

Curriculum Vitae Dr.Ghada M. El Ganzouri



She is the Head of business Development office and a Board Member of Ganzouri Specialized Hospital. She also works as an independent Healthcare Management consultant; she has a Ph.D. in healthcare Management. She has a joint master in Health Administration from Yale and Business Administration from the (American University in Cairo) A.U.C. She is initially a science graduate, electronics from the A.U.C. She has a profound experience in the professional work as a marketing and Management expert in the healthcare field working for both the private and governmental sectors. She has worked as a marketing consultant for the U.S AID and the Minister of Health and has been working as a private consultant as well. She works as an associate professor for Healthcare management for the A.U.C. She has a great interest in the social and NGO's activities. She is considered one of the main founders and a Board member of the Union of the Private Healthcare Providers of Egypt and also Head of the Technical office, and was a main member of the Health Committee for the Political Democratic Party of Egypt. She is a remarkable speaker in many national and international conferences. Finally, she is a member of a group of societies and organizations, such as the Rotary, and American Marketing Association, and others.

Personal details:

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Current Positions:

- An independent management consultant.
- Board member for Ganzouri Specialized Hospital
- Head of Business Development office Ganzouri Hospital
- Management Professor (part Time) at American University in Cairo
- Board Member for the Union of the Private Healthcare Providers (Head of the technical office of the union .)
- Instructor in the Master program At the Arab Academy

Personal Employment:

2004-Today: Board Member for the Private Healthcare Providers(Non-Profit and Non-Governmental Organization), Head of the technical office and managing all the sectorial Projects :

- 1-Building the Medical tourism Council (in the process)
- 2- Quality projects: developing different projects for building the competency of the quality units of private e hospitals to be able to upgrade the quality level in their organizations with the help of different international consultancy firms
- 3-Organized the first Quality workshop with Joint Commission on “ Accreditation and Surveying Techniques”
- 4- Medical Tourism (developed concept paper concerning medical Tourism structure and functions and communication levels between different parts and presented to the Minister of Health)
– Presented the Union in the Minister of International Affairs committee concerning Medical Tourism in the African countries, and Gulf Countries.
- 5-Training and development for Nursing ,

2003-2010: Member of National Party Health committee
-Undergoing an active and leading role in setting National policies for sectorial` problems e.g Quality accreditation , Health Insurance , and others

1996-today Health Care Management (Associate professor) at A.U.C, specialized in Health Care Management and Marketing and conducting different programs in Saudi Arabia
-Initially was the academic advisor for the Healthcare Management program
-Conducting different Hospital Management courses.
-Conducting Marketing Courses inside Cairo and different programs abroad (e.g Saudi Arabia)
-Conducting Strategic Management courses

1996-today An independent marketing consultant and instructor for management training courses, e.g. of the training courses conducted:

- 1- Strategic planning for healthcare
- 2-Healthcare Marketing,
- 3- How to build a program for your customer satisfaction and loyalty ,
- 4-How satisfaction leads to better quality,
- 5-Social marketing,
- 6- Relationship marketing,
- 7-patients rights

- Giving presentations about Medical Tourism

- Giving training courses for the Ministry of Health National Training institute (NTI)
- Conducting different Marketing consultancy including National and International customers ;Marketing & PR consultant for the Pampers (Procter& Gamble) project with the Ministry of Health.
- Assessing the Health economics of smoking), help in putting and implementing strategies for the national T.B campaign.
- Conducing different promotional Campaigns for private health sector, setting the marketing department, doing situational analysis and putting marketing plans. Also, running different preventive programs in collaboration with other entities , including specialized programs for occupational hazards, and high risk targets

1993- today

Board member and Business Development consultant for Ganzouri Specialized Hospital

1997-1998

Marketing consultant at the Ministry of Health on US AID project. A consultant for the Ministry of Health: doing situational analysis for governmental hospitals, assessing the marketing functions at the governmental hospitals, designing a proposal for a multi-level scheme for the marketing function at the level of the government and Governrate hospitals , help in setting social marketing policies and programs for the National T.B campaigns

1995- 1997

-Academic Advisor for the Healthcare Management program. Designing training program for health management program American university in Cairo
A liaison for the American collage of healthcare executives.

