



MCA Awards 2018 Winner

Performance Improvement Consultant of the Year

Jason Coke, GE Healthcare Partners

Jason is an experienced consulting leader in GE Healthcare Partners. He led two separate, 12 month transformation projects, at Ministerial level, in the Saudi Arabian healthcare system, serving a population of 32 million.

The first year (2015-2016) involved transformation across 33 hospitals and the second year (2016-2017) covered an expanded transformation scope across 70 hospitals. More than 1,000 hospital staff were involved.

Each individual hospital transformation included door-to-door activities, delivering 600 focused improvements supported by the team Jason led in patient experience, achieving a ROI of 50:1.

Jason has passion for focusing on “what matters most” and eliminates unnecessary work, optimising the value added. His rigour and attention to detail made it possible to organise, track and report the success of this nationwide, gaining ministerial level recognition for engagement of hospital and government leaders.

Jason’s creativity and imagination pioneered the use of social media (WhatsApp) to organise many of the programme communications – highly applicable in Saudi Arabia, where email adoption with the client is around 13%. He also trials other apps and technologies to optimise efficiencies in communications and reporting.

Jason continues his professional development and that of his colleagues and clients, desiring to build up the next generation of management consultants. He regularly offers them group and individual coaching sessions on relevant topics. In the context of both training others, and dealing with culturally diverse clients in Saudi Arabia, it has been noted on multiple occasions that “Jason is the most patient person I know”.