



Global Top 250 Hospitals 2024

Ranking the Most Reputable Academic Medical Centres
January 2024

Contents

| | |
|---|-----------|
| About Brand Finance | 3 |
| Foreword | 4 |
| <i>David Haigh, Chairman & CEO, Brand Finance</i> | |
| Ranking Analysis | 5 |
| World's Top 100 AMC Hospitals | 14 |
| World's Top 101-250 AMC Hospitals | 16 |
| Ranking and BSI Methodology | 18 |
| Research Methodology | 21 |
| Research Insight | 23 |
| Brand Spotlight | 27 |
| University Health Network | 28 |
| <i>Interview with Dr. Kevin Smith, President & CEO, University Health Network</i> | |
| KFSH&RC | 33 |
| <i>Interview Prof. Dr. Dieter Broering, Executive Director of Organ Transplant Center of Excellence, King Faisal Specialist Hospital & Research Centre (KFSHRC)</i> | |
| Our Services | 37 |

Brand Finance®



About Brand Finance

The world's leading brand valuation consultancy.

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Bridging the gap between Marketing and Finance

Brand Finance was set up in 1996 with the aim of 'bridging the gap between marketing and finance'. For more than 25 years, we have helped companies and organisations of all types to connect their brands to the bottom line.

Quantifying the financial value of brands

We put thousands of the world's biggest brands to the test every year. Ranking brands across all sectors and countries, we publish over 100 reports annually.

Unique combination of expertise

Our teams have experience across a wide range of disciplines from marketing and market research, to brand strategy and visual identity, to tax and accounting.

Priding ourselves on technical credibility

Brand Finance, a chartered accountancy firm regulated by the Institute of Chartered Accountants in England and Wales, is the first brand valuation consultancy to join the International Valuation Standards Council. Our experts crafted standards (ISO 10668 and ISO 20671) and our methodology, certified by Austrian Standards, is officially approved by the Marketing Accountability Standards Board.

Foreword



David Haigh
Chairman & CEO,
Brand Finance

Building a strong brand is a unique challenge for Academic Medical Centres (AMC), because the structure of an AMC – offering patient treatment, medical research, and education – means that a wide range of stakeholders need to be considered.

A strong brand is essential to developing a sustainable and successful organization through assuring patients and families; attracting exceptional doctors, top students' applications, and prominent research staff; enabling proud employees, and preferable research publication; garnering support from donors and respect from regulators, governments, and insurers; and to develop a strong network of partners around the world.

Among the world's top AMCs, the stakeholder audience expands beyond the local area as influence reaches around the world – although many patients may still be local, the research and procedures developed will be relevant globally, and top medical staff will travel and study to bring the reputation and brand to wider audiences.

Last year, Brand Finance undertook a new study into the brand strength of the world's top AMCs, incorporating all the factors that reflect the development of an AMC brand, the perceptions of key stakeholders, and the benefits that a strong brand brings to the organization. This year's report marks the second iteration of the research.

The objective of the study is to create a way to holistically understand what makes the world's top academic medical centres leaders in their field. It was designed through intensive collaboration with stakeholders of AMCs around the world, and a one-of-a-kind market research study to understand the real perceptions of healthcare professionals globally.

The results allow transparent and detailed understanding of how each AMC is perceived to be performing across a range of critical metrics, with insights that can be actionable and enable clear targets for growth.

If you want to help build a stronger brand, or if you want to better understand how to communicate or gain recognition of achievements of your brand, please contact the Brand Finance team and I anytime. I look forward to the conversation and helping to build a more successful future for your brand.

Ranking Analysis



Mayo Clinic make it two years at the top as AIIMS and Singapore General Hospital break into top-4 in global hospital reputation study.

- + **Mayo Clinic** is the world's most reputable AMC for second year running
- + India's **AIIMS** and **Singapore General Hospital** both enter top 4 globally
- + **Mayo Clinic**, **Dana-Farber Cancer Institute** and **Groote Schuur Hospital** lead three main brand attribute pillars: patient treatment, medical research, and education
- + US-based AMCs continue to dominate the ranking, but regional leaders stand firm

Ranking Analysis



Mayo Clinic is the world's most reputable AMC for second year running

Mayo Clinic Health System is the world's strongest Academic Medical Centre (AMC) brand for the second consecutive year. Mayo Clinic's Brand Strength Index (BSI) score has increase 1.2 points year-on-year to 86.9/100, placing it above **Massachusetts General Hospital** (83.5/100), which also maintains its second place standing for the second consecutive year.

Mayo Clinic has continued to perform strongly across brand equity metrics within Brand Finance's research, scoring highly for familiarity and awareness locally, regionally, and internationally.

Reinforcing its strong reputation, Mayo Clinic also stands out as the AMC most actively embracing new technologies and advancements in Artificial Intelligence (AI), telemedicine, digital imaging, and robotics, when compared to other top regional leaders in the study - **All India Institute of Medical Sciences, Singapore General Hospital, Charite, Hospital Italiano de Buenos Aires, King Faisal Specialist Hospital & Research Center, and Groote Schuur Hospital.**

A substantial 44% of healthcare professionals included in the research acknowledge Mayo Clinic's leadership in integrating these cutting-edge elements into its healthcare services.

In addition to technological prowess, Environmental, Social, and Governance (ESG) metrics were assessed, and Mayo Clinic emerges as the frontrunner in this domain as well.

In the dynamic realm of healthcare, marked by the rising prominence of AI and telemedicine, AMCs are racing to seamlessly integrate these transformative trends. Our research at Brand Finance highlights the importance of staying at the vanguard of technological progress. Innovations in these high-profile categories not only bring global attention to an institution, but now rank among the attributes most important in driving a hospital's overall reputation.

