Pioneering Tertiary Hospitals-Yemen & Egypt

(From vision to reality - SGH Group's initiatives as a Case Study)

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SHAPING THE HEALTHCARE INDUSTRY
SGH Group takes this opportunity to thank IFC for its support in promoting Quality Healthcare in the Frontier Markets

(Mr. Guy Ellena and Engr. Sobhi A. Batterjee during the agreement signing ceremony in Dubai-UAE)
Concrete Commitment

SGH Group is committed to establish World-Class Tertiary care hospitals in different countries in the MENA region, Africa, and beyond...

SGH Sana’a -Yemen and SGH Cairo-Egypt are the beginning.....

“The real act of discovery consists not in finding new lands but seeing with new eyes.” Marcel Proust (1871-1922)
Vision of SGH Group

“To Design, Finance, Construct and Operate 30 World Class Hospitals and Create 50,000 Jobs in the Healthcare Industry by Year 2015”

“To be the Dominant Regional Player in the Private Medical Education by Establishing 5 Medical Colleges by the Year 2010”
SGH Group - reaching out to the deprived

As per our Guiding Philosophy which is following verse from The Holy Quran:

"And if anyone saved a life, it would be as if he saved the life of all mankind". Al-Maidah (32).
SGH Sana’a-Yemen

Going to Yemen was the ultimate test of our Commitment to our Vision.

- Most experts warned us against going to Yemen (including Consultants, Bankers and Businessmen) based on lack of high purchasing power, corruption, absence of suitable infrastructure and a long list of other terrifying risks factors.

- No investor was ready for any venture in Yemen at the time.

- Banks considered it High Risk- Low Priority Market.
SGH Sana’a-Yemen

SGH Yemen (300 beds) is a world class General Hospital which is a model of Public Private Partnership (PPP) in Yemen and the Arab World.

Yemen Government and its undertakings have 35% Equity Investment in this Project through following institutions.

- Yemenia Airways.
- Pension Fund.
- GOSI.
HE Crown Prince Sultan of KSA and the President of Yemen looking at the Models of SGH Yemen.
SGH Sana’a-Yemen

SGH-Yemen Hospital has all specialties and subspecialties under one roof, inaugurated by the President of Yemen.
SGH Sana’a-Yemen
SGH Sana’a-Yemen

- We are also thankful to ICD-IDB and Saudi Export Fund for their support to SGH Yemen.

- SGH-Yemen is geared to reach Performance Standards that will set the benchmarks in the region.

- SGH Group is working to replicate this model in countries like Libya, Syria, Pakistan-Kashmir, Ethiopia, Nigeria, Chad, Sudan, Ghana……
A true realization after success in Yemen……Doing Business with the Poor

- We should consider the poor as a market, they need to be approached as a customer differently. Their needs cannot be satisfied by charity or donation only.

- Words such as “Poverty Elevation” (the poor) should be discarded from our language and dictionary.

- We should replace the term with “Under Served Consumers and Markets”

Ref: Prof. Prahalad’s book: “The Fortune at the Bottom of the Pyramid”
The poor cannot participate in the benefits of globalization without an active engagement and without access to services and products that represent the global quality standards.

The Bottom of the Pyramid (BOP) as a market provides a new growth opportunities and a forum of innovations for the private sector.

Old and tried solutions cannot attract and satisfy the markets at the BOP, and these markets require unique business models and strategies.

Ref: Prof. Prahalad’s book: “The Fortune at the Bottom of the Pyramid”
SGH Cairo-Egypt

- **Healthcare in Egypt - Highly fragmented** - even though Egypt has the highest pool of Doctors and Paramedical Man Power (Medical Human Resources) in the region.

- **Regular constraints like**
  - Difficulty in bringing Visiting Professors - Transfer of Knowledge.
  - Attracting Institutional Funding to Private Healthcare (In past, some Private hospitals did not do well as expected by the Lenders and Investors)

- **Doctor branded Market rather than Hospital branded market.**
SGH Cairo-Egypt

JV signature ceremony with Olympic Group
Model of SGH Cairo-Egypt

(Strategically, SGH Group intends to build 5 hospitals in Egypt, this Project is the 1st of its series)
SGH Cairo-Egypt (Work fast Progressing)
SGH Group-Larger Goal

Shaping the Healthcare Industry by:

- Industrializing Healthcare.
- Introducing Corporate Governance and Transparency
- Adapt and adopt global best practices - Clinical and Managerial
- Mobilizing Institutional Funding for Private Healthcare.
- Campaigning for appropriate Legal and Statutory framework for Private Healthcare.
- Promote networking of Hospitals in the region.
Other Hospitals of the Group in KSA

- SGH-Jeddah
- SGH-Aseer
- SGH-Riyadh
- SGH-Madinah
Other Hospital Projects

SGH Hail-KSA-Model

SGH Hail-KSA-Under Construction

SGH Dubai-Model

SGH Dubai-Under Construction
Lessons Learnt

Low-income markets - Opportunities and Obligations.

- Fight poverty with profitability.

- Public Sector can not do it alone - more so in under-developed and developing countries like Yemen and Egypt.

- PPP (Public Private Partnership) to be encouraged in Healthcare Industry.
Lessons Learnt… (Cont.)

- Private Sector has to take initiative and receive support from development agencies.

- Private Sector can meet the common objectives much faster and in a more sustainable manner.

- With good intention and committed efforts we can overcome all constraints – legal, cultural, funding, implementation … etc.

- By helping the poor, we are creating demonstration effects: other people and organizations will come forward to help these humane and social initiatives ………..sooner or later.

*The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty (Mr. Winston Churchill)*
SGH Group Endeavors

To Shape the Healthcare Industry by Industrializing Healthcare in the Region and thereby achieving Global Performance and Efficiency Levels.

SGH Group Invites you all to Join Hands to Shape the Healthcare Industry in our Region and beyond.

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Thank You