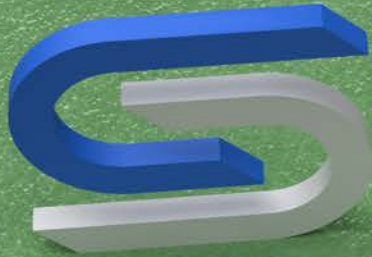




STERLING
INTERNATIONAL

From Compliance

TO SUSTAINABLE EXCELLENCE



Sterling International

Healthcare
SUMMIT

Riyadh, KSA

May 1st, 2025

CROWN PLAZA HOTEL
Al-Waha

The First
Sterling International Saudi Healthcare
Transformation Summit

Sponsored by
Riyadh First
Health Cluster
KSA



O V E R V I E W

The Saudi Healthcare Transformation Summit is a premier platform dedicated to sharing U.S. knowledge and expertise on the impact of the Sterling Int./Baldrige Performance Excellence Framework in enhancing healthcare systems. Organized under the Saudi Health Holding Company in collaboration with Sterling Int., the global arm of the Alliance for Performance Excellence Award.

The summit intends to provide Saudi healthcare leaders with proven strategies and best practices that have transformed the U.S. healthcare sector.

BALDRIGE Performance Excellence Program



The Baldrige Award is the Highest Formal Recognition of the Performance Excellence of both public and private U.S. organizations given by the President of the United States.

The Baldrige Performance Excellence Program and the associated award were established by the Malcom Baldrige National Quality Improvement Act of 1987 (Public Law 100-107).

The program and award were named for Malcom Baldrige, who served as United States Secretary of Commerce during the Reagan administration 1981 - 1987.

The Malcom Baldrige National Quality Award recognizes U.S. organizations across business, health care, education, government, small business, and nonprofit sectors for performance excellence. It now includes a Community category, honoring community efforts for citizen benefit.

Administered by the Baldrige Performance Excellence Program at the National Institute of Standards and Technology (NIST), part of the U.S. Department of Commerce.

Sterling International is a global program member of the Baldrige Alliance.

Our partners of Success



Chairman Message



Dr. Alaa El-Halwagy

Baldrige Alliance

Board of Directors & Baldrige Alliance Membership Committee Co-Chair, Maryland, USA

Sterling Council (Florida & Georgia)

Board of Directors

Chairman of Sterling International, Inc.

London, UK

Founder & CEO of Innovative Group, Inc.

Florida, USA

It is with great pleasure that I welcome you to Sterling International. Through this booklet you will obtain information on the organization, our inaugural healthcare summit, and our product and service offerings.

You will learn how Sterling International is like no other organization you have encountered. We are unique in our:

- Association with the Baldrige Alliance, membership previously reserved only for the US and its territories.
- Partnership with the Sterling Council and Board of Directors representation.
- Variety of organizational, professional, and personal development service offerings; and Knowledge and best-practice sharing through our summit presenters, panel discussions and focused networking opportunities.

We are pleased to introduce the Communities of Excellence program by Baldrige, focused on community organizations that align their efforts to provide excellent service to citizens.

Sterling International maintains headquarters in multiple global locations, USA, KSA, UK, UAE and Malaysia. In addition, our organization has several regional Partners to offer our customer organizations with executive-level expertise and experience.



Dr. Alaa El-Halwagy

LEADERSHIP IN ACTION



The summit aims to introduce and adapt the Sterling International/Baldrige Excellence Framework to the Saudi healthcare ecosystem, leveraging its principles to drive:

- **Performance Excellence & Quality Improvement:** Sharing how committing to the “Sustainable Excellence Journey” achieved world-class performance, operational efficiency, and above all, patient-cantered care.
- **Leadership & Governance Strengthening:** Exploring how executive accountability and strategic alignment can improve decision-making and healthcare outcomes.
- **Integrated & Value-Based Healthcare:** Adapting U.S. models that focus on outcomes-based reimbursement, cost optimization, and patient experience enhancement.
- **Regulatory & Compliance Best Practices:** Aligning the Sterling Int./Baldrige principles with Saudi healthcare regulations to improve transparency, risk management, and compliance performance.
- **Workforce Engagement & System Resilience:** Learning how U.S. hospitals and healthcare systems were able to create high-performing organizations, enhance workforce engagement, retain potential, and increase the overall resilience.

