

From an Integral CARE Enterprise to an Integral CARE Academy towards an Integral CARE Society

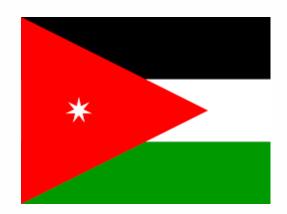
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Jordan: An Oasis of Peace in the Middle East

- Jordan is an Arab country bordered by Saudi Arabia, Iraq, Syria and Israel and the Palestinian West Bank. It is the most stable and safe country in the Levant.
- Jordan is strategically located at the crossroads of Asia, Africa and Europe. Its capital, Amman, is Jordan's most populous city as well as the country's economic, political and cultural centre.
- What is now Jordan has been inhabited by humans since the Paleolithic period.
- Jordan is a Muslim country that lives peacefully with its Christian minority (4%)
- Jordan has accepted millions of refugees from Palestine, Iraq and Syria resulting from various wars in the region, taking a huge toll each time on its economy
- With limited natural resources and no oil, Jordan's main wealth is in its people, its education and its workforce in health and technology







MedLabs Laboratories

- A Jordanian company established in 1993 to provide high level diagnostic laboratory results, trusted patient care and up-to-date health awareness to empower people across the region with knowledge about their health Based on Group Practice in diagnostic laboratory medicine
- Currently 55 laboratory branches in Jordan, Palestine & Iraq
- More than 450 highly qualified staff including 12 MDs / PhDs covering all subspecialties of laboratory medicine
- Internationally accredited Reference Laboratory offering 800+ tests and receiving samples from more than 100 laboratories in Jordan and the region
- Patient-centric strategy of *Care* and empathy, value-added patient services
- Active Community Building and CSR activities across Jordan















Having journeyed from the 'pioneering' phase through the 'systemisation' phase, MedLabs recognised the need to journey towards an Integral Enterprise

STEP 1: To Revitalize our MORAL CORE. We re-identified our Core

Beliefs: To be a CARING Company and To Nurture Healthy Societies

STEP 2: To do this, we asked each person at MedLabs to identify their *Inner Calling* to ensure it was aligned with our core beliefs







STEP 3: During this '<u>integration</u>' phase, a Process of Holistic Development (PHD) for MedLabs began by imagining the evolution of each of its business functions to a higher level purpose, all with the aim of living a *CAREing* enterprise:

- From Marketing to Community Building
- •From HR to Awakening Conscious Evolution
- From Operations to Research-to-Innovation & Knowledge Creation
- From Finance to Sustainable Enterprise







STEP 4: Creating a CARE Logo that would resonate with all



STEP 5: *Re-orienting* all 400+ staff by re-telling MedLabs story, re-writing MedLabs Vision (Inspiration), Mission (Path) and Values (Core Beliefs) together as one family





STEP 6: PULSE book

MedLabs journey Living the CAREing Company

STEP 7: Employee Pulse Review

Giving employees a voice to speak safely

STEP 8: MedLabs Care Circles

An oraganisational development tool









CREATING AN INTEGRAL LEARNING COMMUNITY

MEDLABS JOURNEY TO THE INTEGRAL ENTERPRISE LED TO THE NEXT EVOLUTIONARY STEP IN ITS QUEST TO NURTURE HEALTHY SOCIETIES: THE ACADEMY OF SCIENCE, INNOVATION AND INTEGRAL LEARNING





