



**LAU**

الجامعة اللبنانية الأمريكية  
Lebanese American University

**Consult**

**HEALTHCARE**

**YOUR PARTNER FOR SUSTAINABLE SOLUTIONS**



# ABOUT US

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**LAU Consult is the consulting arm of the Lebanese American University (LAU), operating from within the University Enterprise Office (UEO). At LAU Consult, we strive to help you gain a competitive edge in your industry, geographic market and social environment.**

LAU is a leading multi-campus institution of higher education in Lebanon, chartered by the Board of Regents of the University of the State of New York and accredited by the New England Commission of Higher Education (NECHE).

LAU hosts first-rate schools in Architecture & Design, Arts & Sciences, Business, Engineering, Medicine, Nursing, and Pharmacy. To date, LAU's schools have achieved the following distinguished accreditations: An AACSB for the School of Business; an ABET for the bachelor's in Civil, Computer, Electrical, Industrial and Mechanical Engineering; an ABET for the Computer Science program; a CCNE for the Bachelor of Nursing; and an ACPE for the Doctorate in Pharmacy.

From within this acclaimed institution, LAU Consult strives to serve your needs with care, integrity and excellence.

LAU Consult draws on the academic and professional expertise of more than 700 full-time LAU faculty and staff, as well as that of a diverse pool of external experts. As such, LAU Consult is able to offer institutions of higher education, K-12 schools, hospitals, academic medical centers, private and public companies, family businesses, non-governmental and international organizations, and governments the following services:



Higher Education Academic Coverage, Development and Management



K-12 Education Solutions



Talent Management, Executive Education and Professional Development



Quality Management and Accreditation Advisory Support



Succession Planning and Corporate Governance



Strategic Planning and Management Consulting



Energy and Environmental Planning

# HEALTHCARE ADVISORY SERVICES

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The healthcare industry is becoming increasingly complex, and the skills and expertise required from today's healthcare providers are changing more than ever. The care providers of the future will need to be experienced in conducting patient care, utilizing evidence-based practices, advanced technology and communication skills, as well as effective leadership.

LAU Consult provides hospitals and academic medical centers with expertise and support in their drive to improve quality, achieve international accreditations, and increase the satisfaction of patients, doctors, nurses, and staff. Our experts are culturally sensitive to your environment and well-versed in the Arabic language and customs.





As LAU's consulting operation, LAU Consult will draw on the strengths of faculty, staff, and project-based consultants to provide you with the following efficient and cost-effective advisory services:

