



ARAB HEALTH

magazine

THE OFFICIAL MAGAZINE OF THE ARAB HEALTH EXHIBITION

Issue Six | Spring 2004

HOLISTIC APPROACH TO HEALING

EXCLUSIVE: The International Medical Center (IMC), a hospital setting new standards in healthcare delivery

Success story

Arab Health 2004 review

Nutritional advice

The pharmacist's role

PLUS

- Teleradiology
- Ovarian cancer
- MOH Medicines Bulletin





INTERNATIONAL MEDICAL CENTER

Healthcare Positions Available Immediately

The International Medical Center (IMC) represents a new paradigm in healthcare delivery in the Middle East. The IMC will be a full-service, 300-bed multi-specialty hospital with several centers of excellence located in Jeddah, Saudi Arabia. Our holistic approach to assessing and treating patients is based on our vision and mission of respecting each patient and caring for the mind, body, and soul as one. The IMC founders and key managers are Harvard-educated and American-trained, who value respect, dignity, and compassionate care as essential in healing.

The IMC is currently under construction and is scheduled to open in mid-2005.

The IMC is affiliated with the Cleveland Clinic Foundation, a leader in healthcare, technology, and research, based in the United States. This affiliation includes joint e-health, conferencing, and second-opinion programs. The IMC is also preparing for JCI accreditation, conforming to American and International standards.

The IMC is seeking highly-qualified applicants who have experience with JCI accredited hospitals and institutions. The following positions are open for application:

- Chief Operating Officer (COO)
- Chief Information Officer (CIO)
- Chief Financial Officer (CFO)
- Physician and Nursing Staff, All Specialties

CHIEF OPERATING OFFICER

[Director of Non Clinical Support Services]

Position reports to the CEO and serves on the Executive Management Team.

Plans, directs, and coordinates the activities of all non-clinical support services functions.

Education: Masters Degree in Healthcare Administration, Business Administration or Industrial Engineering.

Experience: 5 to 10 years progressive experience in hospital administration with 2 to 5 years as Chief Operating Officer at a hospital of at least 200 beds, preferable JCAHO accredited. Hospital commissioning experience is desirable. Effective presentation and interpersonal skills.

CHIEF INFORMATION OFFICER

Position reports to the CEO and will be on the Executive Management Team.

Plans, directs and coordinates the activities of the Directorate of Information Technology. Should be able to start the Directorate from scratch and effectively interface with Operations, Finance, HRM.

Education: Masters in Business Administration or Information Technology preferred. B.S. degree with post-grad certificate in Information Systems is acceptable.

Experience: Five to ten years experience in hospital-based Healthcare Information Management with two to five years in management of enterprise-wide hospital information systems. Working knowledge of the latest hospital technology applications. Successful and effective presentation and interpersonal skills.



CHIEF FINANCIAL OFFICER

Position reports to the CEO and will be on the Executive Management Team.

Plans, directs, and coordinates the activities of the Directorate of Finance. Should be able to initiate start-up of the directorate and effectively work with all hospital operations units such as IT, HR, and others.

Education: BS degree in Accounting or Business; Masters Degree (MBA) preferred, with relevant certification (CA, CPA, CMA, CFM).

Experience: Five to ten years experience with at least two to five years in management at the controller or treasurer level. Experience in hospital-based health care financial management is highly desirable.

The IMC will provide excellent tax-free competitive salary/benefits packages, free housing, transportation, free annual airline tickets to the point of employee's origin, medical insurance, end of service gratuity, and opportunities for growth in an excellent, people-centered work environment. The IMC will be a smoke free environment promoting preventative health and compassion, dignity, and respect for each patient.

Send resumes and details to:



INTERNATIONAL MEDICAL CENTER

Attn: Human Resources Directorate
P.O. Box 2172 Jeddah 21451
Kingdom of Saudi Arabia

Fax: [+966-2-] 653-5045
Phone: [+966-2-] 652-3696 x 235, 249, 239
E-mail: hr@imc.med.sa

Making A Difference in Healthcare

THE CLEVELAND CLINIC
FOUNDATION 

Holistic approach to healing

IN THE LATE 1990s a group of Saudi physicians decided that they wanted to create a healthcare environment that gave patients a sense of wellbeing the moment they stepped through the hospital doors. That dream is currently being realised in the form of an exciting new healthcare project currently under construction in Jeddah, Saudi Arabia.