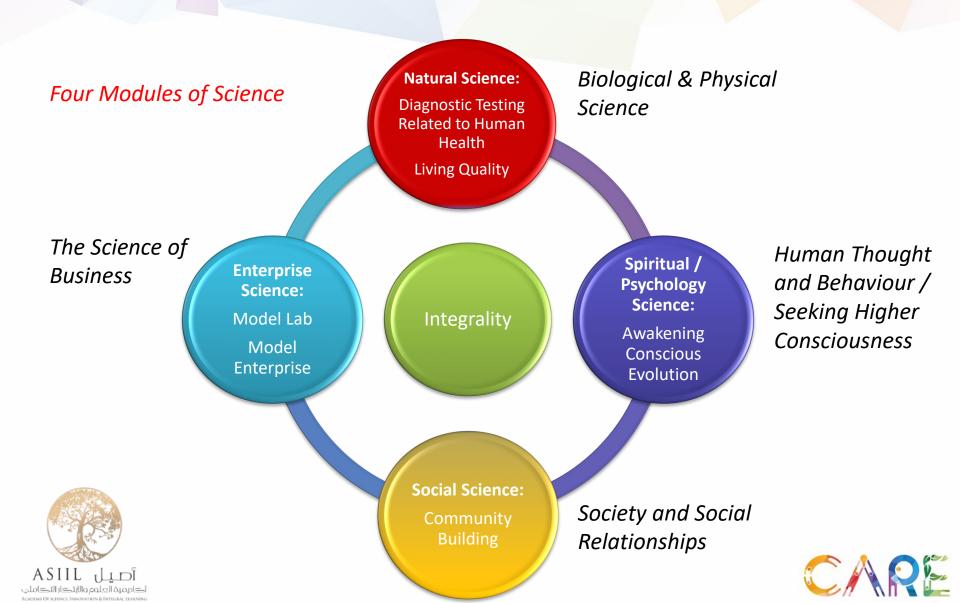


Key Elements of the Academy

- Awaken Conscious Evolution (and self-awareness)
- Activate and Build Communities (cultural, historical and learning environments)
- Create & Share Knowledge(not force knowledge): Scientific and Humanistic
- Be Sustainable (for-profit vs non-profit, social impact, double bottom line)
- Be Accessible, Technology-friendly, Bi-lingual, Virtual (e-learning platform)
- Embrace unconventional learning (CARE model & CARE Circles)
- Consider professions of the future and what they'll look like in laboratory medicine
- Encompass RESEARCH work and co-creation with various entities
- Local Global outlook (think local-global as well as global-local)







- Medical Technologist graduates and MTs with an average of 5 years experience
- Any professional looking to learn about integral theory and management

Integrality:

Sharing the CARE model (community building, awakening conscious evolution, knowledge creation / sharing, sustainability),

Integral Health towards Wellbeing: Integral SELF, ORGANISATIONS, COMMUNITY, SOCIETY

Diagnostic Testing & Human Health:

Linking tests with patient wellbeing and test results with disease outcomes / treatment

Living Quality:

nurturing a passion for quality and safety in laboratory medicine stemming from *caring* about patients

Community Building:

Medical / professional ethics, communication skills, patient care & empathy, Arab philosophies in medicine

Linking local culture with historical knowledge

Awakening Conscious Evolution:

Life Balance Mindfulness & Presence Empowerment Guidance & Mentoring

EXPLORING / LINKING HUMAN VALUES & CULTURE

Model Laboratory:

An actual model lab will be designed where medical technology graduates will be able to practice technical skills

•Co-creating with MedLabs and other integral enterprise models / Communiversities

Innovation Project





CHALLENGES:

- Grounding: Addressing issues facing Jordanian youth: Resilience in the face of volatile Economics & Politics.
- Emerging: Connecting common cross-cultural values of CARE and empathy. Encouraging self-knowledge, growth, community activation, wellbeing
- Navigating: Researching, documenting, creating and sharing knowledge
- **Effecting**: Creating safe, innovative spaces for learning: "Learning Communities" that together can effect wellbeing (Self Organisations Societies) to sustain Jordan as a whole and inspire wellbeing across the region. Consider a 'Group Practice approach to the Academy with other entities like JoWomenomics, Tanweer, Ruwwad and others.





Integral Green Jordan - Possibilities

- ASIIL Zeina Sahyoun
- FICRI Mayyada Abu Jaber
- TANWEER Laila Abdul Majeed
- Author: *Islam and Sustainable Development & Integral Innovation* Odeh Jayyoussi
- Royal Society for the Conservation of Nature Director General Yehya Khaled
- Seven Circles Dina Saoudi
- 17 Asset Management Mary Nazzal
- SADAQA / Al Mamlaka TV Lara Ayoub

A reflection of JORDAN AS AN OASIS OF PEACE IN THE MIDST OF CONFLICT that continues to show resilience and stability in an Integral way between various entities in Health, Womenomics, Nature, Education, Caring Economy, Caring Society





THANK YOU