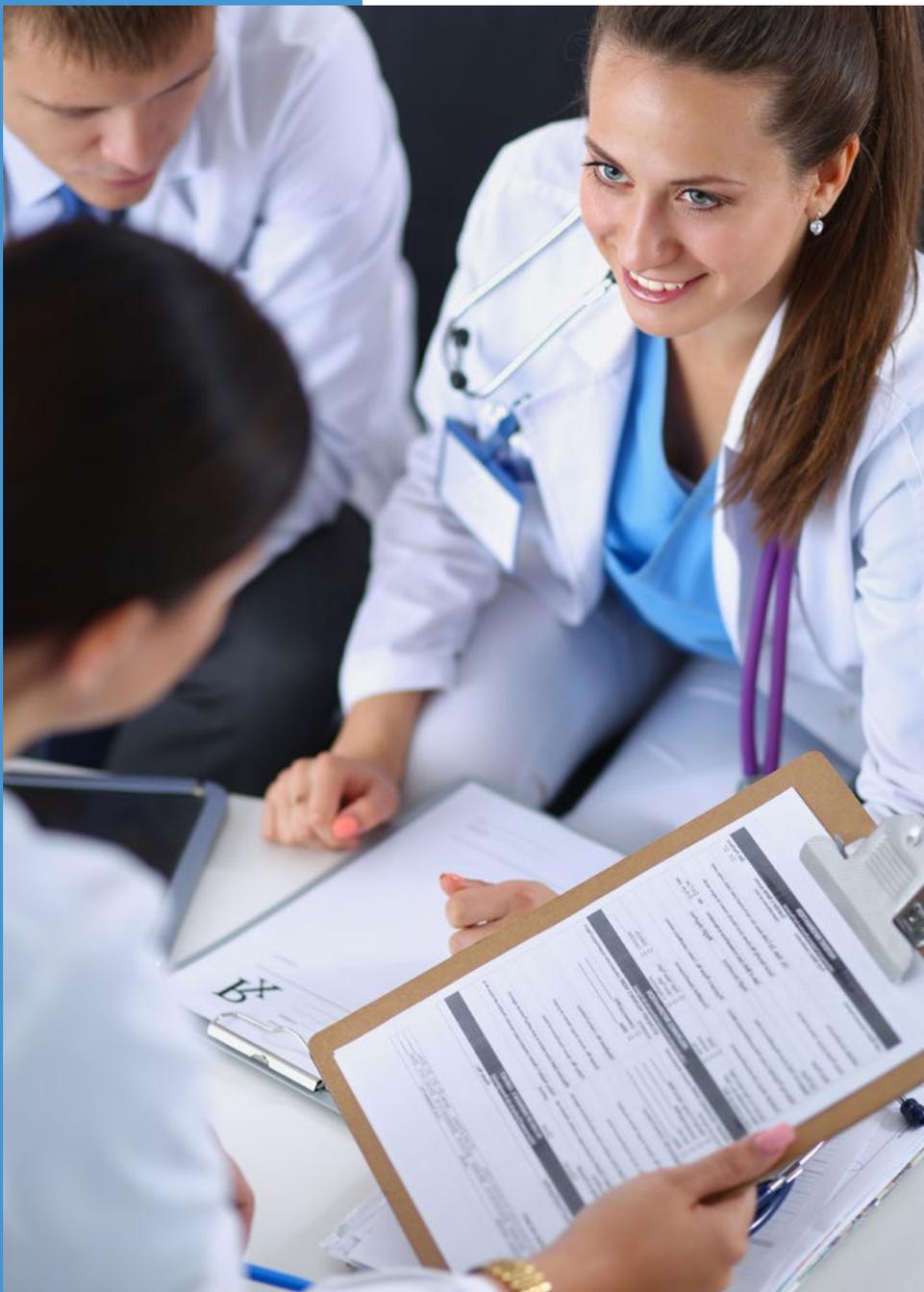
1. Strategic Planning
2. Operational and Implementation Plan
3. Talent Management and Leadership Development
4. Knowledge Development
5. Professional Practices in Nursing
6. Simulation

# 1

## Strategic Planning

Any healthcare facility on the journey to excellence will need to have both vision and strategy in alignment with the mission of the institution as well as available resources. If you wish to undergo that change, LAU Consult will assist you in strategy development.

We will work with your team to determine your needs, define strategic goals and priorities, and help you create assessment tools to monitor and measure your performance.



# 2

## Operational and Implementation Plan

Once your strategic goals and priorities are defined, LAU Consult will assist you in developing an operational and implementation plan to reach each objective. We will base our intervention on safety and quality, efficiency, cost effectiveness, achievability, risk management, cultural/ethical alignment, workforce availability, and capacity building. The plan will also include a staffing proposal, financial templates, performance standards, and a report card for upper management.

Our experts will support you throughout the implementation phase and will continue to the evaluation phase utilizing measures and indicators. On-site visits, including coaching and mentoring, ensure compliance and the creation of a culture of excellence within your team.

Our team of experts will assist you as well in designing and implementing a stroke center, among other specialized medical centers as per the needs of the local market and based on a competitive analysis of available centers in the vicinity of your medical center/hospital.

Moreover, our team will assist you in:

- Preparing RFPs for the acquisition of hospital equipment
- Negotiating with suppliers the best prices for the needed hospital equipment
- Developing a financing plan for such acquisitions over the life of each equipment.



### 3 Talent Management and Leadership Development

In the complex healthcare environment, there is always a need for strong leadership whether at the executive, middle management, or point of service level. Talent Management helps you to recruit, retain, and develop first-rate employees and physicians with the management skills required to ensure effective process improvement initiatives, successful quality and safety measures, as well as innovation.

