



ARAB HEALTH

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Commitment To Accuracy

Arab Health 2007 Preview

International Medical Center



المركز الطبي الدولي
International Medical Center



Arab Health 2007

**A look ahead to the Exhibition & Congress
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Facing a bright future

THE SOFT OPENING in April marked a new beginning in healthcare for the International Medical Center (IMC), Jeddah KSA. The Custodian of the Two Holy Mosques King Abdullah Bin Abdul-Aziz formally inaugurated IMC's world class facility on October 29th 2006 in an inspiring ceremony. This marks a new era in the private Healthcare Sector. IMC is a visionary and forerunner in the huge investment and expansion plans now being encouraged in Saudi Arabia by King Abdullah. He stated in his own words praising the efforts of IMC and its Saudi businessmen backers, "This reflects their strong faith in God, their nation and humanity. These efforts are not at all surprising, coming as they are from the sons of Saudi Arabia."

The 300 bed, state-of-the-art International Medical Center (IMC) and its globally highly accredited partner Cleveland Clinic Foundation (CCF) have united with the first joint-effort of its kind in the region. This affiliation has been marked as being a unique partnership in healthcare, and was presented for the best investment in healthcare sector in 2005 by the Saudi Arabian General Investment Authority (SAGIA). The CEO and President of the Cleveland Clinic Foundation, Dr. Delos M "Toby" Cosgrove has performed over 22,000 cardiac procedures leading the way in minimally invasive valve repair and replacement, developing a wide range of specialized instruments and technologies to support such surgery. Dr. Cosgrove has earned approximately eighteen patents, and in charge over the single most

resourceful medical innovations program in America. Cleveland Clinic has been one of the top ranking hospitals in the United States for many years. CCF's cardiac advancements have been ranked number one in the United States. Not to mention the quote from the New York Times, "one of the most entrepreneurial and prestigious medical institutions in the country." The partnership between Cleveland Clinic Foundation and the International Medical Center is one of the driving forces of humanistic values towards improving patient healthcare.

IMC's accreditation process is well underway being in line with the Joint Commission International (JCI), the well acclaimed institute to set the highest standards to achieve the highest performance and patient safety, and is continually monitored. The main aim of IMC is to be the ultimate patient-centered hospital in the region with its focus on the holistic approach to medicine. IMC's deep rooted mission and values are given purpose by our Islamic and medical ethics; resulting in an exceptional medical team working hand-in-hand as pioneers to providing the best healthcare for all through the holistic approach, with commitment to accuracy in education and research.

IMC's commitment toward its patients empowered by its strong coordination with CCF ensures that the latest technology has been implemented to maintain international standards and assists its position in leading IMC into the global healthcare community. The innovative technolo-

gy enables international consultations as well as in house latest Bio medical systems. For instance, the ORI technology allows surgeons to have complete control over all equipment in the operating theater, either through voice commands or one-touch screen monitors. This allows surgeons to optimize operations without distractions while conferencing from the operating room, making it possible for real time collaboration and information-sharing with international teams via live audio and video transmissions during complex surgeries. Every procedure conducted is recorded for medical record archiving, and can be viewed by any other center through satellite. ▶▶

Above & Below
The International Medical Center (IMC) in Jeddah, Kingdom of Saudi Arabia





Another technological advancement which is actually the first of its kind to be used in Saudi Arabia at IMC is the Gastro Capsule which allows two to fourteen pictures to be taken while it journeys through the bowel and sends the pictures to an external data recorder. After swallowing the capsule, the patient would resume normal activities and return to the clinic after eight hours and the capsule would be excreted naturally. The physician then downloads the information recorded and runs the video tape to help form a diagnosis for the patient. The Gastro Capsule has the same high quality imaging and it is as clear as the conventional endoscopy, but without the discomfort. These are just two of the latest state-of-the-art technologies utilized at the International Medical Center (IMC) that have been introduced to Saudi Arabia, and facilitate educational experiences that were unimaginable before. After all, recognizing improved systems and technologies are the first step to achieving accuracy in all of IMC's undertakings.

IMC has six Centers of Excellence that houses sub-specialties that are delivered by US and Canadian board certified consultants. **1)** The Children's Health Center which has been specifically designed to keep our younger patients comfortable for the duration of their visit and stay in the ward by a combination of child-friendly furniture and decoration in addition to a comprehensive playroom. **2)** The Women's Health Center has every modern facility including a fitness pool, hydrotherapy and gym for well-being as well as Obstetrics and Gynecology. **3)** Pain and Headache Management Center's main goal is to orientate patients and their families into understanding the different causes of pain, its mechanisms and the different treatment options they have. **4)** Diabetes Center encourages a team leader concept by making the patient the hub of the team of counselors and therapists guiding them to their goal of controlling their condition to improve their quality of life. **5)** Musculoskeletal Center is dedicated to customized treatment plans to meet each individual's needs by applying non-surgical, minimally invasive techniques, surgical modalities and also a unique center with sub-specialties for instance, orthopedic surgery and podiatry. **6)** Plastic Surgery and Dermatology Center caters to solutions to body contouring and dermatological conditions, ailments and complexities of the largest organ of the body, the skin and have the latest technology in cosmetology.

Each center prides itself on its unique

approach to diagnosis and treatment. Patients are constantly encouraged and made completely aware of their conditions and how to avoid complications. IMC educates and coaches the family of the patient at the Patient and Family Education Center to help them know how to cope with their loved-ones illness. In fact these services are just a part of the holistic approach that ensures comfort and satisfaction for our patients and to their families to create peace of mind knowing that everything is being done in their best interest.

During 2006, a range of Continuous Medical Educational (CME) accredited symposia, lectures and various events were held.

- The First International Diabetes Symposium presented by IMC had renowned speakers from Saudi Arabia, the Arab World and the United States to discuss and update medical professionals in the field of Diabetes, such as the insulin inhaler that gained the Food and Drug Administration's (FDA) approval 2006.
- Breast Cancer Seminar and Workshops at the international Medical Center were held to promote breast cancer awareness and support the international breast cancer campaign by educating the public on how to conduct breast self examinations. Lectures were held on Risk Factors and Prevention of Breast Cancer, Early Detection of Genetic Inheritance Breast Cancer and Surgical Management of Breast Cancer.
- Universal Children's Day was celebrated with a public education emphasis by holding lectures on Children's Rights in Islam, Children and Media and also Attention deficit and Hyperactivity in Children as well as other various workshops.

Various Continuous Medical Educational (CME) symposia and lectures are to come. Continuing education has been presented in order to ensure that IMC maintains its top standard of highly competent staff. IMC prides itself on the fact that its physicians are amongst the most highly qualified in the region. The Auditorium facilities present a unique technological advancement in utilizing teleconferencing and telecommunications which currently plays a crucial role in the world of medicine, bringing the learning experience to doctors rather than doctors going to the learning experience. Thanks to modern innovations, physical distances no longer play much part in the education experience. IMC's unique con-

ference center has made it much easier to disseminate information in a matter of minutes.

Every aspect of architecture has been designed to enhance the healing by design aspirations of the hospital. Patient areas have plenty of natural light, and serenity is promoted by every aspect brought together by calligraphy, mosaics, lighting and color schemes merged with modern building techniques to create this first-class facility which exceeds international standards.

As a new year approaches, all eyes are on IMC with keen interest, as Dr. Walid Fitaihi's dream becomes reality, as IMC is well on its way towards becoming a shining example of healthcare in the gulf and setting higher standards and giving opportunity for a brighter future. ■

Below

The International Medical Center (IMC) in Jeddah, Kingdom of Saudi Arabia