Marketing manager for Ganzouri Specialized Hospital

1991(sept)- Teaching assistant at Yale University
1992(Jan)

1986-1988 Computer specialist & system analyst at “ Research & Training Center on Vector of disease “ a US AID project

Aug.1985 – Junior programmer + training in the “EGYPTIAN
Jan.1986 AUTOMATED EQUIPMENT CO

Education:	
School	Program
c) <i>Cairo University, Business Administration Department 2004</i>	Attained the degree of PhD in Healthcare Management
d) <i>Cairo University , Business Administration Department 1998</i>	PhD exam in Healthcare Marketing
Yale University , Epidemiology and Public Health Department	Health administration Master program for one year.
American University in Cairo ,1987 – 1991	Master in business Administration.
American University In Cairo A.U.C 1980 – 1985	Bachelor of Sc. Physics major minor computer. Science
British Council 1980	General Certificate of England (G.C.E)

Some of the Conferences And Seminars

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Sept 1995	The first National conference for the Health care Quality Assurance
Dec 1995	In the American College for health care Executives “ Strategies to lessen the effect of Capitation in healthcare “ at Chicago
Feb 1998 (presented a lecture)	Regional Workshop for hospitals officials at Aswan
April 1998(presented a lecture)	Regional Workshop for hospitals officials at Alexandria
May 1998 (speaker)	Regional workshop for hospitals officials at Luxor
Dec 1999	Managed Care Conference at Miami
July 1999	The Joint Commission of Accreditation of Hospitals Organization (JACHO) Conference in Spain
1999	The Second National Conference for the

	Healthcare Quality Assurance
Jan 2001 (speaker)	Ain Shams University hospital seminar on hospital Management
2001 (speaker)	Tudor Blahares conference on new trends on hospital Management
2002 (speaker)	El-Azhar university conference on Hospital Management
April 2004 (speaker)	Health & Tourism Conference
May 2004 (speaker)	Dubai Medhealth conference
Feb 2005	Arab Health in Dubai
January 2006	Arab Health in Dubai
November 2006	The Fourth annual Conference & The first Arab Meeting of the Egyptian Society of Hospital Management “Human Development in Health Care Management
December 2006	Bahrain Medical Tourism Conference
March 2007 (Speaker)	First forum for Healthcare Quality
April 2007	Yamen Medical Tourism Conference
October 2007 (speaker)	Quality and Accreditation Forum (in Saudi Arabia)
Feb 2007	The Annual Forum For The Union Of Arab Hospitals
April 2008 (Speaker)	The Second Arab Healthcare Quality Forum (Patient First)
May 2008	Workshop on Quality standards
April 2009 (Speaker)	The Quality conference in Saudi Arabia “ From Theory to Implementation”
April 2009	Attended risk Management and Root Cause Analysis Workshop
Oct 2009	Organized and attended the JCI Workshop on “Accreditation and Surveying Techniques”
January 2010	Attended and speaker in the Union for Arab hospitals quality conference
March 2010	Attended and speaker in Medical Tourism conference
March 2010a	Attended workshop for JCI on Hospital Design

Oct 2010	Attending medical tourism Summit in LA USA representing Egypt
Oct 2011	Appointed as a speaker in the world Medical Tourism Congress in Chiccago

Memberships:

- Board member and founder of the Private Healthcare Provider Union
- Member in the Health Committee for the Political National Party
- Member of the Rotary club
- A member of the American Marketing Association (AMA).
- Member of the Egyptian Society for Quality Assurance (ESQUA)
- Member and founder of the Egyptian committee of Medical Tourism

Athletic background:

- An active swimmer and attained several medals
- Previous member of the Squash committee at Heliopolis Club
- An active squash player for the last 20 yrs
- Achieved several positions on Gomheria and Khahra during the 80's
- Had the AUC sports cup several years

Some of the Papers Written:

- "Servqual as a means to measure quality "
- "Determining image attributes for Healthcare Organizations"
- Identifying satisfaction attributes for physicians as customers
- Healthcare in Egypt in the transition state
- Relationship Marketing in Healthcare