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AMERICAN UNIVERSITY OF BEIRUT MEDICAL CENTER: ACHIEVING 2020 VISION (A)





Introduction

The case study “American University of Beirut Medical Center: In the paper “Achieving 2020 Vision (A)”, the organisation proves four top strategic and operational issues that the institution encountered in the implementation of 2020 Vision.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, featuring a large harbor with numerous ships, a city with domes and minarets, and mountains in the distance under a cloudy sky. The painting is framed by decorative corner elements in the top left and right.

Overview

The 2020 Vision was a strategic change that was meant to set AUBMC on the pathway of becoming a premier health care delivery institution in the middle of the eastern region by 2020. The vision included improving client outcomes, advancing knowledge creation, and developing healthcare scholar and professional human capital.

Technology Integration

Applying Information technology for the improvement of patient care and organizational procedures.



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Conclusion

The analysis of the AUBMC case shows how the issue can be solved with leadership and strategic vision and management. The above vision laid a powerful play for AUBMC not only in enhancing the reputation of the medical center, but also in offering guidelines for other institutions who endeavor to reach high standards in health care.



Resource

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