LAU Consult will help your healthcare and leadership team members learn about organizational behavior, shared governance, finance and budgeting, operational management, compliance, quality concepts, and communication and negotiation skills. Moreover, we will assist you in becoming the employer of choice by creating both a career path per position within your organization and a positive working environment.



## 4 Knowledge Development

At the start of the 21st century, escalating healthcare costs and a growing need for evidence-based practices in healthcare prompted a review of professional education in a bid to improve health delivery systems and promote patient-centered care.

LAU Consult will help you establish a staff knowledge development department and implement professional activities from orientation, in-service education, to continuing education, all geared toward the diversity that exists at all levels in healthcare environments, including patients. The impact of these activities will be evaluated following a learning needs assessment to ensure that such knowledge enhancement initiatives translate into competence and improved patient care.

Furthermore, LAU Consult can design specialized healthcare educational programs, including continuing medical education (CME) programs, leading to a certificate, diploma, or degree that are accredited by recognized organizations. Specialties will incorporate oncology, critical care, emergency management, evidence-based practices, palliative care, ethics, performance improvement, preceptorship, lean methodology, and others.

LAU Consult can also help you design a career path for your staff that enables them to move from one level to the next with the required elements of professional development. Our programs will include classroom, webinar, and online education, followed by a supervised practicum of expert preceptors.



# 5

## Professional Practices in Nursing

In today's challenging healthcare environment, nurses play a critical role in maintaining exceptional patient care and the stability of an organization. Thus, developing their leadership skills will have an impact on their contribution to their juniors.

LAU Consult will help you create a nursing service based on international standards. We will provide your nursing services with expert assessment, guidance, and educational programs to achieve superior quality care.

Our team will apply the latest evidence-based management practices, including both interprofessional and shared governance approach, to maximize performance and make your facility the employer of choice. Throughout our interventions, our team will continue to coach your nurse leaders and will follow up on the performance of the nursing services.



With our geographical proximity, and both language and cultural sensitivity, the LAU Consult team of experts will work with your nursing team to review the structure,

quality plans, professional practice models, staffing, and professional development activities in order to reach the strategic goals of the hospital.



# 6

## Simulation

Simulation technology has become the international standard for training and professional development. LAU Consult will help you create a clinical simulation center designed to support the interdisciplinary learning of staff in a healthcare facility.

In an effort to set up an effective clinical simulation environment, we will involve standardized patients, healthy people trained to portray the personal history, physical symptoms, emotional characteristics and everyday concerns of actual patients.

Simulation is a dynamic educational tool for a variety of settings. Our team will also assist you in validating the competency of your staff through objective and structured clinical examination in which examinees are observed and scored as they rotate between a series of stations according to a set plan.



# OUR TEAM

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LAU Consult has consolidated the academic and professional experience of more than 700 full-time LAU faculty and staff, as well as that of a pool of external experts from across a wide range of disciplines. Such varied and experienced talent pool helps us better serve our clients and make a solid impact.

Backed by a committed team of multinational and talented consultants, we strive to make a difference in institutions of higher education, K-12 schools, hospitals, academic medical centers, private and public companies, family businesses, non-governmental and international organizations, and governments.

Aside from our diverse specialties and academic credentials, LAU Consult's team of professionals has a track record of hands-on experience assessing and managing complex client needs and creating long-lasting positive change. Through our collaborative efforts and know-how, we push not only our own boundaries, but those of our clients as well.



# OUR APPROACH

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- We are focused, insightful and hands-on
- We respect and value the uniqueness of each institution
- We bring a diversity of perspectives and share a common purpose
- We believe in collective effort and building internal capacity for sustainability and institutionalization
- We base our recommendations on solid evidence, best practices and lessons learned
- We mobilize an extensive foundation of knowledge to provide the best solutions to our clients
- We are Your Partner every step of the way in leading change for a better future...

*You will see immediate benefits as we leverage our expertise and belief in sustainable partnerships to deliver tangible and long-lasting results.*





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