Who should attend?

- Government & Healthcare Leaders.
- Hospital & Health System Executives.
- Healthcare Quality & Compliance Professionals.
- Policymakers & Regulatory Bodies.
- Healthcare Strategy & Operations Experts.
- Researchers.



KEYNOTE SPEAKER



Sterling International is thrilled to bring together a dynamic group of experts, from healthcare pioneers to leaders in business development and performance excellence, all set to share transformative insights for executives, senior managers, and decision-makers.



Dr. Saleh A. Altamimi

CEO | Healthcare Transformation Leader | Pediatric Emergency Consultant

Dr. Saleh A. Altamimi is a highly experienced national healthcare leader with a distinguished career in executive leadership across both public and private healthcare sectors in Saudi Arabia.

He currently serves as the Chief Executive Officer of Riyadh First Health Cluster (R1), overseeing one of the largest and most complex healthcare systems in the region. Under his leadership, King Saud Medical City, 17 community hospitals, and 160 primary care centers operate with a total capacity of 4,000 beds, supported by a workforce of 25,000 employees and an annual budget of 7.5 billion SAR.

As a transformation and performance improvement leader, Dr. Altamimi plays a pivotal role in driving healthcare transformation at R1 in alignment with Saudi Arabia's Vision 2030. His leadership focuses on enhancing patient care, improving operational efficiency, and implementing innovative healthcare strategies to optimize service delivery.

In addition to his executive responsibilities, he continues to contribute to clinical practice as an experienced Pediatrician and Pediatric Emergency Consultant. To maintain his expertise and connection to frontline care, he runs a weekly general pediatric clinic at a community primary care center.

Dr. Altamimi holds an Executive Master's in Health Administration from the University of Minnesota, equipping him with advanced knowledge in healthcare leadership, policy, and strategic management. His expertise in transformation leadership has been further strengthened through the completion of a five-month Executive Program at IMD.

He is also a certified Black Belt in Six Sigma, utilizing data-driven methodologies to enhance healthcare efficiency, optimize processes, and elevate the quality of patient care.

With a career dedicated to advancing healthcare systems, Dr. Altamimi has been instrumental in leading high-performance organizations, fostering innovation, and transforming healthcare delivery to meet the evolving needs of Saudi Arabia and beyond.

SPEAKERS



Dr. Alaa El-Halwagy
Chairman of the Board of Sterling International

Dr. Alaa is an organizational strategist, consultant, executive coach, and former CEO of Innovative Group. He currently chairs Sterling International, specializing in leadership, performance excellence, and organizational transformation.

He sits on the Sterling Council's Board of Directors and is a member of the American Society of Training & Development, the American Academy of Certified Public Managers, and the Association for Talent Development. A recognized thought leader, he has been a keynote speaker at multiple global conferences.

Dr. Alaa holds True Colors certification in leadership, communication, change management, team building, and teaching. He is also the author of the Human Resource Intervention Model, Making a Difference, which provides strategies for maximizing individual and organizational potential.



Dr. Naifah Hamoudah, MD
Healthcare, Accreditation & Policies Executive Director

Dr. Naifah Hamoudah is a healthcare strategist, consultant, and executive coach specializing in transformation, accreditation, and governance across public and private institutions.

She has held key leadership roles, including Chief Strategy Officer for Jeddah First Health Cluster and Executive Director of Accreditation at Riyadh First Health Cluster, driving improvements in clinical governance, accreditation, and operational efficiency. A certified Governance Risk Compliance Professional (GRCP) and Sterling International Healthcare Team Lead, she has worked with CBAHI, CHI, and global healthcare systems in Germany, Belgium, and Poland.