Hugo Hensley
Valuation Director, Brand finance

Top 10 Strongest AMC Hospitals 2024

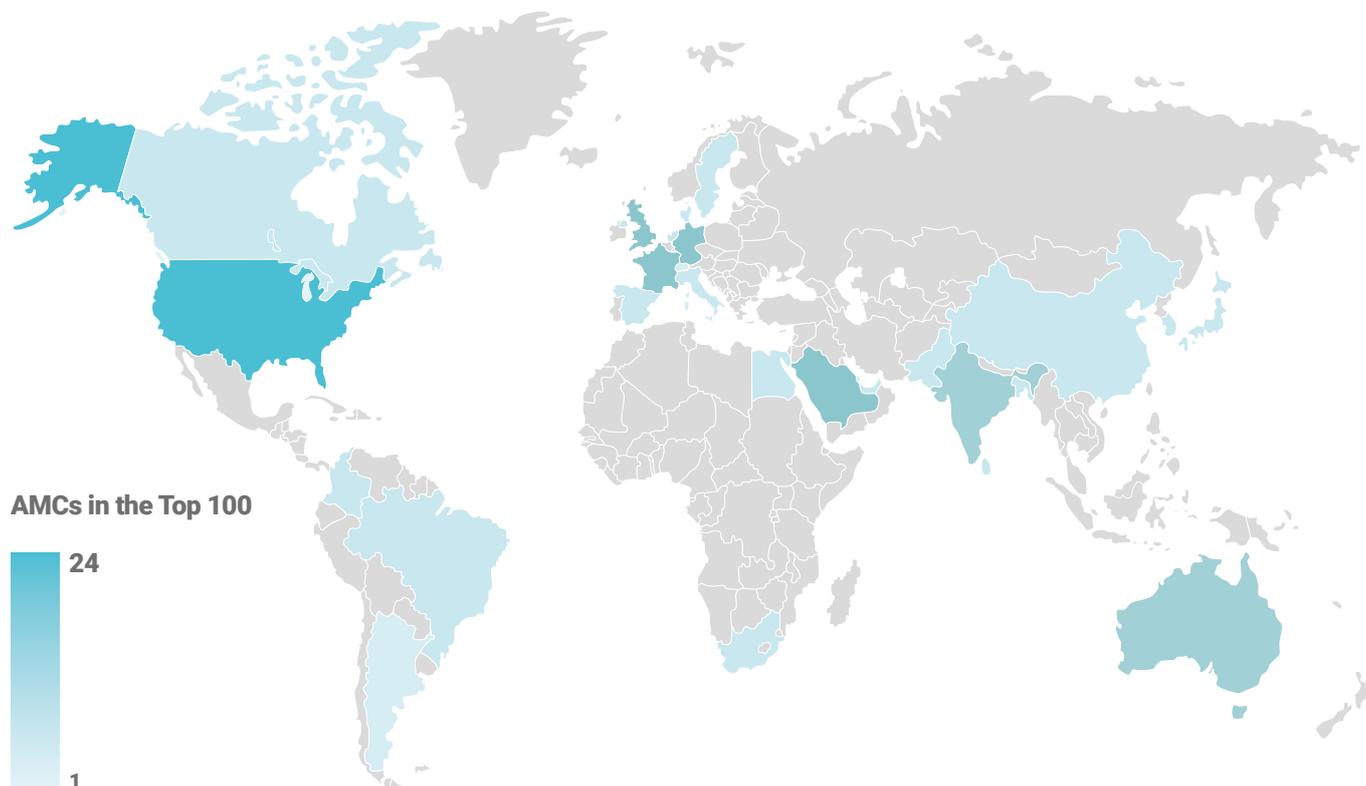
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| | | | | |
|--|---|--|---|---|
| <p>1 =</p>  <p>86.9 +1.7</p>  | <p>2 =</p>  <p>83.5 +3.1</p>  | <p>3</p>  <p>79.2 +0.2</p>  | <p>4</p>  <p>79.1 +2.0</p>  | <p>5</p>  <p>78.6 +3.5</p>  |
| <p>6 ▼</p>  <p>78.2 -1.6</p>  | <p>7</p>  <p>78.0 +1.2</p>  | <p>8</p>  <p>77.4 +0.5</p>  | <p>9</p>  <p>76.8 +8.0</p>  | <p>10 ▼</p>  <p>76.2 -1.6</p>  |



US Hospitals stand out in the top 100

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India's AIIMS and Singapore General Hospital both enter top 4 globally

The All India Institute of Medical Sciences (AIIMS) has risen two positions in the rankings to claim the third spot (72.9/100), establishing itself as the top non-US based AMC. AIIMS offers comprehensive teaching, research, and patient-care facilities across 25 clinical departments.

Particularly noteworthy is AIIMS's performance in metrics such as integration between teaching, research, and patient care, exemplifying its commitment to uniting these three pillars within a single institution.

It was also amongst the leaders in attracting top medical research talent and attracting top medical student applications.

While enjoying high familiarity and awareness at the local and regional levels, AIIMS international recognition is comparatively lower. Although there has been a yearly increase in these scores, an opportunity still exists for AIIMS to expand its global brand strength beyond its home region.

Singapore General Hospital (SGH) with a BSI of 79.1/100 has entered the top four and is Asia Pacific's highest-ranked AMC.

Serving as Singapore's largest acute tertiary hospital, SGH boasts over 50 clinical specialties on its campus and takes pride in its role as an Academic Medical Centre, focusing on training healthcare professionals and conducting cutting-edge research.

Year-on-year improvements in metrics such as having Specialist Healthcare Professionals recognized as world leaders in their fields and contributing new research and papers to the medical community, have contributed to enhancing SGH's overall reputation.

Notably, collaborations, such as a partnership with Nanyang Technological University, to establish a Joint Research & Development Laboratory in 3D printing, aim to provide patients with customized medical devices and highlight continued investment in further medical innovation.

Top Hospitals in Three Main Assessment Categories

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Patient Treatment



Research



Education



Dana-Farber
Cancer Institute

Groote Schuur Hospital
Facility Board



SickKids



Massachusetts General Hospital
Founding Member, Mass General Brigham



Monash Partners
ACADEMIC HEALTH SCIENCE CENTRE



Hôpital européen
Georges-Pompidou
AP-HP



UHN
Toronto General
Toronto Western
Princess Margaret
Toronto Rehab
Michener Institute

NUHS

National University
Health System

Mayo Clinic, Dana-Farber Cancer Institute and Groote Schuur Hospital lead three main research pillars: patient treatment, research, and education

The research conducted by Brand Finance can be categorised into three main pillars: patient treatment, research, and education/training. These pillars represent essential elements within the healthcare ecosystem, each playing a key role in the advancement and success of medical institutions.

