

Maudsley Health	
Job Description	
Post Title	<b>Call Centre Manager</b>
Hours	<b>40</b> (Not including mandatory break)
Department	<b>Operations</b>
Base	<b>Maudsley Health Hospital, Abu Dhabi , but travel may be required across the MENA Region</b>
Reports managerially to Accountable to	<b>Initially to Service Director, Clinics, to be reviewed.</b>
	<b><i>The postholder will be employed by MACANI LLC.</i></b>
1	<p style="text-align: center;"><b>Maudsley Health</b></p> <p>Maudsley Health is the brand name for the collaboration between South London and Maudsley NHS Foundation Trust (SLaM) and MACANI, the local partner. It was formed in 2015 to support the development of high-quality mental health services within the Middle East. Ambitious development plans are being progressed, and the service is growing geographically and clinically in a planned way. Maudsley Health began by providing child and adolescent mental health services in Abu Dhabi in 2015 and then Adult Mental Health Services in 2017. In 2018 the service successfully bid for a contract to work with the then Ministry of Health and Prevention (now Emirates Health Services) to support the development of Al Amal Psychiatric Hospital in Dubai.</p> <p>The aim of Maudsley Health in the UAE is to deliver high quality mental health services, including advice, training and consultation across the range of mental health problems.</p> <p>The post holder will have access to facilities and equipment to enable them to provide a high quality service for the Hospital and Child and Family Centre.</p>

# Maudsley Health - Vision and Mission

## Vision

To be a service of excellence and innovation and to help establish the UAE as a world class provider of mental health care.

## Mission

- ❖ To improve the mental health and wellbeing of the UAE population.
- ❖ To deliver high quality evidence based care; Prevention, Early Intervention, Community, Outpatient and inpatient mental health services.
- ❖ To have professional, motivated and happy staff who feel proud of their contribution.
- ❖ For patients to feel cared for and that the service they received has been positive for them.
- ❖ To be actively influencing, supporting and delivering quality research in the MENA region.
- ❖ To grow into a specialized mental health teaching organization.
- ❖ To actively support medical tourism.
- ❖ To be authentic and sustainable.

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2	<p><b>Job Purpose</b></p> <p>1.0 The Call Centre Manager is responsible for overseeing the day-to-day operations of the organisation's central call centre, ensuring compassionate, efficient, prompt, accessible and professional communication with patients, families, and referrers.</p> <p>2.0 The postholder will lead a team of call centre agents who serve as the first point of contact for individuals seeking mental health care and support. The role involves optimizing call centre performance, ensuring compliance with healthcare communication standards, and supporting the Maudsley Health mission to deliver high-quality, safe, patient-centred mental health services across the UAE and wider MENA region.</p> <p>3.0 To understand the requirements and revise to ensure a high-quality service, optimising technology wherever possible. This will involve being part of the team developing and implementing the Electronic Patient Record (EPR).</p> <p>4.0 To maximise the performance of call centre staff, setting expectations and objectives and routinely measuring against these, taking corrective action where necessary.</p> <p>5.0 To promote a culture of professionalism including empathy, accountability, accessibility, confidentiality and continuous improvement within the patient communication process.</p>
3	<p><b>Key Responsibilities</b></p> <p><b>1. Operations Management</b></p> <ul style="list-style-type: none"> <li>• To manage and enhance the call centre's operational performance and patient experience, managing inbound and outbound call activities, including appointment scheduling, patient enquiries, follow-ups, and complaint handling as appropriate.</li> <li>• To work as part of the Team implementing the new EPR, making recommendations to maximise the experience of patients and efficiency and utilisation of the service.</li> </ul>

- Develop and maintain standard operating procedures (SOPs), call scripts, and service workflows aligned with Maudsley Health and Department of Health (DOH) Abu Dhabi standards.
- Propose and monitor daily performance indicators (call volume, wait times, abandonment rates, service quality) and ensure optimal resource utilization.
- To work constructively and productively with clinical and administrative staff for patient flow and appointment management and with the marketing team to streamline access to care.
- To ensure that all interactions uphold the principles of confidentiality, respect, and psychological sensitivity appropriate to mental health care.

## **2. Team Leadership and Performance**

- Lead, mentor, and motivate call centre staff to deliver high-quality, compassionate communication.
- To ensure staff have access to training on communication in mental health contexts, confidentiality, and patient handling, the Call Centre Manager will be expected to personally deliver aspects of training.
- Routinely monitor staff performance, providing regular supervision and appraisals with individual development plans.
- Manage rosters, attendance, and workload distribution.
- Foster a supportive, stigma-free work culture that aligns with Maudsley Health and mental health service values.

## **3. Quality Assurance and Compliance**

- Ensure all call centre activities comply with DOH, UAE data protection, and Maudsley Health confidentiality regulations.
- Conduct regular call audits and satisfaction surveys to monitor service standards and identify training needs.
- Implement corrective actions to address quality or performance gaps.
- Collaborate with clinical governance and customer happiness teams to uphold service excellence.

## **4. Reporting and Data Analysis**

- Generate operational and performance reports for management and quality committees.
- Analyze trends in patient enquiries, complaints, and satisfaction scores to inform service improvements.
- Use EPR and other information systems to maintain accurate call logs and performance dashboards.

## **5. Collaboration and Communication**

- Act as the escalation point for complex or sensitive patient issues, ensuring timely and professional resolution.
- Work closely with Customer Happiness Team, Marketing, Business Development, and Clinical teams to support outreach, campaigns, and patient engagement initiatives.
- Represent the call centre in internal meetings and contribute to service development and planning discussions.

