

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 marketing 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 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 a Healthcare management consultant and instructor 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 a main member of the Health Committee for the Political Democratic Party of Egypt. 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
- Hospital Management Instructor at American University in Cairo.

Personal employment:

- 1996-today** Health Care Management instructor at A.U.C, specialized in Health Care Marketing
- 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 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 Minister 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

<i>Education:</i>	
School	Program
c) <i>Cairo University, Business Administration Department</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 Attended:	
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
Jan 2000 (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

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 of the Egyptian society for advertisement.

Athletic background:

- 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