

Private Hospital Sector - An Important Tier of Healthcare Delivery System in Pakistan

Healthcare plays an important role in any country's economy as healthy population is not only valued in its own right, but it also uplifts the human capital of a country and positively contributes to the economic and social development. The PTI government and Prime Minister Imran Khan has already identified and included health sector in priority list of their agenda. Pakistan, being world's 5th largest nation by population, faces various constraints and limitations to ensure equitable & convenient access of specialized quality healthcare services to the masses. Greater quality and access call for further thinking on the role of private sector into health systems and a partnership between public and private sectors to address the challenges of affordability, quality, and availability of healthcare. With financial sustainability, care delivery, patient centricity, digital transformation, and regulatory compliance at the top of the agenda, all healthcare stakeholders need to collaborate within the healthcare ecosystem and those in converging industries to shape the future of healthcare and establish a sustainable & smart health community.

Growth Potential of Private Hospital Sector
In Pakistan under article 18th amendment, the healthcare services are the obligations of provincial governments except for the federal area. The huge gap left by the public sector is being filled by private sector and its rapid growth is not only visible but also commendable. Few of the private entities have come up as models in this national cause and there is a need to study them and improve the overall system of healthcare to secure a bright future for coming generations. Today Pakistan's mushrooming private healthcare entities need to be brought under healthcare accreditation body to regulate the performance of quality care and safe treatment outcomes. Healthcare in Pakistan is mainly administered in the private sector which accounts for almost 80% of all outpatient visits. The ongoing growth of corporate investment in the private health sector will surely have a considerable impact on Pakistan's healthcare delivery system as growth of private hospitals further improves quality and patient focused healthcare.

Need for a Corporate Healthcare Model in Pakistan

Growing population, increased prevalence of chronic diseases, deficiency of trained physicians, nurses and technicians as well as a lack of modern medical technologies, and a multitude of other factors continue to increase healthcare demand in the country. Healthcare model with advent of companies/ organizations can better develop and effectively run new business and healthcare delivery models aided by the latest digital technologies to solve today's problems and build a sustainable foundation for affordable, accessible, high-quality health care. Private hospitals and companies not only become an integral part of country's healthcare delivery system, they also contribute towards social as well as economic development by helping governments in collection of taxes. A healthcare organization with a corporate structure enables good governance and nourishes a culture of meritocracy and patient centric quality care. SHIFA has a seasoned Board and management team comprising of professionals with adequate and relevant experience, ensuring a good corporate governance framework.

Shifa International Hospital A Leading Success Story in Pakistan's Private Hospital Sector

The idea of Shifa International Hospital was conceived by a team of expatriate healthcare professionals in 1985 in New York, USA. Their objective was to provide international standard medical care to patients in Pakistan. After much discussion, it was decided to begin this project in Islamabad, the capital city of Pakistan. In 1987, the Hospital was incorporated as a Private Limited Company and then later converted into a Public Limited Company as the only hospital listed on Pakistan Stock Exchange. SHIFA was officially opened in 1993, with 8 OPD Clinics & 36 beds. Now after two and a half decades, Shifa International Hospital proudly stands as a leading symbol of quality healthcare with its own brand name SHIFA. This short time span bears witness to the sheer dedication and devotion of its consultants, management and staff who worked round the clock to make SHIFA a reality.

Ranked Amongst Top 25 Companies by PSX (2016)
SHIFA has been ranked 17th by Pakistan Stock Exchange (PSX) in Top 25 Companies of Pakistan (2016). The ranking was based on the highest marks obtained in accordance with the criteria covering: dividend payout, capital efficiency, profitability, free-float of shares, transparency, corporate governance, investor relations and compliance with the listing of companies & securities regulations.

SHIFA AT A GLANCE (2019)

- A 550-bed quaternary care hospital offering comprehensive diagnostic, outpatient, inpatient services in 35+ medical & surgical specialties.
- The largest number of U.S.A. & E.U. trained & qualified Physicians and Surgeons working under one hospital in Pakistan.
- Since 1994, SHIFA is the only corporate sector quaternary care hospital listed on Pakistan Stock Exchange (PSX). It also ranked SHIFA 17th out of the top 25 companies of Pakistan in 2016.
- Accredited by the Joint Commission International (JCI), U.S.A.

- National footprint with a network of lab collection points, pharmacies & medical centers including a 40+ bed hospital in Faisalabad.
- SHIFA Transplant Center is a pioneer in transplant services in Pakistan in Liver, Kidney, Bone Marrow and Cornea.
- As part of its CSR, SHIFA treats 500+ deserving patients everyday through Shifa Foundation since 1994.
- In addition, various strategies are in motion for the vertical and horizontal growth of the company at the local, national and international levels.

Journey Towards Growth & Progression – Future Projects

Shifa Pan African Hospitals Ltd. (Tanzania)
To expand its geographical footprint and service outreach to International frontiers, SHIFA has entered into a joint venture with a local group to set-up a 250-bed tertiary care hospital in Dar-es-Salaam, Tanzania.

Tanzania is an emerging healthcare market and a potential destination for medical tourism for East & Central African population. The partnership will enhance local population's access to healthcare services complying with International patient safety and quality standards. The hospital has also been given the status of Strategic Investor Group by the Government of the United Republic of Tanzania.