4	<p><b>Organisational Position</b></p> <p>Initially to report to the Service Director, Clinics, working closely with the Medical Director and Project Co-ordinator for the Maudsley Health Hospital. Reporting arrangements will be reviewed when opening the Hospital.</p>
5	<p><b>Contribution:</b></p> <p>Time commitment: 40 hours per week (plus mandatory break which can be 30-60 mins).</p>
6	<p><b>Other Information</b></p> <p><u>Confidentiality</u></p> <p>Confidentiality/data protection regarding all personal information and service activity must be maintained at all times (both in and out of working hours) in accordance with professional codes of conduct and relevant legislation such as FAHR and the Data Protection Act. The post holder should ensure that they are familiar with and adhere to all relevant Information governance policies and procedures. Any breach of confidentiality will be taken seriously and appropriate disciplinary action may be taken.</p> <p><u>Equal Opportunities</u></p> <p>Promote the concepts of equality of opportunity and managing diversity service wide.</p> <p><u>Health and Safety</u></p> <p>Employees must be aware of Health and Safety responsibilities, paying due regard to health and safety in the workplace and management of risk to maintain a safe working environment for service users, visitors and employees.</p> <p><u>Infection Prevention and Control</u></p> <p>Employees must be aware of their responsibilities to protect service users, visitors and employees against the risks of acquiring health care associated infections, in accordance with service policy.</p> <p><u>Professional standards and performance review</u></p> <p>Maintain consistently high professional standards and act in accordance with the relevant professional code of conduct. Employees are expected to participate in the performance review process.</p> <p><u>Service/Department standards</u></p> <p>Support the development of performance standards within the Service/Department to ensure the service is responsive to and meeting the needs of its customers.</p> <p><u>Finance</u></p> <p>All staff will comply with the financial processes and procedures.</p> <p><u>Safeguarding Children</u></p> <p>Employees must be aware of the responsibilities for safeguarding children and vulnerable adults.</p> <p><u>Code of Conduct</u></p> <p>The post holder is required to adhere to the standards of conduct expected of all staff, under the requirements of FAHR. This job description will be subject to regular review and adjustment.</p> <p><b><u>Caveat</u></b></p> <p>This job description is an outline of the key tasks and responsibilities of the post, and the post holder may be required to undertake additional duties appropriate to the pay band. The post may change over time to reflect the developing needs of the service, as well as the personal development of the post holder.</p>

7	<p><b>Brief terms and conditions</b></p> <p><b>(All below are subject to change)</b></p> <ul style="list-style-type: none"> <li>▪ All staff to have 22 days annual leave per annum, plus the government declared national holidays.</li> <li>▪ The post-holder will be an employee of MACANI, a UAE entity.</li> <li>▪ The post-holder will be expected to live within 60 minutes of their workplace unless agreed otherwise by prior negotiation.</li> <li>▪ The appointment will be subject to satisfactory CID clearances and visa requirements, including health testing.</li> </ul>						
8	<p><b>Key Competencies</b></p> <ul style="list-style-type: none"> <li>▪ Patient-Centered and Compassionate Communication</li> <li>▪ Leadership and Team Development</li> <li>▪ Quality and Compliance Focus</li> <li>▪ Data-Driven Decision Making</li> <li>▪ Emotional Intelligence and Conflict Management</li> <li>▪ Cultural Sensitivity in Mental Health Contexts</li> <li>▪ Adaptability and Operational Efficiency</li> </ul>						
9	<p><b>Professional and Ethical Standards</b></p> <ul style="list-style-type: none"> <li>• Adhere to Maudsley Health policies, DOH Abu Dhabi guidelines, and UAE data protection laws.</li> <li>• Maintain strict confidentiality in all communications and records.</li> <li>• Promote equality, diversity, and inclusion in all interactions.</li> <li>• Comply with Health and Safety, Infection Prevention and Control, and safeguarding policies.</li> </ul>						
10	<p><b>Person Specification</b></p> <p>Verified at interview (I), by application form (A) or by test (T)</p> <table border="1"> <tr> <td></td><td></td></tr> <tr> <td><b>Education</b></td><td> <ul style="list-style-type: none"> <li>• Bachelor's degree in Business Administration, Healthcare Management, Psychology, or related health sciences field (or equivalent experience).</li> <li>• Master's degree preferred.</li> </ul> </td></tr> <tr> <td><b>Experience</b></td><td> <ul style="list-style-type: none"> <li>• Minimum of 3 years of experience in a healthcare call center or patient access role, with at least <b>2 years in a managerial or supervisory position</b>.</li> <li>• Experience in a <b>mental health or behavioral health</b> setting is highly desirable.</li> </ul> </td></tr> </table>			<b>Education</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree in Business Administration, Healthcare Management, Psychology, or related health sciences field (or equivalent experience).</li> <li>• Master's degree preferred.</li> </ul>	<b>Experience</b>	<ul style="list-style-type: none"> <li>• Minimum of 3 years of experience in a healthcare call center or patient access role, with at least <b>2 years in a managerial or supervisory position</b>.</li> <li>• Experience in a <b>mental health or behavioral health</b> setting is highly desirable.</li> </ul>
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**Skills and Knowledge:**

- Strong understanding of hospital operations, appointment systems, patient communication workflows and of an insurance based healthcare system.
- Excellent leadership, interpersonal, and conflict resolution skills.
- Demonstrated ability to handle sensitive and confidential information appropriately.
- Proficient in EPR systems, hospital information systems, and MS Office tools.
- Fluent in English; **Arabic proficiency is an advantage.**