Specialist hospitals, such as **SickKids** (74.6/100), continue to demonstrate commendable performance. SickKids secured the second position in patient treatment globally, second only to Mayo Clinic, and scored highly in metrics such as delivers world leading patient experience.

The Canadian paediatric teaching hospital has established a strong reputation for patient care by crafting compelling narratives centred around patients

and their families, primarily through its SickKids VS campaigns. The achievements of its "SickKids VS The Unknown: Be A Light" campaign were acknowledged with silver awards in two categories (Health & Wellness Education & Advocacy, and Integrated Campaign) at the 2022 Marketing Awards in Canada.

In the realm of research, **Dana-Farber** Cancer Institute (76.2/100), another specialist hospital, takes the lead, earning notable recognition for its accomplishments in offers patients access to the latest clinical trials and attracts the top medical research talent.

University Health Network (UHN) (75.4/100), the top-ranked Canadian hospital in the global ranking, also excels in research. Key to UHN's strategy is the regular dissemination of scientific findings and innovations. Being the largest health research organization in Canada and ranking first in the country for total research funding, UHN's affiliation with the University of Toronto is likely to further enhance its perception as a research leader.

This strong perception for research is translated through a high score in the contributes new research and papers to the medical community metric.

In terms of attracting top medical research talent, Harvard University's brand appears to boost a brand's reputation as the place to be for excellence in research.

Three out of the top six brands recognized for attracting the top medical research talent are affiliated with Harvard—namely, Brigham & Women's, Mass General, and Dana-Farber Cancer Institute.

Groote Schuur Hospital (67.9/100) emerges as the leader for education, while **Monash Partners Academic Health Science Centre (Melbourne)** (70.9/100) and the

National University Health System (76.8/100) in Singapore also receive high accolades in this critical pillar.

Groote Schuur Hospital, which is also Africa's top-ranked AMC, scored 5th globally as known for scientific breakthroughs. Nearly 60 years after performing the first heart transplant, this highlights just how powerful positive headlines can be for building brand strength and the legacy that a scientific breakthrough can have.

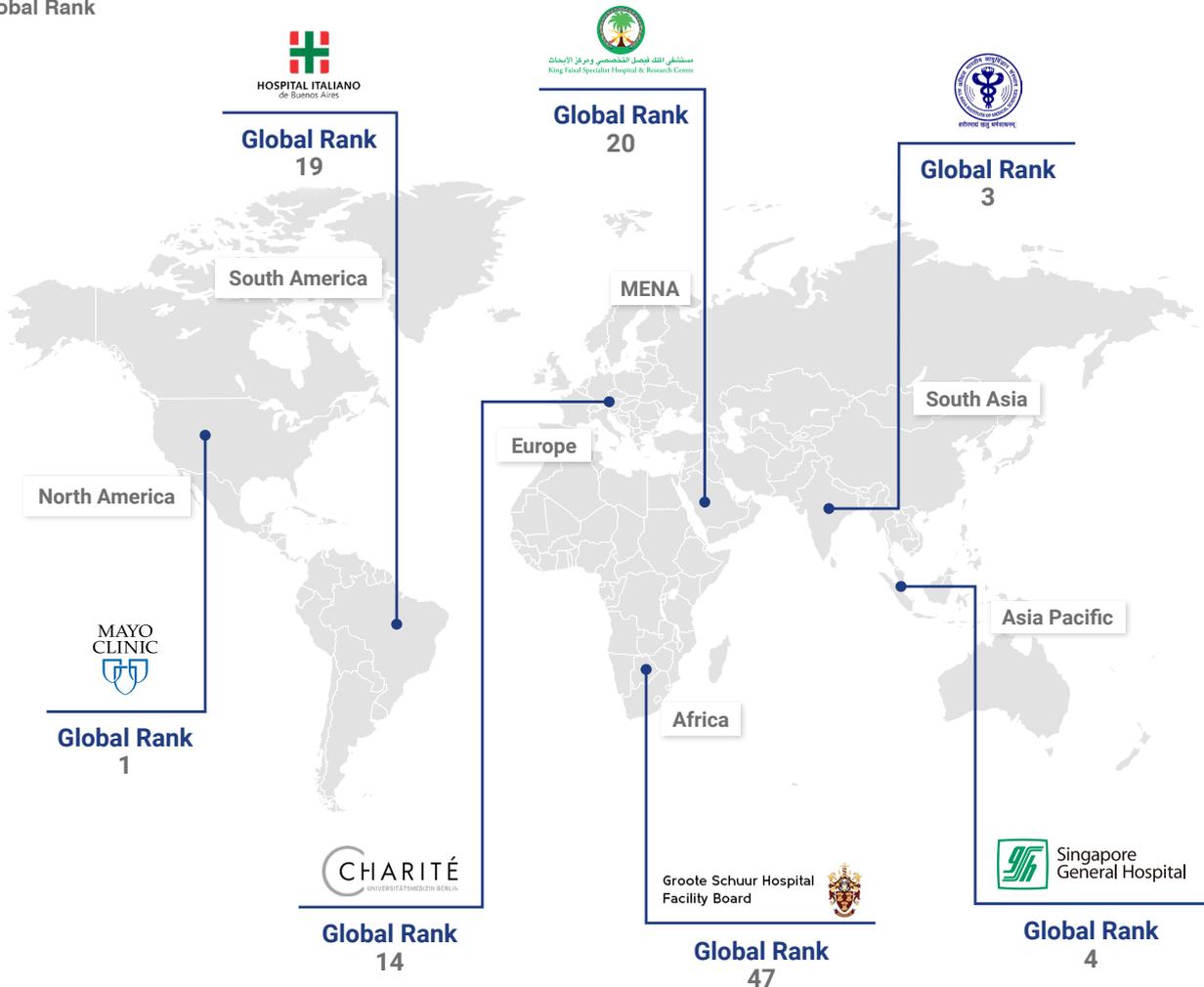
The hospital's reputation is further underscored by its close ties with the University of Cape Town's medical school and its ongoing commitment to innovation in the medical field.



