



ARAB HEALTH

magazine

THE OFFICIAL MAGAZINE OF THE ARAB HEALTH EXHIBITION

Issue Thirteen | Winter 2005

A New Vision for Healthcare



المركز الطبي الدولي
International Medical Center

SUCCESS STORY:

Arab Health 2006 preview



partners with

THE CLEVELAND CLINIC
FOUNDATION 



A new vision for healthcare in KSA

THE 8TH MEETING OF the International Medical Centre's (IMC) Board of Directors, held last month in the newly constructed IMC facility, marked the beginning of a new tradition in healthcare in the region.

The IMC in Jeddah will soon be opening its doors to the world. With a strong commitment to accuracy in diagnosis and treatment, the facility's vision is to pioneer a unique approach of healing the body, mind and soul by applying the best global healthcare standards and divine ethics.

The Centre is the first Saudi hospital to partner with an international American institute. The world-renowned Cleveland Clinic, which, for the 16th consecutive year, has been ranked by the US News and World Report as the top US medical institute, now advises the IMC's management and plays a leading role in a variety of the institution's projects including e-health, telemedicine, teleconferencing and continuing education programmes.

Cleveland Clinic's current CEO and chairman of the Board of Governors, Dr Deios M. "Toby" Cosgrove visited the IMC earlier this year, where he toured the facility's site and met with all the IMC department heads.

The occasion also saw the nomination of the IMC for this year's "Partnership in Healthcare" Award by the Saudi Arabian General Investment Authority (SAGIA). Attending the ceremony alongside Dr Cosgrove were IMC board members and dignitaries, including the Minister of Transportation Dr. Jubara bin Eid Al-Suraisy, the British ambassador to Saudi Arabia, Sir Sherard Cowper-Coles and

the US ambassador to Saudi Arabia, James C. Oberwetter.

The design process of the IMC began in the United States and took more than 12 years to complete. After extensive marketing and financial feasibility studies by several acclaimed local and international firms, Dr Walid Fitaihi, IMC's CEO and Chairman of the Board of Directors, began the process of building a unique healing facility rooted in divine principles and a culture for healing body, mind and soul.

The facility is equipped with the latest technology and adheres to the highest international standards. Joining Dr Fitaihi in his vision was Dr. Wael Kaawach, IMC's CMO and a member of the Board of Directors.

Since the official planning process was initiated, the Joint Commission International Accreditation (JCIA) has been involved in guiding the IMC project towards accreditation. In order to ensure the IMC conforms to US and international standards of healthcare delivery, the JCIA has overseen the construction and installation of all its facilities.

The newly completed six-storey, 300-bed IMC complex houses 100 out-patient clinics with Centres of Excellence specially focussed on the treatment of conditions that are significant to, or prevalent in, the Middle East region.

These disease management centres focus on disease processes rather than on speciality services, thus attaining a multi-disciplinary approach in the most advanced and evidence-based management of the patient.

The IMC is committed to rolling out

world-class healthcare in diabetes, women's health, musculoskeletal disorders, pain management, cosmetic dermatology and plastic surgery and paediatrics in centres that have been carefully designed and strategically situated to achieve maximum patient care and comfort.

A hospitality department, patient education centre and baby-friendly amenities are but a few of the many unique features at the IMC.

The Centre's management understands that accurate diagnosis is the first step in the healing process, therefore its medical staff and healthcare specialists go through a highly selective hiring process and stringent quality check measures to ensure they meet the highest international healthcare criteria.

Choosing competent and highly experienced medical practitioners is just the first step. Once appointed, they have access to the latest diagnostic techniques and technologies that ensure delivery of the highest quality patient care.

IMC prides itself on the fact that its physicians are considered to be among the best in the region. Each IMC Centre of Excellence Chairperson's credentials speak for themselves:

DR NADIA GHANNAM - Diabetes COE, Canadian Board in Internal Medicine, Canadian board in Endocrinology and Diabetes, Fellow of the American college of Physicians, Fellow of the Royal College of Physicians and Surgeons of Canada.



DR IMAN I. ALROMEIHI - Women's Health COE, PCR, Breast and OB/Gyn, Consultant Family Physician MBBS, Arab Board of Family medicine, Saudi Board of Family Medicine.

DR MOHAMMAD TAHA ATTIAH - Musculoskeletal COE, Assistant Professor of Orthopaedic Surgery, Associate Consultant Orthopaedic & Paediatric Orthopaedic Surgery, Fellow of the University of Western Ottawa, Fellow of the Royal College of Physicians and Surgeons London/Ontario, Fellowship in Paediatric Orthopaedics, The Children's Hospital of Eastern Ontario, Ottawa, Canada.

