



MENA
PX
COUNCIL

**ARE YOU
READY TO
BE A GAME
CHANGER?**

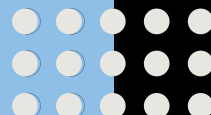
**FOSTERING
COLLABORATION
AND SPARKING
INNOVATION
THROUGH THE
MENA PX
COUNCIL**



**MENA PX COUNCIL
INTRODUCTION**

www.menapxcouncil.com

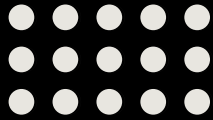
Email us: charles.bennett@cxsamiddleeast.com



WHAT WE DO

Our vision is to create an inspired & educated Patient Experience community that is enabled to build Patient-centric organisations leading them to be showcases for the region and globally.

At the centre of the community is an education programme designed to create skills valuable to your organisation & a dramatic accelerator to career.



Our community values empowered individuals for Patient-centric success. Equipping them with skills and passion empowers greatness.

Patient Centricity outperforms traditional excellence, evolving in meaning across organizations.

Collaboration and innovation for all.

Embrace the ultimate game changer: your people. Unleash their talents and passion.

Join us to unlock hidden talents, cultivate passion, and instill confidence.

Together, we'll make Patient centricity second nature, driving unprecedented success.



Our Passion

10+

Fields of PX
Leadership

1000+

Conference Attendees
Globally

30+

Countries

500+

Global Members

Our Focus

01.

SKILLS

Building capability in Patient-Centricity & Innovation

02.

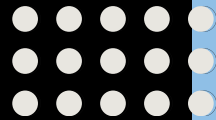
PASSION

Fostering people-driven Patient Centricity for enhanced organisation performance.

03.

CONFIDENCE

Instilling the belief and impact of positive contributions on both company and personal career growth.



MENA PX COUNCIL

01

Conferences

Live & Hybrid 250+ Participants, focused on needs of GCC, all about Inspiration & Education

02

Certification

4 Level Programme, Certified by CPD, uses Learning Pyramid Reinforcement

03

The Vault

GCC PX & Innovation Content, GameChanger GCC Podcast, Interviews & Webinars

04

Awards

Built specifically for GCC, recognises the best PX in the region, local & international judges

