

REEM HOSPITAL مستشفى

MARKET

Reem Hospital, established in 2020 with a capacity of over 200 beds, stands as the premier Multi-specialty Hospital, dedicated to delivering exceptional and worldclass care to patients along their recovery journey. Their commitment to excellence is manifested through the recruitment of top-tier physicians and the integration of cutting-edge technologies, including AI tracking and programming systems. Their goal is to grant you access to unparalleled healthcare services, thereby diminishing the necessity for seeking medical assistance abroad. Reem Hospital's primary target demographic consists predominantly of residents from Abu Dhabi. However, they also ensure accessibility to a broader audience through various insurance plans and tailored packages, ensuring that their services remain accessible to individuals across different income brackets.

Reem Hospital's growth will be driven by factors such as:

Expansion of services: Offering new specialties or treatments to meet evolving patient needs. Technological advancements: Integrating innovative technologies to enhance patient care and operational efficiency.

Strategic partnerships: Collaborating with other healthcare providers or organizations to extend reach and access.

Geographic expansion: Opening new branches or facilities in different locations to serve a broader patient base.

Enhanced patient experience: Prioritizing patient satisfaction and quality of care to retain and attract more patients.

ACHIEVEMENTS

Reem Hospital has been recognized by many industry bodies, but they are most proud of achieving JCI and CARF Accreditation.

HISTORY

Reem Hospital employs over 100+ doctors and 280+ paramedical staff. Over the years, Reem Hospital has experienced remarkable growth and advancement, evolving into a leading healthcare institution renowned for its commitment to excellence, innovation, and patient-centered care. Since its inception in 2020, Reem Hospital has expanded its service offerings, infrastructure, and geographical reach to meet the evolving needs of the community. Through strategic investments in cutting-edge medical technologies, state-of-the-art facilities, and the recruitment of top-tier healthcare professionals, the hospital has continuously elevated the standard of care it delivers.

Reem Hospital's growth trajectory has been marked by several key milestones, including:

Expansion of Specialties: The hospital has diversified its medical specialties to offer a comprehensive range of healthcare services, spanning from general medicine to highly specialized treatments and procedures. This expansion has enabled Reem Hospital to cater to a broader spectrum of patient needs and conditions.

Quality Accreditation: Reem Hospital has earned prestigious accreditations and certifications such as JCI and CARF underscoring its commitment to maintaining the highest standards of quality and safety in patient care.

These accolades serve as a testament to the hospital's unwavering dedication to excellence and continuous improvement. **Community Engagement:** Beyond its role as a healthcare provider, Reem Hospital actively engages with the community through health education programs, outreach initiatives, and partnerships with local organizations. By fostering strong ties with the community, the hospital seeks to promote health and wellness and empower individuals to make informed healthcare decisions.

PRODUCTS AND SERVICES

Reem Hospital offer a comprehensive range of specialties, including:

Anesthesia
Bariatric Surgery
Dentistry
General Surgery
Gynecology and Obstetrics
Cardiology
Endocrinology
Dermatology and Cosmetology
Dietetics and Nutrition
ENT, Head and Neck Surgery
Family Medicine
Gastroenterology and Hepatology
General and Internal Medicine
Long Term Care
Nephrology
Orthopedics and Sports Medicine
Colorectal Surgery
Imaging and Radiology
Intensive Care Unit
Neurology
Neurosurgery and Spine Surgery
Occupational Therapy
Ophthalmology
Plastic Surgery
Pediatrics
Pediatric Neurology
Physical Medicine and Rehabilitation
Physiotherapy
Psychiatry and Psychology
Pulmonology
Urgent Care
Rheumatology
Speech-Language Pathology
Urology

Reem Hospital is dedicated to providing comprehensive and personalized care tailored to meet the unique needs of each patient. Your health and well-being are their top priorities.

RECENT DEVELOPMENTS

Recently, Reem Hospital has inaugurated the Reem Neuroscience Centre in Abu Dhabi. This center offers comprehensive mental health services under one roof. The mission of the Reem Neuroscience Centre is to provide exceptional mental healthcare and support tailored to everyone's needs.

Founded to align with the strategic medical needs of the UAE health system, the Reem Neuroscience Centre aims to promote wellness in society despite the ever-increasing pace and demands of modern culture. Today, individuals carry the burden of modern life while striving to fulfill their purposes and objectives for their families and communities.

Reem Neuroscience Centre stands as the leading psychiatry and psychology clinic in Abu Dhabi, boasting over two decades of combined expertise. The team consists of 11 leading psychiatrists and psychologists.

PROMOTION

Reem Hospital employs a multifaceted approach to promote itself and raise awareness of its services and offerings. Some key strategies include: **Marketing Campaigns:** The hospital runs

targeted marketing campaigns across various channels, including digital, print, and outdoor advertising. These campaigns highlight the hospital's key strengths, such as its advanced medical technologies, expert healthcare professionals, and patient-centered approach. **Online Presence:** Reem Hospital maintains an active presence on digital platforms, including its website and social media channels. Through engaging content, informative posts, and patient testimonials, the hospital leverages online channels to connect with current and potential patients, share health-related information, and showcase its expertise.