Top AMC Hospitals per Region

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— Global Rank



US-based AMCs continue to dominate the ranking, but regional leaders stand firm

The US boasts 7 out of the top 10 AMCs, largely attributed to its more advanced healthcare market and the global awareness and familiarity of many of its leading hospitals.

However, leaders within the six key regions researched outside North America continue to demonstrate robust performance, with five out of six of these regional leaders seeing their Brand Strength Index scores increase in 2024.

Germany's Charite (75.2/100) was the only regional leader to see a year-on-year BSI drop, however, it still maintains its title as the highest ranked European AMC in the ranking.

King Faisal Specialist Hospital & Research Center (KFSH&RC)

has increased its BSI by 1.2 points for 2024, achieving a score of 73.9/100. This means it stays at 20th place in the global ranking for the second year and remains as the highest-ranked AMC in the Middle East.

The hospital scored highly in local and regional awareness and familiarity, while also having a strong research reputation and reputation for adopting latest medical treatment or technology.

This reflects KFSH&RC's continued efforts to advance medical technology, highlighted by its successful performance of the world's first fully robotic liver transplant in 2023, helping position it as a global leader in minimally invasive transplant surgery.

In 2023, Saudi female astronaut Rayyanah Barnawi conducted a series of experiments aboard the International Space Station (ISS) on behalf of **KFSH&RC**.

These experiments focused on studying immune cell reactions, monitoring responses to inflammation, and offering insights into the effects of the space environment on biology. This further solidified the hospital's reputation for medical innovation.

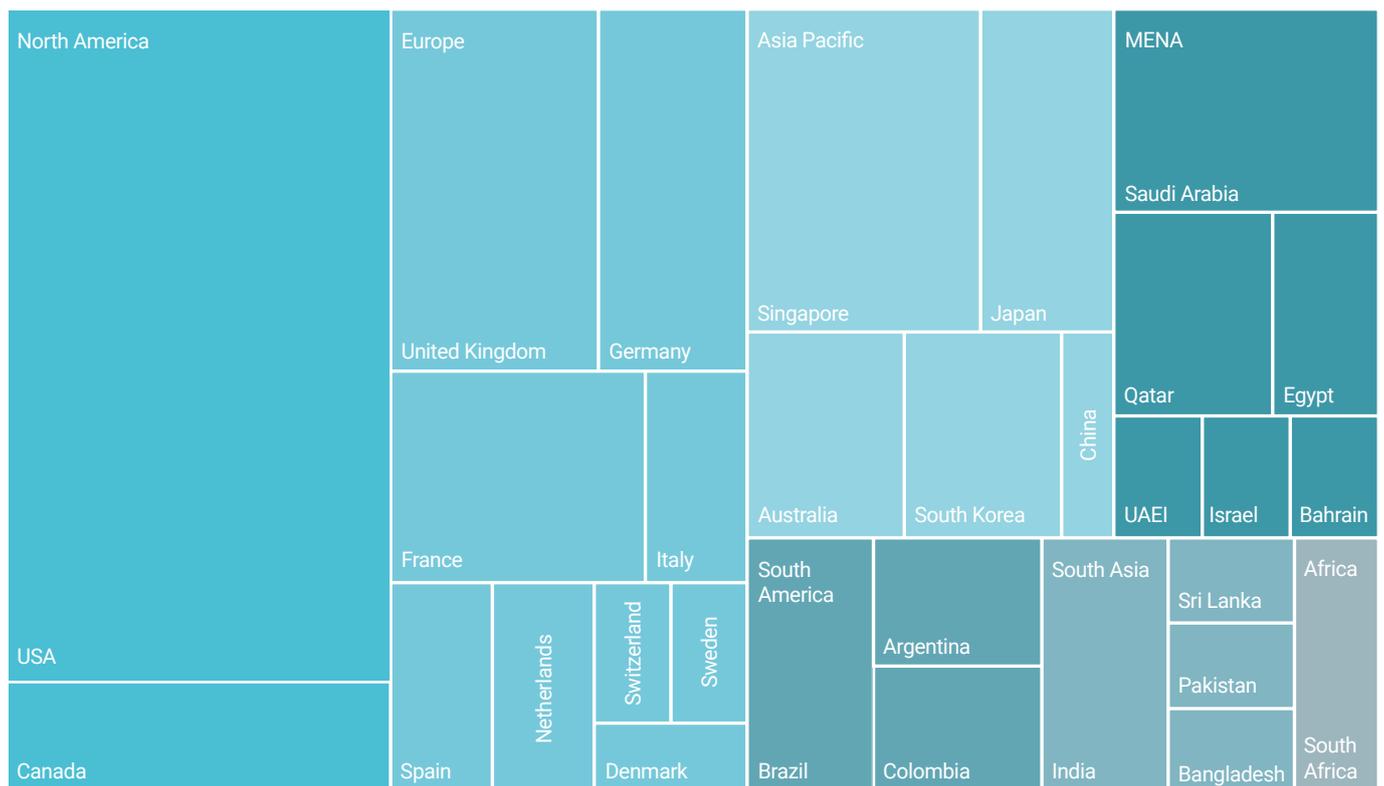
AIIMS celebrates the title of the highest-ranked South Asian AMC, while fellow Indian hospital, **Tata Memorial Centre**, also saw a strong performance as the highest new entrant for 2024 at 13th position. Stand out metrics for the hospital were local and regional familiarity and awareness and delivering best in class patient outcomes.

Across other regions, Argentina's **Hospital Italiano de Buenos Aires** stands out in Latin America, South Africa's **Groote Schuur Hospital** takes the lead in Africa, and **Singapore General Hospital (SGH)** claims the top spot in the ranking for AMCs in the Asia Pacific region.