Faisalabad: (250-Bed Hospital in the Region)
As the textile capital of Pakistan, Faisalabad is the third-most-populous city in Pakistan with over 2.5 million people. Recognizing the need to provide much needed quality healthcare, SHIFA established a 40+ bed hospital in 2011. Its future growth plan includes setting-up a new 250-bed hospital to cater to the continuous rise in demand for quality medical care.

Ambulatory Care & Surgery Center (Islamabad)
Recognizing the continuing demand for healthcare services in Rawalpindi-Islamabad-surrounding areas, this will be a state-of-the-art Ambulatory Care & Surgery Center, primarily focusing on diagnostic services, day (outpatient) surgeries, specialty OPD clinics, 24/7 ER & urgent care services. It will have well equipped operating rooms and state-of-the-art diagnostic technology.

Shifa Development Services (SDS)
Shifa Development Services (Pvt.) Limited (a subsidiary of SHIFA) is Pakistan's first, healthcare focused, project development and management services organization. Backed by Shifa's decades of healthcare experience, SDS is capable of delivering high-quality facilities that meet exacting international standards, efficient budgets, and demanding schedules through a highly qualified team equipped with the latest international best practices, applications and tools. SDS will not only manage the upcoming new SHIFA projects, but also provide a unique set of services to the healthcare industry at large, ranging from advisory and planning to complete turn-key solutions.

Shifa CARE (Healthcare Management Information Solutions)
SHIFA has also been horizontally diversifying its portfolio by establishing Shifa CARE (Pvt.) Limited in collaboration with a strategic investor. It is an initiative to develop HIMSS compliant EMR/ EHR and healthcare management information solutions for enterprise healthcare organizations

INDUSTRY CHALLENGES & GROWTH INDICATORS. How Shifa International Hospital is Coping with Growth Challenges?

Shortage of Trained Nursing & Paramedical Staff
The country is facing an acute shortage of different cadres of healthcare workers and nursing professionals. The current government is emphasizing to strengthen the education system to implement "Health for All" vision through skilled and well trained nurses and midwives. Need for a thorough and integrated strategy is required to develop trained healthcare work force by involving all stakeholders in government and private sector. Since healthcare is an HR-intensive business and without quality human resources one cannot even conceive building a hospital, SHIFA has put great emphasis on training and development of medical professionals – from consultants to young doctors and from nurses to technicians in different specialties. This purpose is being achieved through investment in training and close collaboration with Shifa Tameer-e-Millat University (STMU). The quality of training can be gauged by the fact that STMU graduates have secured highest scores in United States Medical Licensing Examination for the last three years. This is critical to the success of future projects of SHIFA for which the company has acquired land in various locations to build quality hospitals and Centers of Excellence across Pakistan.

Capital Intensive Investment & Need for Tax and Regulatory Reforms
An efficient and quality healthcare delivery system requires capital intensive investment in medical technology and machinery. Private hospitals are liable to pay custom and import duty on the medical equipment machinery imported to Pakistan. Hospitals mainly invest huge amount for purchase of advanced medical equipment and machinery as part of their ongoing upgradation into hospital systems for quality diagnostics and treatment outcomes. Providing much needed tax credit to the private accredited hospitals for machinery imports as given to other industries for balancing, modernization, and replacements of technology infrastructure will ultimately benefit Pakistani population. The hallmark of SHIFAs corporate strategy is to pace-up with the latest trends and technological advancements by continuously investing into state-of-the-art medical equipment to offer innovative and contemporary treatment options to a large array of patients.

Such strategic partnerships are vital to strengthen the capacity of the projects by broadening the reach of quality and affordable healthcare to a wider

Strategic Partnerships
Shifa International Hospital carries more than 25 years' experience in establishing, managing and operating healthcare organizations and care delivery models. To further capitalize on the industry experience and adaptability, SHIFA has also been partnering with local as well as international investor groups. Such strategic partnerships are vital to strengthen the capacity of the projects by broadening the reach of quality and affordable healthcare to a wider

Ensuring International Quality Healthcare Standards
Hospitals operate in an incredibly complex and difficult environment to ensure international health care quality standards. As a healthcare service provider, the most salient recognition by Shifa International Hospital is achieving accreditation by JCI (Joint Commission International) in 2017. JCI is the world's leader in healthcare accreditation and the author and evaluator of the most rigorous international standards in quality and patient safety. The journey towards acquiring JCI accreditation was very challenging. It required a quality oriented corporate culture and commitment at all management and operational levels. In 2017, Shifa International Hospital became Pakistan's 1st Public Limited Hospital to get accredited by JCI.



STRATEGIC GROWTH UPCOMING PROJECTS





SHIFA PAN AFRICAN HOSPITALS LTD. (DAR-ES-SALAAM, TANZANIA)
250-bed tertiary care hospital to provide quality healthcare to East & Central African Region



250-BED HOSPITAL (FAISALABAD REGION)
Textile capital of Pakistan and 3rd most populous city in the country with over 2.5 million population



AMBULATORY SURGERY & DIAGNOSTIC CENTER (ISLAMABAD)
A state-of-the-art specialized day surgery center for the residents of Islamabad/ Rawalpindi & surrounding areas



SHIFA CARE HEALTHCARE MANAGEMENT INFORMATION SOLUTIONS
An initiative to develop HIMSS compliant EMR/ EHR and healthcare management information solutions for enterprise healthcare organizations



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