



MEDLABS : ASIIL

*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 sub-specialties 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**



The Journey towards an Integral Enterprise

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



The Journey towards an Integral Enterprise

STEP 3: During this 'integration' 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 **C**ommunity Building*
- *From HR to **A**wakening Conscious Evolution*
- *From Operations to **R**esearch-to-Innovation & Knowledge Creation*
- *From Finance to Sustainable **E**nterprise*



The Journey towards an Integral 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

The Journey towards an Integral Enterprise

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 organisational 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



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THE ACADEMY OF SCIENCE INNOVATION & 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)



THE ACADEMY OF SCIENCE INNOVATION & INTEGRAL LEARNING

Four Modules of Science

The Science of Business

Enterprise Science:
Model Lab
Model Enterprise

Natural Science:
Diagnostic Testing
Related to Human Health
Living Quality

Biological & Physical Science

Spiritual / Psychology Science:
Awakening Conscious
Evolution

Human Thought and Behaviour / Seeking Higher Consciousness

Social Science:
Community Building

Society and Social Relationships

Integrity



THE ACADEMY OF SCIENCE INNOVATION & INTEGRAL LEARNING

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

Integrity:

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



THE ACADEMY OF SCIENCE INNOVATION & INTEGRAL LEARNING

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.*



THE ACADEMY OF SCIENCE INNOVATION & INTEGRAL LEARNING

Integral Green Jordan - *Possibilities*

- ASIIL – Zeina Sahyoun
- FICRI – Mayyada Abu Jaber
- TANWEER – Laila Abdul Majeed
- Author: *Islam and Sustainable Development & Integral Innovation* - Odeh Jayyousi
- 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



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