Dr. Hamoudah has played a key role in Vision 2030 projects, including Wazen and Ada'a, and has successfully prepared healthcare facilities for prestigious awards. Holding Sterling International Evaluator Certification, she applies systemic approaches to help organizations achieve sustainable high-performance standards.

SPEAKERS



Lara Burnside

Executive Leader - Speaker - Chief Experience Officer - Author

Lara is a healthcare executive, speaker, and author with extensive experience in patient and employee engagement. She has led award-winning patient experience and HR divisions, including one recognized with the Baldrige Award.

As Chief Patient Experience Officer at JPS Health Network, she has spent the last decade developing patient experience divisions, implementing best-practice strategies that engage patients as partners in their care. Lara specializes in building systems and processes that enhance experiences for patients, physicians, and healthcare teams.

Passionate about leadership development and culture transformation, she works with hospital leaders to drive sustainable improvements. Her expertise in employee engagement and service excellence has made her a sought-after speaker and consultant in healthcare.



Dr. Khalid Hassan Alzahrani

Orthopedic Surgeon | Healthcare Executive | Patient Safety Leader

Dr. Khalid Hassan Alzahrani is an orthopedic surgeon and healthcare executive with over 20 years of experience in clinical excellence, hospital administration, and patient safety.

He is the Deputy Hospital Director at Security Forces Hospital in Makkah and Director of Hajj & Omra Medical Services, leading large-scale medical operations. A University of Toronto-trained surgeon, he holds multiple fellowships in orthopedic subspecialties, a Master's in Medical Education, and an Executive eMBA. His leadership has driven CBAHI and HIMSS Stage 6 accreditations, major hospital improvements, and the Silver Tier recognition in the King Abdulaziz Quality Award.

A recognized speaker, faculty member, and researcher, Dr. Alzahrani has over 15 publications and contributes to medical education and patient safety strategies. He is a certified AO Trauma Faculty member, CBAHI Medical Surveyor, and Performance Management Professional (KMI), actively shaping healthcare standards globally.

AGENDA



■ MORNING SESSION

- 9:00 - 9:15 AM | Opening Remarks
Speaker: **Dr. Alaa El-Halwagy**
- 9:15 - 10:00 AM | Keynote Address
Speaker: **Dr. Saleh A. Altamimi, MD, CEO of Riyadh First Health Cluster**
- 10:00 - 10:45 AM | The CORE of Healthcare: "The Ultimate Customer Experience"
Speaker: **Lara Burnside**
- 10:45 - 11:00 AM | Networking Break
- 11:00 - 11:45 AM | Making the Case for the Sterling/Baldrige Framework
Speaker: **Dr. Alaa El-Halwagy**
- 11:45 AM - 12:00 PM | **SUMMIT SURPRISE #1**
- 12:00 - 12:45 PM | Leading the Way: Clinical Governance & Its Impact on Healthcare
Speaker: **Dr. Naifah Hamoudah, MD**
- 12:45 - 12:50 PM | Quick Recap of Morning Takeaways
- 12:50 - 1:50 PM | Lunch, Prayers & Networking

■ AFTERNOON SESSION

- 1:50 - 2:30 PM | The Quality of Healthcare: "The Kingdom Journey"
Speaker: **Dr. Khaled H. Alzahrani, MD**
- 2:30 - 2:45 PM | **SUMMIT SURPRISE #2**
- 2:45 - 3:15 PM | Panel Discussion: From Compliance to Sustainable Excellence
Panelists: Selected Executives from the Graduates
Facilitator: **Lara Burnside**
- 3:15 - 3:30 PM | BOA Recognition: Healthcare Graduates & Their Impact
- 3:30 - 3:40 PM | Closing Remarks & 2026 Summit Announcement
 - ▶ Acknowledging attendees & key takeaways
 - ▶ Announcing the 2026 Summit Date: Thursday, April 30, 2026

Join us

as we bridge ***Saudi-U.S. healthcare collaboration***,
sharing and learning from best practices
to drive excellence in
Saudi Arabia's healthcare transformation.