The 300-bed International Medical Center (IMC) will be a multi-speciality hospital focusing on healthcare services that are of paramount importance to the region, such as diabetes treatment and management, women's health, musculoskeletal disease and pediatrics. The concept of the IMC and its holistic approach

The new International Medical Center (IMC) in Jeddah is putting the principles of 'healing by design' right at the heart of its development





to healing as well as its concern for regional health needs was first supported by the Fitaihi Company and led by Dr Walid Fitaihi, the IMC's CEO and chairman of the board of directors. He was later joined by Dr Wael Kaawach who chairs the Department of Surgery and is a consultant for orthopaedic surgery as well as being on the board of directors.

Scheduled to open in mid-2005, the facility will feature a cardiac centre, dialysis and ophthalmology facilities, a comprehensive pharmacy, rehabilitation centres, health clubs for both men and women and an auditorium/lecture hall for educational and teleconferencing events.

But not only will this be a centre of medical excellence, the heart of this project is a unique commitment to the principles of 'healing by design'. The result is an environment where form and function are combined to give patients the best chance of recovery.

"From the outside, the design of the IMC reflects dignity and respect. You are immediately aware that this is a unique healing centre," says Dr Fitaihi. "From the inside, the design, in all its varied aspects, fosters an immediate, deep sense of trust and comfort via calming and soothing elements which we studied for years during the design phase."

Dr Walid Fitaihi and Dr Wael Kaawach both trained at Harvard Medical School affiliated hospitals and remained in the US to set up successful medical practices there. But both believed that the Middle East needed a top quality healthcare institution that not only offered specialist care but also placed equal importance on the effect that a hospital environment can have on patients. The aim, says Dr Fitaihi was to create "a new paradigm in healthcare delivery in the Middle East that focussed on the whole patient – treating the mind, body and soul as one."

Dr Fitaihi says that a trend in the region's hospitals to place an emphasis on luxurious interiors can often result in overwhelming or even intimidating the patient. "Instead, we have emphasised elements which have been medically-proven to be healing for patients – access to greenery and natural settings, exposure to sunlight, views of the sky, auditory elements which calm patients such as water fountains. Even the colour schemes were chosen depending on how they affected certain diseases



or psychological conditions. All of this is conducive to healing by eliciting a "relaxation response," therefore reducing blood pressure and heart rates and soothing the nervous system."

The IMC design process began in the US and took three years. Lead architect, Dr Sami Angawi's challenge was to merge the requirements of the latest medical technology and engineering with Islamic design principles. The result is an institution that meets US and

Above: The IMC's light-filled atrium (top), the residential compound (centre) and construction currently under way at the site (bottom). *Left:* An artist's impression of the completed Center and its setting.

international equipment, design, and safety standards in an atmosphere of regional cultural identity and familiarity. "We wanted to do something really different, not only in terms of how the hospital looks, but how it feels to those who enter it. We want to help patients heal from the moment they enter our hospital – to feel warmth, comfort, and something familiar," he says.

The Islamic-influenced design brief ensured that local materials were used extensively and traditional Islamic elements such as muqarnas, mosaics, and calligraphy were also introduced to the structure. Dr Angawi is keen to point out that 'Islamic design' is not just a matter of introducing arches, domes, and muqarnas. "It is based on building creatively to achieve a certain mood; a sense of peace and inspiration. True Islamic design is based on proportion, good mathematics, and the special relationship between the building and the individual," he says.

Outside space plays as important a role as the interior throughout the complex. The main entrance to the hospital features edgeless water fountains and plenty of landscaped greenery. Inside the hospital, an atrium extends along the 'spine' of the hospital structure and consists of an open-air courtyard and a labyrinth garden. Great care was also taken to plant only non-allergenic plants and flowers throughout the entire IMC compound in order to eliminate irritation and allergic reactions.

At the end of the atrium, after the courtyard and mosque is an outdoor labyrinth featuring a maze-like path designed to encourage contemplation. Dr Herbert Benson of the Harvard Medical School's Mind/Body Institute conducted research into the beneficial effects of 'meditative walking,' which he says, can lower blood pressure and the heart rate, as well as reduce levels of pain and anxiety. He calls it the 'relaxation response'. Walking counter-clockwise has also been proven to relax individuals, and incidentally, is the same direction in which pilgrims in Makkah circumambulate the Kaaba.

Adjacent to the maternity ward and women's health department is a second-floor, open-air private garden area for female patients. It is landscaped with flowers and shrubs, walled with tall bushes and plants and overlooks the internal courtyard and garden. The space is designed as somewhere that