AMCs in Top 100 by Country

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World's Top 100 AMCs

Worlds top 100 AMC Hospitals 1-50

| 2024 Rank | 2023 Rank | | Brand | Country | 2024 Brand Strength | 2023 Brand Strength |
|-----------|-----------|-----|--|----------------|---------------------|---------------------|
| 1 | 1 | = | Mayo Clinic Health System | USA | 86.9 | 85.1 |
| 2 | 2 | = | Massachusetts General Hospital | USA | 83.5 | 80.4 |
| 3 | 5 | ▲ | All India Institute of Medical Sciences ,Delhi (AIIMS) | India | 79.2 | 79.0 |
| 4 | 8 | ▲ | Singapore General Hospital (SGH) | Singapore | 79.1 | 77.1 |
| 5 | 13 | ▲ | Brigham And Womens Hospital | USA | 78.6 | 75.1 |
| 6 | 3 | ▼ | Stanford University Medical Center | USA | 78.2 | 79.8 |
| 7 | 10 | ▲ | UCSF Medical Center | USA | 78.0 | 76.8 |
| 8 | 9 | ▲ | Johns Hopkins Hospital | USA | 77.4 | 77.0 |
| 9 | 34 | ▲ | National University Health System (Singapore) | Singapore | 76.8 | 68.8 |
| 10 | 6 | ▼ | Dana-Farber Cancer Institute | USA | 76.2 | 77.7 |
| 11 | 15 | ▲ | Cleveland Clinic | USA | 76.1 | 74.4 |
| 12 | 19 | ▲ | University Health Network | Canada | 75.4 | 72.8 |
| 13 | - | New | Tata Memorial Centre | India | 75.3 | - |
| 14 | 4 | ▼ | Charite | Germany | 75.2 | 79.1 |
| 15 | 24 | ▲ | Cambridge University Hospitals NHS Foundation Trust | United Kingdom | 74.9 | 71.0 |
| 16 | 12 | ▼ | Oxford University Hospitals NHS Foundation Trust | United Kingdom | 74.9 | 75.3 |
| 17 | 7 | ▼ | SickKids | Canada | 74.6 | 77.6 |
| 18 | 30 | ▲ | New York-Presbyterian Hospital-Columbia and Cornell | USA | 74.5 | 69.7 |
| 19 | 21 | ▲ | Hospital Italiano de Buenos Aires | Argentina | 74.5 | 71.1 |
| 20 | 20 | = | King Faisal Specialist Hospital & Research Center | Saudi Arabia | 73.9 | 72.7 |
| 21 | 83 | ▲ | University Hospital Heidelberg | Germany | 73.4 | 64.4 |
| 22 | 64 | ▲ | St Thomas Hospital | United Kingdom | 73.3 | 65.7 |
| 23 | 28 | ▲ | University of Pennsylvania Health System | USA | 73.0 | 70.2 |
| 24 | 42 | ▲ | Hopital Europeen Georges-Pompidou | France | 73.0 | 68.2 |
| 25 | 61 | ▲ | University of California Health | USA | 72.9 | 66.2 |
| 26 | - | New | MD Anderson Cancer Center | USA | 72.8 | - |
| 27 | 14 | ▼ | Yale New Haven Health System | USA | 72.8 | 74.8 |
| 28 | 25 | ▼ | University Hospitals Cleveland Medical Center | USA | 72.6 | 70.7 |
| 29 | 17 | ▼ | Melbourne Health | Australia | 72.4 | 73.8 |
| 30 | 11 | ▼ | Great Ormond Street Hospital for Children NHS Foundation Trust | United Kingdom | 72.2 | 75.8 |
| 31 | 47 | ▲ | Seoul National University | South Korea | 72.2 | 67.5 |
| 32 | 52 | ▲ | Beth Israel Deaconess Medical Center | USA | 71.9 | 66.7 |
| 33 | 40 | ▲ | Monash Partners Academic Health Science Centre (Melbourne) | Australia | 70.9 | 68.4 |
| 34 | 99 | ▲ | Hopital Universitaire Pitie Salpetriere | France | 70.8 | 63.4 |
| 35 | 16 | ▼ | University Hospital of Zurich/ Universitatsspital Zurich | Switzerland | 70.5 | 74.3 |
| 36 | 86 | ▲ | Qasr El Eyni Hospital | Egypt | 70.4 | 64.2 |
| 37 | 45 | ▲ | Faculty of Medicine, Ain Shams University | Egypt | 70.3 | 67.7 |
| 38 | 101-250 | New | Mount Alvernia Hospital | Singapore | 70.2 | - |
| 39 | 31 | ▼ | Mount Sinai Health System | USA | 70.2 | 69.5 |
| 40 | 32 | ▼ | Hospital Universitario Fundación Valle del Lili | Colombia | 70.1 | 69.2 |
| 41 | 101-250 | New | Asan Health Network | South Korea | 69.7 | - |
| 42 | 71 | ▲ | Cleveland Clinic Abu Dhabi | UAE | 69.6 | 65.2 |
| 43 | 43 | = | Karolinska Universitetssjukhuset | Sweden | 68.7 | 67.8 |
| 44 | 48 | ▲ | Gleneagles Hospital | Singapore | 68.6 | 67.5 |
| 45 | 100 | ▲ | Washington University Medical Center (WUMC) | USA | 68.6 | 63.4 |
| 46 | 26 | ▼ | Chaim Sheba Medical Center at Tel HaShomer | Israel | 68.0 | 70.7 |
| 47 | 53 | ▲ | Groote Schuur Hospital | South Africa | 67.9 | 66.6 |
| 48 | 51 | ▲ | The University of Chicago Medical Center (UChicago Medicine) | USA | 67.8 | 66.7 |
| 49 | 27 | ▼ | Christian Medical College Vellore | India | 67.7 | 70.6 |
| 50 | 101-250 | New | Duke University Hospital | USA | 67.7 | - |