Community Events: The hospital organizes and participates in community events, health fairs, and wellness workshops to engage with the local community and promote health awareness. These events provide opportunities for the hospital to interact directly with community members, offer health screenings or consultations, and demonstrate its commitment to improving community health.

Partnerships: Collaborating with other healthcare providers, insurance companies, corporate entities, and community organizations allows Reem Hospital to expand its reach and access new patient populations. Strategic partnerships may involve joint marketing efforts, co-branded initiatives, or referral arrangements that benefit both parties.

Thought Leadership: Through thought leadership initiatives, Reem Hospital positions itself as an authority in healthcare by sharing insights, research findings, and best practices in the field. This may include publishing articles, white papers, or blog posts on relevant healthcare topics, speaking at conferences or industry events, or participating in media interviews. Reem Hospital periodically hosts special promotional events at various locations, including the hospital premises, corporates, or public venues within its service area. The duration of these events can vary depending on their nature and objectives, ranging from a single-day event to multi-day health fairs or wellness workshops. These promotional events are designed to engage with the community, educate individuals about healthcare services, offer health screenings or consultations, and promote the hospital's brand. Success is typically measured based on attendance numbers, participant engagement, patient inquiries or appointments generated during the event, and overall feedback received from attendees. Reem Hospital is deeply committed to corporate social responsibility (CSR) and actively engages in various initiatives to contribute positively to the community. Some of the CSR activities carried out by the brand include:

Health Awareness Campaigns: Reem Hospital organizes health awareness campaigns on topics such as preventive healthcare, disease awareness, and healthy lifestyle habits. These campaigns aim to educate the community and promote proactive health management.

Free Health Screenings: The hospital conducts free health screenings and check-ups for underserved communities or specific health conditions. These screenings help identify health issues early and connect individuals with necessary medical care.

Health Education Programs: The hospital hosts health education programs, workshops, and seminars for schools, workplaces, and community groups. These programs cover topics such as nutrition, hygiene, mental health, and disease prevention, empowering individuals to make informed health choices.

Reem Hospital leverages various online channels to promote its brand and connect with potential patients. This may include targeted digital advertising campaigns on search engines, social media platforms, and healthcare-related websites.

Additionally, the hospital may engage in content marketing by publishing informative articles, blog posts, or videos on its website or social media channels to educate and engage with its audience.

BRAND VALUES

Reem Hospital makes a promise to its consumers to provide exceptional healthcare services characterized by:

Quality Care: Reem Hospital is committed to delivering high-quality, evidence-based medical care that prioritizes patient safety, comfort, and well-being.

Expertise: The hospital employs top-tier healthcare professionals, including skilled physicians, nurses, and specialists, who are dedicated to providing expert diagnosis, treatment, and ongoing care.

Patient-Centered Approach: Reem Hospital places patients at the center of everything it does, ensuring that their needs, preferences, and concerns are addressed with compassion, respect, and dignity.

Innovation: The hospital continuously invests in cutting-edge medical technologies, treatments, and procedures to offer the latest advancements in healthcare and improve patient outcomes.

Accessibility: Reem Hospital strives to make healthcare services accessible and affordable to individuals from all walks of life, regardless of their background, income, or insurance status.

Trustworthiness: The hospital operates with integrity, transparency, and ethical principles, earning the trust and confidence of its consumers and stakeholders. Reem Hospital is committed to several core principles that guide its actions and decisions, including:

Excellence in Healthcare: Reem Hospital provides high-quality, evidence-based medical care that meets or exceeds industry standards. The hospital continually strives for excellence in all aspects of its operations, from clinical outcomes to patient experience.

Patient-Centered Care: The hospital places patients at the forefront of its mission, ensuring that their needs, preferences, and concerns are central to all decision-making processes. Reem Hospital is committed to delivering compassionate, personalized care that respects the dignity and autonomy of every patient.

Innovation and Advancement: Reem Hospital embraces innovation and invests in cutting edge medical technologies, treatments, and procedures to improve patient outcomes and enhance the delivery of healthcare services. The hospital is committed to staying at the forefront of medical advancements and continuously seeks opportunities for improvement and growth.

Inclusivity: Reem Hospital is dedicated to making healthcare services accessible and affordable to individuals from all backgrounds, regardless of their socioeconomic status, ethnicity, or cultural background.



Zaid Al Siksek, Chairman, Reem Hospital



Healing music being played in the hospital lobby



State-of-the-art technology



Exceptional service with our five star hospitality

THINGS YOU DIDN'T KNOW ABOUT REEM HOSPITAL

- Capacity of over 200 beds Reem Hospital offers 30+ specialties.
- Reem Hospital employs over 100+ doctors and 280+ paramedical staff.
- The hospital offers cutting edge medical technologies, treatments, and procedures to offer the latest advancements.
- Reem Hospital places patients at the center of everything it does, ensuring that their needs, preferences, and concerns are addressed with compassion, respect, and dignity.

Superbrands

Reem Hospital, Al Reem Island