05

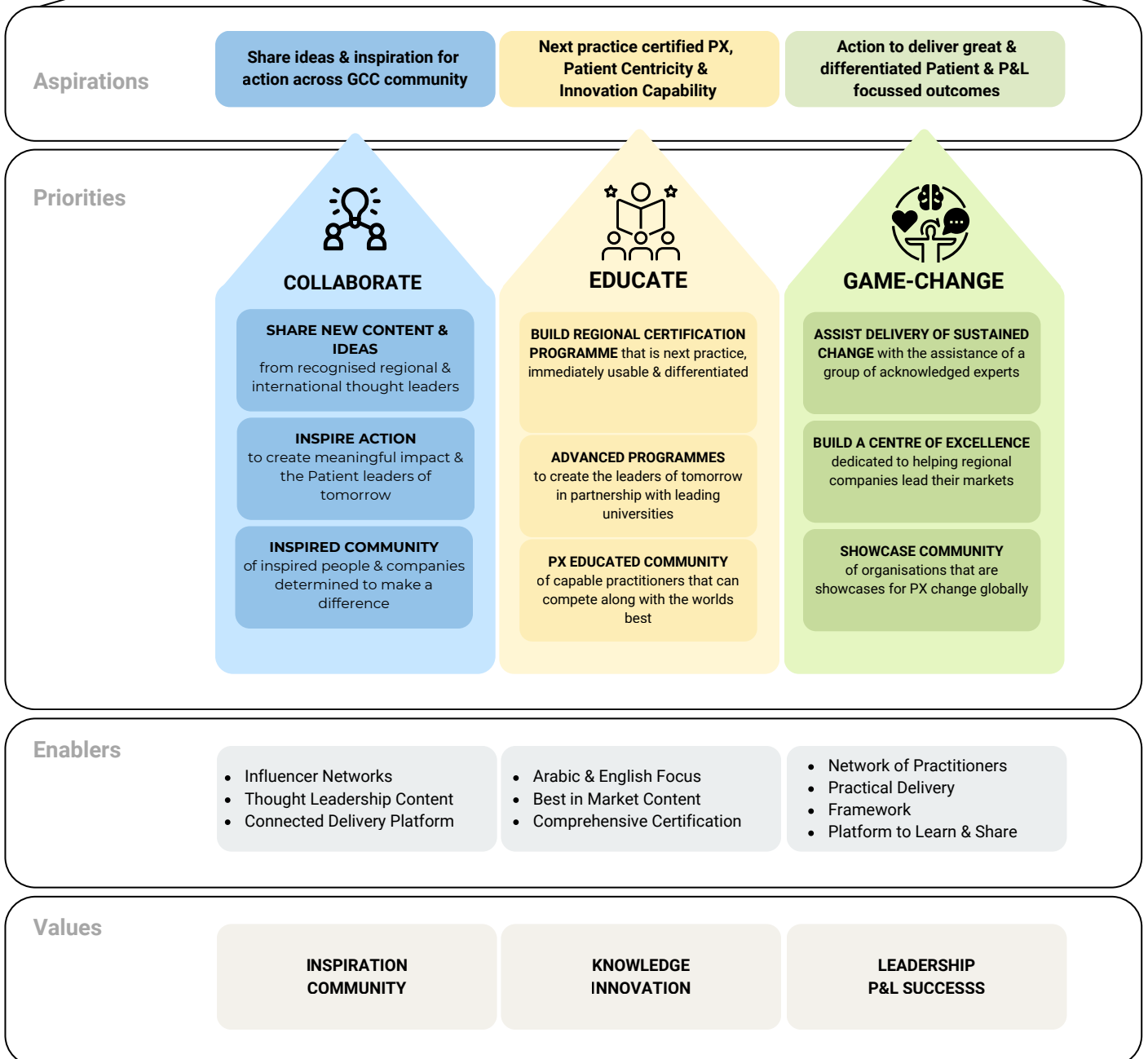
Membership

Significant discounts & benefits, access via virtual portal, online collaboration

We are at the very start of understanding what Patient centricity means to our organisations. Rather than rely on the specialist few to drive new ideas and innovation we can all be part of it.

It means collaboration, sharing, participation. It requires an inquiring, innovative mind that is prepared to explore and experiment. Above all, it needs people working together to make it happen.

Strategy Map



CXSA's 4-Level PX Certification Programme



01

FOUNDATION

Fundamental building blocks & strategies for building a patient-centric medical or healthcare providers.

02

PRACTITIONER

Core skills focus on next practice patient insight & journey mapping.



03

MASTER

Advanced skills focus on strategy, innovation, success measures, culture change & technology.

04

LEADER

Focus on leadership, culture, influence, business case & roadmap development.

05

SIGNATURE

Bespoke workshops designed to explore specific topics in depth.

FOUNDATION	PRACTITIONER	MASTER	LEADER
FUNDAMENTAL CONCEPTS IN PX	JOURNEY & PROCESS MAPPING	SERVICE DESIGN & INNOVATION	PEOPLE CULTURE & ENGAGEMENT
PATIENT EXPERIENCE ROADMAP	ADVANCED INSIGHTS & CUSTOMER RESEARCH	ADAPTIVE TECHNOLOGY ALIGNMENT	INFLUENCING & SELLING CHANGE
INSIGHTS & CUSTOMER RESEARCH BASICS	PATIENT EXPERIENCE STRATEGY	GOVERNANCE & CHANGE MANAGEMENT	RECOGNITION & PROMOTION
FRONT LINE SERVICE & EMPATHY SKILLS	SUCCESS MEASURES & KPIs	BUSINESS CASE & ROADMAPS	PATIENT CENTRED LEADERSHIP
SIGNATURE PROGRAMMES ALIGNED TO DEEP DIVE SPECIALIST AREAS			

MEMBERSHIP



OVERVIEW

MENA PX COUNCIL Membership offers:

- Access to community of like-minded individuals
- Access to our growing library of case studies and podcast episodes
- Publish articles and white-papers on The Vault
- Discount on CXSA certification programmes
- Discount on events and conferences
- Exclusive members only events and days
- Free recruitment service (for organisations)
- Feature your news on our social networks (organisations)
- Discount on Executive Coaching

BUILDING A GCC FOCUSED COMMUNITY

MENA PX COUNCIL is genuinely focussed on building a community that is relevant to the GCC region. Bringing people together via events (both physical and digital) plus facilitating conversations across the region.

Membership also helps you to be connected with your facilitators and a GCC focused community of like-minded professionals. Additionally, you can gain multiple discounts on future training programmes, annual conferences and access to Members only events.



THE PX VAULT

EXTEND, REINFORCE, RETAIN CRITICAL LEARNING



AN EDUCATION ECOSYSTEM

The PX Vault is an education platform that extends the hands-on face-to-face learning experience. Traditional learning approaches suffer from knowledge erosion leaving practitioners not operating to potential.

As an agile Centre of Excellence for organisations, The PX Vault changes all that by providing:

- Access to extended knowledge and capability via added value PX programmes..
- Engagement with other PX thought leaders & peers.
- Career Acceleration - by shortening the skills gap & bringing employers & prospective employees/service providers closer together.



NEXT GENERATION LEARNING

The PXSA Learning Pyramid™ is our proprietary platform designed to support the demands of modern corporate learning. This unique & totally flexible 5 layer model extends, reinforces & engrains core learning so that participants operate to the best they can be.

Extended Learning Paths (XLPs)

- On-line training school

Knowledge Base

- Methods, techniques examples

Practice Labs

- Reinforcing new skills in the real world

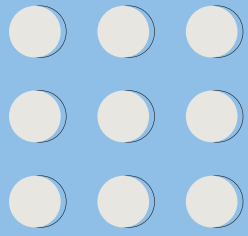
Assessments

- Making participants the best they can be

Interactive Workshops

- Wide range of core & specialist topics
- Next practice thinking & techniques
- Aligned specifically to your organisation





COMING SOON

PODCAST

GAME CHANGER GCC

INSIGHTS

REAL INSIGHTS FROM EXPERTS ON REAL WORLD PROBLEMS

NEXT PRACTICE

PUSHING THE BOUNDARIES BEYOND BEST PRACTICE

TRANSFORMATION

ELEVATE PX AT YOUR ORGANISATION. ARE YOU READY TO BE A GAME CHANGER?