Worlds top 100 AMC Hospitals 51-100

| 2024 Rank | 2023 Rank | | Brand | Country | 2024 Brand Strength | 2023 Brand Strength |
|-----------|-----------|-----|--|----------------|---------------------|---------------------|
| 51 | 79 | ▲ | CHU Lille | France | 67.5 | 64.7 |
| 52 | 37 | ▼ | Mount Elizabeth Hospital | Singapore | 67.2 | 68.6 |
| 53 | 38 | ▼ | Tan Tock Seng Hospital, Nanyang Technological University | Singapore | 67.2 | 68.6 |
| 54 | 101-250 | New | Sydney Local Health District | Australia | 66.9 | - |
| 55 | 101-250 | New | Azienda Ospedaliera di Padova | Italy | 66.8 | - |
| 56 | 87 | ▲ | King Saud Medical City | Saudi Arabia | 66.5 | 64.1 |
| 57 | 44 | ▼ | King Hamad University Hospital | Bahrain | 66.5 | 67.8 |
| 58 | 60 | ▲ | National Centre for Cancer Care and Research (NCCCR) | Qatar | 66.4 | 66.2 |
| 59 | 101-250 | New | Kyoto University Hospital | Japan | 66.3 | - |
| 60 | 101-250 | New | Hospital Israelita Albert Einstein | Brazil | 66.2 | - |
| 61 | 88 | ▲ | LMU Klinikum | Germany | 65.5 | 64.1 |
| 62 | 101-250 | New | NHSL | Sri Lanka | 65.5 | - |
| 63 | 57 | ▼ | Kings Health Partners | United Kingdom | 65.4 | 66.3 |
| 64 | 101-250 | New | King Khalid University Hospital | Saudi Arabia | 65.3 | - |
| 65 | 97 | ▲ | University of Texas System | USA | 65.2 | 63.7 |
| 66 | 96 | ▲ | Tygerberg Hospital | South Africa | 65.2 | 63.7 |
| 67 | 29 | ▼ | UCLPartners, London | United Kingdom | 64.7 | 70.2 |
| 68 | 101-250 | New | University Hospital Mannheim | Germany | 64.7 | - |
| 69 | 98 | ▲ | Ministry of National Guard Health Affairs | Saudi Arabia | 64.7 | 63.5 |
| 70 | 101-250 | New | CHU Toulouse | France | 64.5 | - |
| 71 | 89 | ▲ | Sinai Health | Canada | 64.5 | 64.0 |
| 72 | 76 | ▲ | Hospital Universitario Austral | Argentina | 64.4 | 64.8 |
| 73 | 101-250 | New | Osaka University Hospital | Japan | 64.1 | - |
| 74 | 85 | ▲ | National Cancer Center Hospital | Japan | 64.0 | 64.3 |
| 75 | 54 | ▼ | Northwestern Medicine | USA | 63.8 | 66.5 |
| 76 | 101-250 | New | Copenhagen University Hospital | Denmark | 63.5 | - |
| 77 | 101-250 | New | Hospital Sirio Libanés | Brazil | 63.5 | - |
| 78 | 101-250 | New | Hospital Universitari Vall d'Hebron | Spain | 63.5 | - |
| 79 | - | New | Emory University School of Medicine | USA | 63.5 | 53.8 |
| 80 | 18 | ▼ | The University of Tokyo Hospital | Japan | 63.3 | 72.9 |
| 81 | 101-250 | New | Sunnybrook Health Sciences Centre (SHSC) | Canada | 63.1 | - |
| 82 | 63 | ▼ | Hamad Medical Corporation | Qatar | 62.8 | 65.7 |
| 83 | 92 | ▲ | Renji Hospital | China | 62.7 | 63.9 |
| 84 | 101-250 | New | Policlinico Universitario A. Gemelli | Italy | 62.6 | - |
| 85 | 101-250 | New | Aga Khan University Hospital, Karachi | Pakistan | 62.4 | - |
| 86 | 101-250 | New | Yeungnam University Medical Center | South Korea | 62.4 | - |
| 87 | 69 | ▼ | NYU Langone Health System | USA | 62.4 | 65.4 |
| 88 | 101-250 | New | Clinics Hospital of the State University of Campinas | Brazil | 62.4 | - |
| 89 | 49 | ▼ | University Medical Center Utrecht | Netherlands | 62.4 | 66.9 |
| 90 | - | New | Mymensingh Medical College | Bangladesh | 62.3 | 51.8 |
| 91 | 101-250 | New | St Georges University Hospitals | United Kingdom | 62.3 | - |
| 92 | 81 | ▼ | Universitätsklinikum Köln | Germany | 62.2 | 64.5 |
| 93 | 101-250 | New | Hospices Civils de Lyon | France | 62.2 | - |
| 94 | - | New | Amsterdam UMC | Netherlands | 62.1 | 50.0 |
| 95 | 91 | ▼ | King Fahad Medical City, Riyadh | Saudi Arabia | 62.1 | 64.0 |
| 96 | 101-250 | New | Hospital General Universitario Gregorio Marañón | Spain | 62.1 | - |
| 97 | 101-250 | New | Changi General Hospital | Singapore | 61.9 | - |
| 98 | 23 | ▼ | Michigan Medicine | USA | 61.8 | 71.0 |
| 99 | - | New | Al-Wakra Hospital | Qatar | 61.7 | - |
| 100 | 101-250 | New | Instituto Nacional de Cancerología | Colombia | 61.7 | - |

World's Top AMCs by Country 101-250

*Note: The following AMCs that rank between 101-250, are ordered alphabetically and not based on performance.