DR ZIAD EL CHAMI - Pain Management COE, includes Headache Centre and Medical Pain Management, Neurologist specialising in pain, headache, clinical neurophysiology and neuromuscular diseases. Dr El Chami was a physician at the CCF before joining the IMC.

DR AHMAD ZAHR ALLAYALI - Cosmology and Dermatology COE, Consultant Dermatologist and Cosmetic Dermatology Surgeon, Fellow of the College of Physicians of Canada, American Board of Dermatology, New York University and Mount Sinai Medical Centre Fellowship of Laser and Cosmetic Dermatologic Surgery.

DR AHMAD S AZHAR - Pediatrics COE, Consultant Paediatric Cardiologist, American Board of Paediatrics, Canadian Board of Paediatrics and Canadian Board of Paediatric Cardiology.

IMC physicians take time to listen to their patients and address their concerns, before developing a customised care plan tailored to fit each patient's individual needs. Patients are encouraged to take an active role in their treatment, and are made fully aware of their condition and

how to avoid complications. Second opinions from CCF are also available in order to give patients further treatment options.

The IMC ensures the latest technologies are embedded within its systems; its integrated OR1 technology, for example, gives surgeons full control over all the equipment in the operating theatre, either through voice commands or one-touch screen monitors.

This allows surgeons to carry out fully controlled operations without distraction while conferencing from within 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. This innovative system allows advanced educational experiences that were previously not possible.

Recognising that improved systems and technologies are the first step to achieving accuracy in all its undertakings, the IMC's information technology (IT) and health information services (HIS) are handled by an expert IT team. Future projects currently on the planning boards include e-health and on-line clinics.

The Centre's radiology department is powered by state-of-the-art technologies from Siemens. In order to make critical patient care decisions and provide official interpretations, all equipment is fully digital and DICOM3 compliant, with the latest Picture Archiving Communication System (PACS) and Resonance Ionisation Spectroscopy (RIS) systems that allow accurate display of images and measurements interfacing and collaboration between the IMC radiology department and any other radiology centre in the world.

The IMC demonstrates its concern for the environment through its efforts to enforce a paperless environment policy. Most of the hospital operations including administrative, employee and patient related transactions are as paperless as government regulations allow.

Through the fully integrated hospital information system, intercommunication between different modules is seamless. For example, the process of ordering lab tests, from blood sample extraction to the final result, is handled rapidly and accurately with a fully digital work-up being sent from the laboratory analysers directly to the requesting physician.

The IMC's auditorium is modelled on that of the Cleveland Clinic's and is considered to be one of the most advanced conferencing halls in the Middle East. The facility boasts advanced technology that

allows it to be automatically reconfigured for a variety of occasions and functions, allowing state-of-the-art conferencing with multiple sites both locally and abroad.

The IMC began its quest to maintain international standards via education and lectures delivered by international physicians and experts even before it became fully operational.

Lectures delivered at the IMC to date include Dr. Floyd Loop's "The Business of Medicine" during November 2005, which examined the basics of profit generation in the healthcare industry. "The secret," said Loop, "is to put the patient's needs first at any cost and to make sure he/she understands that it costs less to prevent health problems in the present than to deal with them in the long term."

Interventional cardiologist, Dr Fayed Shawl, delivered a lecture in which he looked at the latest techniques and innovations in cardiology. Dr Shawl was a student of the late, renowned German clinician, Andreas Gruentzig, who was responsible for revolutionising interventional cardiology by introducing Percutaneous Transluminal Coronary Angioplasty (PTCA) to the world in 1977.

During 2006, the IMC will continue to offer a full range of educational symposia, lectures and international conferences, including Continuous Medical Education (CME) accredited programmes.

At the heart of this advanced facility is the Mosque, which symbolises modern civilisation's emergence from the roots of belief. As part of its commitment to healing by design, the patient areas have been designed with an emphasis on natural light. Patients' gardens are adorned with hypoallergenic plants and flowers. Views of the sky, together with calming auditory elements, such as fountains, contribute to the patient's psychological wellbeing.

Traditional elements of calligraphy, mosaics, lighting and colour schemes are some of the features merged with modern building techniques to create a state-of-the-art facility surpassing all international standards.

The combination of all these elements, together with its unique culture and commitment to excellence, makes the IMC a model to be emulated in modern healthcare delivery and provides a legacy to be treasured by forthcoming generations.

We invite you to explore the IMC's beautiful facility and see for yourself why the International Medical Centre is truly considered to be "A New Vision for Healthcare". ■

Senior Members of IMC's
Special Expert Medical
Professionals

