History

- Established in 1902
- 365-bed medical institution
- Accreditations:
  - Joint Commission International (JCI)
  - Commission on laboratory accreditation of the College of American Pathologists (CAP)
  - The Nursing Service is Magnet designated by the American Nurses Credentialing Center (ANCC)
- Over 300,000 patient visits annually
The American University of Beirut Medical Center (AUBMC) is an academic medical center dedicated to the passionate pursuit of improving the health of the community in Lebanon and the region through the delivery of exceptional and comprehensive quality care to our patients, excellence in education and training, and leadership in innovative research.
AUBMC 2020 Vision approved in June 2010

- Major strategic commitment by AUB for AUBMC and the Faculty of Medicine
- Vision aimed at transforming healthcare in Lebanon and the region
AUBMC 2020 Vision
Where we want to be

To be the leading academic medical center in Lebanon and the region by delivering excellence in patient-centered care, outstanding education and innovative research.
AUBMC 2020 Vision
The paths to our vision

- Providing patients with the highest standards of patient-centered care
- Recruitment of top-caliber, highly specialized, and accomplished faculty
- Innovation through the creation of clinical and research centers of excellence
- Establishment of strategic partnerships and collaborations locally, regionally, and internationally
- Investing in and expanding our facilities to meet the needs of the people of Lebanon and the region
AUBMC 2020 Vision: Providing Patients with the Highest Standards of Patient-Centered Care

**WHY?**

To provide the highest standards of patient-centered care while re-defining service excellence

To ensure patient needs are being met in a proactive and timely manner

To provide patients with the information they need in the fashion they want it

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AUBMC 2020 Vision:
PROVIDING PATIENTS WITH THE HIGHEST STANDARDS OF PATIENT-CENTERED CARE

Multi-disciplinary approach to care

Service excellence

Quality and safety

Strategic Communications
AUBMC 2020 Vision:
RECRUITMENT OF TOP-CALIBER, HIGHLY SPECIALIZED, AND ACCOMPLISHED FACULTY

WHY?

To meet the needs of an increasing number of patients due to the planned expansion of services and the medical center

To bring in the best of the best – across all AUBMC functions

To hire recruits that bring specialized skills including research, clinical and medical education/training expertise
AUBMC 2020 Vision:
RECRUITMENT OF TOP-CALIBER, HIGHLY SPECIALIZED, AND ACCOMPLISHED FACULTY

104 faculty recruited since Summer ‘09

- Unprecedented recruitment
- "Reverse brain drain"
- Top researchers, clinicians and educators
- 70% recruited from top US institutions
- Across multiple disciplines
- Highly specialized skills
AUBMC 2020 Vision:
RECRUITMENT OF TOP-CALIBER, HIGHLY SPECIALIZED, AND ACCOMPLISHED FACULTY

Impact of new recruits

- Improved ability to cater to outreach aligned with vision
- Increased patient access
- Increased volume leading to sustainable revenue growth
- Introduction of unique subspecialties/services to AUBMC
AUBMC 2020 Vision: RECRUITMENT OF TOP-CALIBER, HIGHLY SPECIALIZED, AND ACCOMPLISHED FACULTY

Reversing the brain drain: a Lebanese model

A country's efforts to keep doctors and biomedical scientists after they qualify often fail owing to a lack of a clear strategy. Mohamed H. Sayegh and Kamal F. Badr argue they have developed a model in Lebanon, one which could be scaled up and implemented elsewhere.

Mohamed Sayegh & Kamal Badr

The developing world is facing a major challenge in providing enough doctors and biomedical scientists to meet the needs of its people. The challenge is made more difficult by the migration of such a valuable workforce to wealthier Western countries after they qualify. In fact, up to 28% of physicians practicing in four of the richest countries, the United States, the United Kingdom, Canada, and Australia, graduated from medical schools based in a developing country.

Kamal Badr (left) and Mohamed Sayegh (right) suggest a model to reverse brain drain in the developing world. © AUBMC
Establish AUBMC as a regional hub for clinical practice and research through COEs.