| | | | | | |
|-------------------|---|---|---|--|---|
| Australia | St Vincents Health service | Sydney Health Partners | Sydney Partnership for Health, Education, Research & Enterprise | Queensland Health network | South Australian Academic Health Science and Translation Centre |
| Azerbaijan | Bona Dea International Hospital | International SOS Baku Clinic | Medika Hospital | German Hospital | Caspian Hospital |
| Bahrain | Bahrain Defence Force (BDF) Hospital | Bahrain Specialist Hospital | Royal Bahrain Hospital | | |
| Bangladesh | Ibrahim Medical College | Shaheed Suhrawardy Medical College & Hospital | Sir Salimullah Medical College | Dhaka Medical College and Hospital | Bangladesh Medical College |
| | Dhaka National Medical College | | | | |
| Belgium | UZ Gent | UZ Leuven | | | |
| Brazil | Hospital das Clínicas da Universidade de Sao Paulo | Hospital de Clínicas de Porto Alegre | Hospital Moinhos de Vento | | |
| Canada | McGill University Health Centre (Montreal, Quebec) | Vancouver Hospital and Health Sciences Centre (Vancouver, British Columbia) | Hamilton Health Sciences (Hamilton, Ontario) | | |
| China | Peking University Third Hospital | The First Affiliated Hospital of Zhejiang University | Nanjing Brain Hospital | | |
| Colombia | Hospital Universitario Fundación Santa Fe De Bogotá | Hospital Universitario San Vicente de Paul (HUSVP) | | | |
| Egypt | Alexandria University Hospitals | Al Azhar University Hospitals (Al Hussien Hospital + Sayed Galal Hospital) | | | |
| Finland | Helsinki University Hospital | | | | |
| France | CHU Bordeaux, Groupe hospitalier Pellegrin | CHU Montpellier | Assistance Publique | | |
| | | Germany | Universitätsklinikum Freiburg | Klinikum rechts der Isar der Technischen Universität München | Universitätsklinikum Düsseldorf |
| | | | University Hospital of Giessen and Marburg | Universitätsklinikum Würzburg | Universitätsmedizin der Johannes Gutenberg-Universität Mainz |
| | | | Robert-Bosch-Krankenhaus | Medizinische Hochschule Hannover | Greifswald University Hospital |
| | | | Universitätsklinikum Münster | | |
| | | India | Sri Ramachandra Medical Centre | | |
| | | Indonesia | RSUPN Dr. Cipto Mangunkusumo | Dr. Soetomo General Academic Hospital (RSUD Dr. Soetomo) | University of Indonesia Hospital |
| | | | RSUP Dr. Hasan Sadikin Bandung | | |
| | | Ireland | St. Vincents University Hospital | Dublin Academic Medical Centre (Dublin, Ireland) | Trinity Health Ireland (Dublin, Ireland) |
| | | Israel | Soroka University Medical Center, Clalit Health Services | | |
| | | Italy | Policlinico Universitario Campus Bio-Medico di Roma | Ospedale Pediatrico Bambino Gesù | Istituto Clinico Humanitas |
| | | | Fondazione Policlinico Universitario Agostino Gemelli IRCCS | | |
| | | Japan | Center Hospital of the National Center for Global Health and Medicine | St. Lukes International Hospital | Kyushu University Hospital |
| | | | Kameda Medical Center | | |
| | | Jordan | Jordan University Hospital | King Abdullah University Hospital | |
| | | Lebanon | Lebanese American University Medical Center | American University of Beirut Medical Center (AUBMC) | |
| | | Mexico | Hospital Médica Sur | Centro Médico ABC | Centro Médico Zambrano Hellion |
| | | | Hospital Central "Dr. Ignacio Morones Prieto" | Hospital General de México Dr. Eduardo Liceaga | |

World's top AMCs by Country 101-250

Hospitales Ángeles

Hospital Universitario Dr. José Eleuterio González

IMSS

Morocco

CHU Ibn Rochd (Centre Hospitalier Universitaire Ibn Rochd)

Centre Hospitalier Ibn Sina Rabat

Mohammed VI University Hospital Center

Netherlands

Erasmus University Medical Center

Leiden University Medical Center (Leiden, the Netherlands)

Radboud University Medical Center

Maastricht University Medical Center

Amsterdam University Medical Centers (Amsterdam UMC)

Leids Universitair Medisch Centrum

Nigeria

University College Hospital, Ibadan

University of Uyo Teaching Hospital

Delta State University Teaching Hospital

University of Port Harcourt Teaching Hospital

Norway

Haukeland Universitetssykehus

Pakistan

Mayo Hospital

Jinnah Hospital

Combined Military Hospital

University Dental Hospital

Qatar

Women's Wellness and Research Center

Heart Hospital

Al Khor Hospital

Saudi Arabia

King Fahd Hospital of the University

King Abdullah Medical City

Singapore

Khoo Teck Puat Hospital & Yishun Community Hospital

South Korea

KyungHee University Medical Center

Chonnam National University Hospital

Ajou University Hospital

Severance Hospital, Yonsei University College of Medicine

Korea University Anam Hospital

The Catholic University of Korea, Seoul St. Marys Hospital

Chung-Ang University Hospital

Konkuk University Medical Center

Daegu Catholic University Medical Center

Inha University Hospital

Chungnam National University Hospital

Spain

Hospital Universitario 12 de Octubre

Hospital Clínic de Barcelona

Hospital Universitario La Paz

Hospital Universitario y Politécnico la Fe

Clínica Universidad de Navarra

Hospital Ramón y Cajal

Hospital Universitario Puerta de Hierro

Sri Lanka

Lady Ridgeway Hospital for Children

Karapitiya Teaching Hospital

Teaching Hospital, Peradeniya

Sweden

Universitetssjukhuset Orebro

Norrlands Universitetssjukhus

Universitetssjukhuset Linköping

Skånes Universitetssjukhus

Switzerland

University Hospital of Psychiatry Zurich (PUK)

Le Centre hospitalier universitaire vaudois (CHUV)

Balgrist University Hospital

University Hospital of Basel, USB

Les Hopitaux Universitaires de Geneve (HUG), Cluse-Roseraie

Turkey

Hacettepe University Hospitals

Koc University Hospital

UAE

Dubai Medical University Hospital

University Hospital Sharjah

The College of Medicine and Health Sciences (CMHS) of the United Arab Emirates

United Kingdom

Barts Health NHS Trust

Royal Infirmary of Edinburgh

University Hospitals Birmingham NHS Foundation Trust

Manchester University NHS Foundation Trust

USA

UW Medicine

Houston Methodist

Vanderbilt University Medical Center (VUMC)

Cedars-Sinai Health System

UC San Diego Health

Jacobs Medical Center at UC San Diego Health

Baylor University Medical Center (Baylor Dallas or BUMC)

UC Davis Medical Center

UCHealth University of Colorado Hospital

University of Virginia Health System

AMC Ranking and Brand Strength Index Methodology



The objective of the study was to create a way to holistically understand what makes the world's top academic medical centres leaders in their field.

Although many studies consider the medical KPIs of hospitals, none of these are truly comparable globally, due to the differences in reporting regulations.

