

## **AUBMC Signs with Phillips the First Scientific Research Agreement in Lebanon and the Middle East**

A first of its kind between a multi-national company and an academic institution

**(November 1, 2016) Beirut, Lebanon** – To strengthen its research capacity and leadership position in the healthcare sector in Lebanon and the region, the American University of Beirut Medical Center (AUBMC) signed a master research collaboration agreement with Phillips, making it the first scientific research agreement in Lebanon and the Middle East.

Being the first to foster scientific and technological collaboration between an academic institution and a multi-national company, the agreement presents a significant leap in promoting clinical, basic science research in favor of advancing patient care.

The announcement held on Wednesday, October 26, at Jaber Sawaya Lecture Hall, was attended by Dr. Mukbil Hourani, Interim Chairperson, Department of Diagnostic Radiology at AUBMC, Dr. Ziyad Ghazzal, Deputy EVP and Associate Dean for Clinical Affairs representing Dr. Mohamed H. Sayegh, Executive VP for Medicine and Global Strategy, Faculty of Medicine at AUBMC, Mr. Arjen Radder, CEO Philips Middle East and Turkey and Mr. Michel Farah, VP General Manager Medical Equipment Division at Intermedics.

The event witnessed the handing over of the latest ultrasound equipment donated by Intermedics, an acquisition that will further enhance diagnostic imaging at the Department of Radiology at the Medical Center. Through state-of-the-art imaging and guided therapy services, the Department would maximize efficiency in diagnostics and interventional therapy while optimizing patient care.

In his welcoming speech, Dr. Mukbil Hourani said, “This first of its kind agreement fits well with the mission and vision of AUBMC and the School of Medicine. It will give our physicians and ultimately our patients access to improved, state-of-the-art, and advanced imaging services.”

Dr. Ziyad Ghazzal said, “We are extremely excited to partner with a company in the scope and leadership of Philips. This collaboration is a testimony to the level and diversity of the breakthrough in science performed at AUB, Lebanon’s leading university.”

Mr. Arjen Radder said, “Everything that we have achieved in our collaboration over the last couple of years is now masterminded in something that can help us also in the future. We have good understanding of what we want to do, and we have good understanding of where we want to head.”

“This new versatile platform with its remarkable design, its highest level of anatomical intelligence and its environmentally responsible performance represent the most recent technology available worldwide in ultrasound echo imaging,” Mr. Farah added.

Collaborating with Philips, a multinational company and Intermedics, a leader in diagnostic imaging equipment reinforces AUBMC’s pioneering role in promoting its commitment to supporting the educational continuum at AUBMC by advancing clinical and basic research. This will ultimately keep AUB at the forefront of medical advances and patient care in Lebanon and the region.

**End**

### **About AUBMC**

Since 1902, AUBMC has been providing the highest standards of care to patients across Lebanon and the region. It is also the teaching hospital for the Faculty of Medicine at AUB (established in 1867), which has trained generations of medical students and physicians, and whose graduates can be found at leading institutions around the world. AUBMC is the only medical institution in the Middle East to have earned the four international accreditations of

#### **American University of Beirut Medical Center**

PO Box 11-0236 T.: +961-1-350000/374374  
Riad El-Solh 1107 2020 Info Line 1242  
Beirut, Lebanon (from within Lebanon)

F.: +961-1-345325  
praubmc@aub.edu.lb  
[www.aubmc.org](http://www.aubmc.org)

#### **New York Office**

3 Dag Hammarskjold Plaza, 8th Floor  
New York, New York 10017-2303 - USA  
T.: +1-212-583-7680 F.: +1-212-583-7650

JCI, Magnet, CAP, and ACGME-I attesting to its superior standards in patient-centered care, nursing, pathology/laboratory services and graduate medical education.

The Faculty of Medicine has graduated over 4,000 medical students and physicians; the Rafic Hariri School of Nursing provides excellent education for the nursing staff, and the Medical Center meets the healthcare needs of over 360,000 patient visits annually.

**For more information please visit our website [www.aubmc.org](http://www.aubmc.org) or contact:**

**The AUBMC Office of Communications at 0096 1 350000 ext. 4732 –**

Email: [praubmc@aub.edu.lb](mailto:praubmc@aub.edu.lb)

**Ketchum Raad Middle East**

**Rami Chmaysani, Account Executive – Email: [rami.chmaysani@tbwaraad.com](mailto:rami.chmaysani@tbwaraad.com)**