Develop COEs and Specialized Clinical Services aligned to the health care needs of the community in Lebanon and the region.
Current Clinical COEs

- Abu-Haidar Neuroscience Institute
- AUBMC Multiple Sclerosis Center
- Children’s Cancer Center of Lebanon
- Naef K. Basile Cancer Institute
AUBMC 2020 Vision:
INNOVATION THROUGH THE CREATION OF CLINICAL AND RESEARCH CENTERS OF EXCELLENCE

Future Clinical COEs

Heart and Vascular Center of Excellence
AUBMC 2020 Vision:
INNOVATION THROUGH THE CREATION OF CLINICAL AND RESEARCH CENTERS OF EXCELLENCE

Research

Serve as a regional hub
Address research needs of the region
Data specific to our patient population
Assist others in capacity building
Standardize and improve the ethical standards of human subject research
Establish stronger regulatory guidelines
Increased partnerships and research collaboration
Improve Inter-disciplinary and inter-faculty research initiatives
Significant investment in research

✓ **Infrastructure**
New state-of-the-art facilities and equipment
Establishment of Clinical Research Institute
Renovation of DTS

✓ **Research Centers of Excellence**
✓ FM funded research grants
✓ Interdisciplinary research
✓ Etc.
$\text{AUBMC 2020 Vision:}$
$\text{INNOVATION THROUGH THE CREATION OF}$
$\text{CLINICAL AND RESEARCH CENTERS OF}$
$\text{EXCELLENCE}$

$\text{Basic and Translational Research COEs}$

- Cancer Biology
- Cardiovascular Sciences
- Genetics
- Neuroscience
- Stem Cells
AUBMC 2020 Vision:
ESTABLISHMENT OF STRATEGIC PARTNERSHIPS AND COLLABORATIONS LOCALLY, REGIONALLY, AND INTERNATIONALLY

WHY?

- Support mission of AUB and AUBMC
- Foster clinical exchange and research collaboration
- Assist other institutions with capacity building
- Improve access to more patients
- Improve the quality of healthcare in Lebanon and MENA
- Improve training opportunities
### Strategic Partnerships and Collaboration

<table>
<thead>
<tr>
<th>Current – Local</th>
<th>Current – Regional</th>
<th>In the Works</th>
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<tbody>
<tr>
<td>• Khoury</td>
<td>• UNRWA</td>
<td>• Sheikh Khalifa Bin Zayed Hospital-Shebaa</td>
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<tr>
<td>• Najjar</td>
<td>• MCTH – Iraq</td>
<td>• IVF Center-Bekaa</td>
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<tr>
<td>• Clemenceau Medical Center</td>
<td>• Many others</td>
<td>• Beirut Surgery Center-Mathaf</td>
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<td>• Mount Lebanon</td>
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<td>• Health Authority-Abu Dhabi</td>
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<td>• RHUH</td>
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<td>• Quality Healthcare International-Dubai</td>
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<td>• Tripoli Government hospital</td>
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<td>• Keserwan Medical Center</td>
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<tr>
<td>• Bobst Ambulatory Cancer Center-Tripoli</td>
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</table>
AUBMC 2020 Vision:
ESTABLISHMENT OF STRATEGIC PARTNERSHIPS
AND COLLABORATIONS LOCALLY, REGIONALLY,
AND INTERNATIONALLY

AUBMC as the partner of choice when looking for an academic medical center:

- Proven regional success model for an academic medical center – models of recruitment, research COEs, clinical COEs, and medical education
- Strong ability to assist in capacity building particularly with expertise and human resource capital
- Meets international standards and was the first medical institution in the region with JCI, Magnet and CAP accreditations
- Strong understanding of regional needs
- Knowledge of the language and regional culture
- Ability to develop models adapted to our culture
- Transformational vision for the future
AUBMC 2020 Vision:
The New AUBMC 2020 Medical Complex
AUBMC 2020 Vision:
The New AUBMC 2020 Medical Complex

NEW Academic and Clinical Center (ACC)
NEW Medical Center Tower
NEW Cancer Hospital
NEW Medical Center (NMC)
AUBMC 2020 Vision: The New AUBMC 2020 Medical Complex
Wassef and Souad Sawwaf Building

Wassef and Souad Sawwaf Building:
Family Medicine Clinics, UHS, PET/CT Unit, Cyclotron Unit
AUBMC 2020 Vision:
The New AUBMC 2020 Medical Complex
Medical Administration Building (MAB)

Medical Administration Building (MAB):
10 story building
to house
operational and
administrative functions
The Halim and Aida Daniel Academic and Clinical Center:

The first of its kind in Lebanon and the Middle East incorporating clinical care, education and research in one state-of-the-art facility
AUBMC 2020 Vision Path 1: The New AUBMC 2020 Medical Complex  
New Medical Center (NMC)

**NMC:**
To house a Cancer Hospital, Pediatric Floors, and add an additional 250 beds.
AUBMC 2020 Vision:
The New AUBMC 2020 Medical Complex
Compete with leading academic medical centers in the west

Raise the level of medical education in the MENA region

Improve the quality and output of research in MENA

Provide our people with the highest standards of care