".
- » Services Provision: we will make sure to conduct periodic surveys of opinions and needs, as well as to ensure that no more than average time to wait 15 minutes in the service center and not to increase the rate of service provision time at counter for 10 minutes "for customer happiness centers only", and we will ensure the provision and simplify the procedures as much as possible when needed.

6.8 Compliments

- » MOHP strives to:
- » Customize communication channels and connect with customers to receive letters of compliments addressed to Ministry staff via the call centre or the gate of the observations and suggestions of the UAE Government (www.mygov.ae).
- » Referral the compliments received through the communication channels available to the concerned parties within 7 working days.
- » Sending a message of compliments to the staff member concerned.

6.9 Modifications and Improvements

- » MOHP is keen on abiding by the terms of the Charter and amend and develop it through:
- » Meeting the customer needs and opinions is a key in the strategies and goals of the Ministry through a range of systems and surveys related to that.
- » Monitoring and periodic review of the Charter, taking into account the views, suggestions and complaints of the customers.
- » Dissemination of information and results of the Charter related to the Charter by a suitable mean as the Web site and advertisings.



7. CONTACT MOH

MOHP confirms its interest in considering the views and impressions, suggestions and complaints, as one of the most important inputs in the process of development and modernization of the health service. It will control and oversight to all Charter and take necessary measures to meet the

requirements of the customers and their needs, and for this purpose you can contact us in case you have a suggestion, a complaint or comment or inquiry through the available channels in the various sites that are described in the website, and here's the main contacts :

MOHP H.Q.	
Key details for contacting MOHP Head Quarter	
Website	www.moh.gov.ae
Address	Dubai-Mohammed bin Zayed Street-Al Muhaisnah 2-near Etisalat Academy
Toll-free "call center"	80011111
Email Address	info@moh.gov.ae
Customer Happiness Centers	
Customer Service Center – Abu Dhabi	
Centre's telephone	0097126520500
Working Hours	7:30 am-2:30 pm
Address	Abu Dhabi- Muroor St.,-Dusit II Hotel Building
Email Address	Cs.abudhabi@moh.gov.ae
Customer Service Center – Dubai	
Centre's telephone	0097142301000
Working Hours	7:30 am-2:30 pm
Address	Dubai-Mohammed bin Zayed Street-Al Muhaisnah 2-near Etisalat Academy
Email Address	Cs.dubai@moh.gov.ae
Customer Service Center – Sharjah	
Centre's telephone	0097165722222
Working Hours	7:30 am-2:30 pm
Address	Corniche Road Khalid Lagoon, Al-Reem Plaza
Email Address	cs.shj@moh.gov.ae
Customer Service Center – Umm Al quwain	
Centre's telephone	0097167649000
Working Hours	7:30 am-2:30 pm
Address	Umm Al quwain-King Faisal Street – Al-Rawda building-4th floor
Email Address	cs.uaq@moh.gov.ae

Customer Service Center – Ras Al Khaima	
Centre's telephone	0097167649000
Working Hours	7:30 am-2:30 pm
Address	RAK- Etisalat St.-opp. Hilton Hotel
Email Address	cs.rak@moh.gov.ae
Customer Service Center – Fujairah	
Centre's telephone	0097192242888
Working Hours	7:30 am-2:30 pm
Address	Fujairah-Hamad Abdullah St- opp. Fujairah Collage
Email Address	cs.fuj@moh.gov.ae
Hospitals	
Al Amal Hospital- Dubai	
Telephone No.	009714 344 4010
Address	Dubai- Al Wasl Road, Jumeirah 1,Behind Post office
Email Address	AbdulAziz.ALZarooni@moh.gov.ae
Al Baraha Hospital- Dubai	
Telephone No.	009714 2710000
Address	Dubai- Al khaleej Al Arabi St. Diera – Al Baraha
Email Address	albaraha-hospital@moh.gov.ae
Al Qasimi Hospital- Sharjah	
Telephone No.	009716 538 6444
Address	Sharjah- Sultan Al Qasimi St,Al Khezamia
Email Address	alqassimi.hosp@moh.gov.ae
Al Kuwait Hospital- Sharjah	
Telephone No.	009716 524 2111
Address	Sharjah- Al Qasimi St., Al Qadisiya
Email Address	mku.director@moh.gov.ae
Al Dhaid Hospital- Al Dhaid	
Telephone No.	009716 882 8777
Address	Al Dhaid - Al Dhaid Rd, Near Al Dhaid Public Library
Email Address	Aldhaid.hospital@moh.gov.ae

Khorfakan Hospital- Khorfakan	
Telephone No.	009719 237 0222
Address	Khorfakan, Beside Khorfakan School
Email Address	khorfakkan.hospital@moh.gov.ae
Kalba Hospital- Kalba	
Telephone No.	009719 277 7011
Address	Kalba
Email Address	Kalba.hospital@moh.gov.ae
Umm Al Quwain Hospital- UAQ	
Telephone No.	009716 7656888
Address	UAQ, Al Ras Area
Email Address	Uaq.hospital@moh.gov.ae
Saqr Hospital- RAK	
Telephone No.	00971 7 222 3666
Address	RAK, Al Juwais, Beside RAK University for Medical & Health Sciences
	saqr.hospital@moh.gov.ae
Obaid Allah Hospital- RAK	
Telephone No.	009717 2223555
Address	RAK, Al Uraibi
Email Address	ObaidAllah.hosp@moh.gov.ae
Shaam Hospital- RAK	
Telephone No.	009717 2666465
Address	RAK, Shaam
Email Address	shaam.hospital@moh.gov.ae
Fujairah Hospital- Fujairah	
Telephone No.	009719 224 2999
Address	Fujairah
Email Address	fujairahhospital@moh.gov.ae
Dibba Hospital - Dibba	
Telephone No.	00971 09 244 6666
Address	Dibba
Email Address	dibba-hospital@moh.gov.ae