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**EMC Jeddah: Showcasing Regional Leadership in Value-Based Healthcare at ICHOM 2025**

The European Medical Centre (EMC) in Jeddah continues to redefine excellence in patient-centered care, placing outcomes that truly matter to patients at the heart of healthcare delivery.

Earlier this October, EMC proudly participated in the **ICHOM 2025 Conference in Dublin** as a **Gold Sponsor and Transformation Partner**, sharing Saudi Arabia’s experience in implementing Value-Based Healthcare (VBHC) on the global stage.

Representing EMC, **Dr. Dominique Samaha**, CEO and Orthopedic & Spine Consultant, took part in the session *“Avoiding a Data Collection ‘Black Hole’ – Visualising and Using Outcomes Data for Continuous Improvement.”* His presentation explored how EMC sustains long-term patient participation, ensures data completeness, and translates outcomes data into actionable intelligence that drives measurable quality improvement. Drawing from EMC’s real-world journey, Dr. Samaha emphasized the vital interplay between robust technical systems, clinician engagement, and patient empowerment in making outcome measurement both sustainable and transformative.

EMC’s contribution to the conference extended beyond the stage. At its **Gold Sponsor booth**, EMC engaged with leaders and innovators from around the world, exchanging insights and building partnerships that strengthen the global VBHC movement.

Adding to these achievements, **EMC has officially obtained the ICHOM Level 1 Accreditation** for the **Low Back Pain Standard Set**—a recognition that affirms EMC’s capability to collect, report, and act upon patient-centered outcomes data in alignment with international standards. This accreditation marks EMC as one of the few healthcare institutions in the region to reach this milestone.

Building on this success, **EMC is now progressing toward Level 2 Accreditation**, further expanding outcomes measurement and deepening the integration of value-based care principles into everyday clinical practice.

This accomplishment reflects not only EMC’s commitment to measurement and transparency, but also its broader mission to shift from volume to value, from processes to impact, and from provider-focused care to **care shaped by the patient’s voice**.

By embedding outcomes measurement into everyday clinical practice, EMC is helping to shape a more accountable, equitable, and data-driven healthcare system—one where every decision begins and ends with what matters most to the patient.