



How Harley Street Medical Centre Reduced Documentation Time **By 50% and Improved Patient Care** with Sully's AI Medical Team

Harley Street Medical Centre always puts patients first, but its physicians were losing valuable time to documentation. Sully's AI medical team helped them regain it. The seamless integration reduced documentation time by 50% and saved physicians up to two hours daily, restoring doctor-patient relationships and improving care quality.

CASE STUDY



"Thanks to Sully, I will never miss a symptom or diagnosis. It allows me to give patients my full attention while making my life easier."



Dr. Hady Jerdak,

CEO and pulmonary diseases and sleep disorders specialist, Harley Street Medical Centre



50%

REDUCTION IN
DOCUMENTATION TIME

1-2 hours

SAVED PER DAY

Harley Street Medical Centre is one of the leading multispecialty one-day surgery facilities in Abu Dhabi and the surrounding region.

Dr. Hady Jerdak is the CEO and pulmonary diseases and sleep disorders specialist.

Dr. Tamar Achjian is a consultant gynecologist.

Dr. Mounir Bousaab is an ENT surgeon and head of AI integration.

Firouz Farooq is the IT director.

Problem

Too Much Paperwork Removes the Joy From Medicine

Harley Street Medical Centre CEO Dr. Hady Jerdak believes the medical profession is losing its charm—and paperwork is to blame.

Doctors have to be meticulous. Every interaction must be documented for insurers to cover treatment, and any errors or omissions in procedure documentation could lead to a loss of revenue from insurers. As a result, doctors have become hyperfocused on computer screens rather than on their patients, making it easy for them to miss behavioral cues.

“Half of the diagnosis is done through unsaid words. If the patient is anxious, you can see it in their eyes and in how they move and breathe. If you don’t concentrate on the patient, you’re going to miss it,” said Dr. Jerdak, who is also a practicing pulmonary and sleep specialist.

ENT Surgeon and Head of AI Integration Dr. Mounir Bousaab found that the screen-first culture made consultations feel stilted, harming the doctor-patient relationship. Patients sensed when their doctor wasn’t fully present and became less forthcoming as a result, undermining the trust essential to high quality care.

The rigorous nature of documentation also affected physician morale, with many of them feeling burned out and less energetic after a long day of typing notes. Consultant Gynecologist Dr. Tamar Achjian remembers the extra time required, on top of a typical workday.

“Before Sully, I finished my clinic at around 5 p.m., then I would have to stay for one to two hours documenting everything I had done that day,” she said.

The solution to Harley Street's woes came from a partnership between the Department of Health Abu Dhabi and New York University Abu Dhabi, who supported a year-long search for a solution.

"After interviewing more than 200 companies, we found Sully to be the most specific, the most efficient, and the most user-friendly platform," Dr. Jerdak said.



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Solution

AI Medical Team Restores Focus on the Patient

Sully stood out for three reasons:

- Unified platform backed by clinical intelligence
- Complete alignment with Abu Dhabi's health authority and insurance compliance frameworks
- Fast response time, with the clinical and technical expertise to solve real-world healthcare challenges

The Sully implementation began with a structured pilot. The leadership team carefully evaluated workflows and integrations, then began to introduce some doctors to the platform. Their initial response was positive, and the rest of the team took it up enthusiastically.

“Once physicians tasted the flavor of Sully, adoption became organic,” said IT Director Firouz Farooq.

Today, Harley Street leverages Sully’s three AI agents:

1. AI Scribe Eliminates Manual Documentation

AI Scribe automatically converts provider-patient conversations into accurate clinical notes in real time. When a patient walks into their appointment, the doctor simply enters the patient’s details and starts the scribe. They can then dedicate all of their energy on the patient. At the end of the visit, Sully generates a clinical plan that summarizes the patient’s symptoms and the treatment plan.

For someone like Dr. Jerdak, who can move fluidly between multiple languages in a single consultation, AI Scribe detects and transcribes every language switch automatically, ensuring that the summary is clear.

And because the system is discreet and non-intrusive, patients don’t feel uncomfortable in its presence.

“Sometimes I forget that the Sully speaker is in the room with me, which is a good sign. I never see the patients intimidated or looking at the speaker. It blends very well into the clinical setting,” Dr. Bousaab said.

2. AI Consultant Provides Evidence-Based Guidance

AI Consultant prompts physicians with relevant questions and surfaces connections they might otherwise miss.

When Dr. Achjian saw a patient with postmenopausal bleeding whose family had a history of colon cancer, Sully flagged the potential link to uterine cancer and prompted Dr. Achjian to explore genetic testing.

Making these kinds of connections in real time ensures patient care is as thorough and efficient as possible.

3. AI Researcher Offers Instant Access to Clinical Knowledge

AI Researcher provides access to the latest published evidence, guidelines, and treatment options. It helps doctors stay on top of the latest developments in the field while staying within their existing workflow.

The three AI agents form an evidence based, always-available unified AI medical team.



“Sully feels like a full medical team because it has so many pieces integrated into it. It helps me with my notes, acts like a consultant, and gives me the latest evidence-based treatment suggestions.”

— **Dr. Tamar Achjian**, consultant gynecologist, Harley Street Medical Centre

Results

Physicians Report 50% Time Savings and Higher Quality visits

Sully has restored the charm of medicine at Harley Street.

Documentation time dropped by 50% after deployment, giving physicians more time to focus on delivering better patient care, catching up on medical research, and spending time with their families. **“Sully saves me one to two hours per day,”** Dr. Achjian said.

Without the hassle of documentation, Harley Street’s physicians have shifted their attention back to people instead of screens—and patients have noticed. Dr. Achjian says more patients thank her for her “attention to detail.”

AI Researcher and AI Consultant further support that level of detail. Knowing they have the support of these capabilities means physicians are certain nothing will fall through the cracks.

“Thanks to Sully, I will never miss a symptom or diagnosis. It allows me to give patients my full attention while making my life easier and more efficient,” Dr. Jerdak said.

Sully has also improved the accuracy of documentation, leading to fewer claim denials and more revenue for the hospital. “Sully has helped us reduce revenue leakage by increasing coding efficiency,” Farooq said.

Physicians use the time savings to connect with more patients, **reducing wait times and further increasing revenue.** No longer facing the burden of documentation, doctors can do it all without worrying about burnout.

“I can double my workload while feeling more relaxed and energetic because I don’t have to go through the hassle of all the paperwork,” Dr. Bousaab said.

The next step for Harley Street Medical Centre is to implement [AI Receptionist](#), which will enable more appointment bookings and free human receptionists to spend more time helping callers with more complex inquiries.

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“Sully saves me time, makes the hospital more efficient, and makes patients feel at ease and more connected with their physicians.”

— **Dr. Mounir Bousaab**, ENT surgeon and head of AI integration,
Harley Street Medical Centre

SULLY^{AI} ✨

Ready to hire your AI agents?

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