Brand Finance has built a study that allows transparent and detailed understanding of the perceptions of healthcare professionals around the world, with insights that can be actionable and enable clear targets for growth. To understand which factors determined a strong academic medical centre Brand Finance conducted interviews with stakeholders of AMCs around the world, covering the key areas of patient treatment, medical research, and training & education.

This enabled the creation of a survey as we were able to understand what was important for the different stakeholder groups and hence have a holistic understanding of brand strength for AMCs.

Thus, we were able to design the survey in a way such that relevant questions were asked that would allow the subsequent metrics to form our brand strength scorecard.

Our version of a brand strength scorecard is what we call the Brand Strength Index™. The Brand Strength Index (BSI) is a scorecard of metrics that underpin a brand's strength, and are specific to each industry and designed to measure how a brand or reputation influences key stakeholders behaviours – and ultimately leading to more positive interactions with the organization.

The world's most comprehensive research on perceptions of Academic Medical Centres



40+
Countries



500+
AMCs



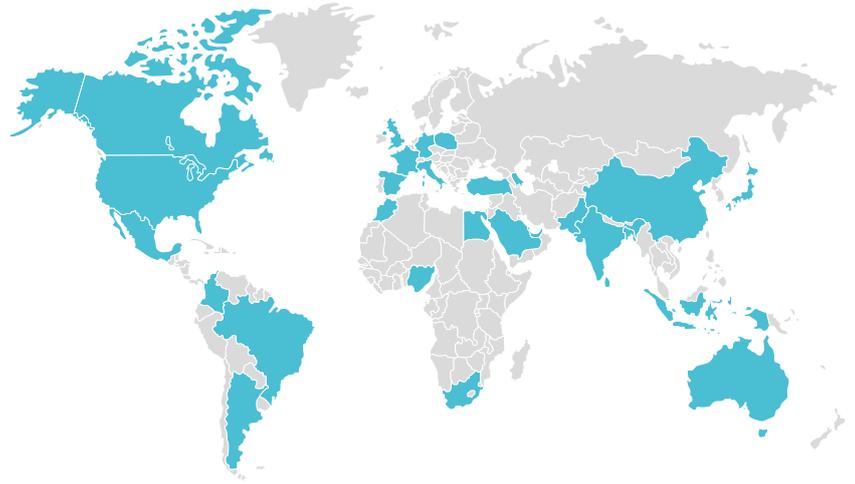
2,500
Healthcare professionals



30+
Metrics covered



Covering Health Care Professionals (HCP) perceptions of AMCs



● Researched Markets

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For a commercial business the benefits can range from increased sales, price premium or growth, to accessing cheaper capital and favorable supplier terms.

To be recognized as a top AMC delivers benefits which can be seen throughout the organization – assuring patients and families, attracting exceptional doctors, top students applications, prominent research staff, enabling proud employees, and research publication, and respect from regulators, governments, insurers and partners of all kinds.

The BSI is split into 3 main pillars: Investment (25%), Equity (50%) and Performance (25%). Investment measures reflect the degree to which a brand owner is investing in and supporting the brand. 'Brand Investment' goes well beyond marketing spend, and includes whether AMCs are trying to improve their facilities, services, accessibility, etc – the factors that management can focus on to develop the brand's identity and attributes.

These are forward-looking and less about how the brand may have performed to date.



A comprehensive measure of brand equity sits at the heart of brand evaluation as this is the degree to which stakeholders are aware of the brand, and their perceptions of it.

Therefore, brand equity has the highest weighting within our BSI framework. Performance measures such as improving reputation and the ability to attract top talent to these AMCs form the final pillar as they can be considered to be the result of a strong brand and their investment behind it.

Within each pillar, they are further split into sub-categories of Overall (31%), Care (18%), Research (15%) and Teaching (12%). Within the Equity pillar, there are also funnel metrics such as Awareness and Familiarity at a local, regional and international level that makes up 25% of the BSI.

A higher weighting is given to international familiarity and awareness, followed by regional and local in order to represent a global study.



Perceptions measured in Brand Finance's AMC study

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| Awareness | | Local | | Familiarity | | Local | | Reputation | | Overall Metrics | | Treatment Metrics | | Research Metrics | | Teaching Metrics |
|-----------|--|----------|--|-------------|--|----------|--|------------|--|---|---|---|--|--|---|---|
| | | Regional | | | | Regional | | | | Excellent facilities / Investment in technology | Brand momentum | Adopts latest medical treatment or technology | Offers comprehensive assistance for patients and families | Able to rapidly translate medical research into new treatments | Known for scientific breakthroughs | Organization that medical professionals are proud to have trained/worked at |
| Awareness | | Regional | | Familiarity | | Regional | | Reputation | | Affiliated with other leading organizations | Strongly associated with its specialisms | Delivers world leading patient experience | Accessible to any patient in need of their specialist care | Contributes new research and papers to the medical community | Leading fight against diseases in its specialisms | Teduction / Training Reputation |
| | | Global | | | | Global | | | | Promotion Score | Is internationally recognized and has the relevant accreditations | Specialist HCPs are among the world leaders in their fields | Delivers best in class patient outcomes | Strong culture of medical progress and innovation | Attracts the top medical research talent | Has a leading medical training programme |
| Awareness | | Global | | Familiarity | | Global | | Reputation | | Conversation Incidence | Is a well-run organization | Patient Treatment Reputation | Offers patients access to the latest clinical trials | Research Reputation | | Attracts the top medical student applications |
| | | Global | | | | Global | | | | Conversation Sentiment | Integrated between teaching, research, and patient care | | | | | |
| Awareness | | Global | | Familiarity | | Global | | Reputation | | Overall Reputation | | | | | | |

AMC Research Methodology

2024 marks the second wave of Brand Finance's global research programme to understand perceptions of the world's largest academic medical centres (AMCs) amongst doctors, surgeons, and other practicing healthcare providers. The programme remains unique in that it assesses how AMCs are seen from the perspective of healthcare professionals.

Who?

Healthcare panels exist around the world that are used for research into medical, ethical and process issues. Brand Finance leveraged this network to access 2,500 practicing healthcare professionals for this programme.

Respondent criteria included current and experienced medical practitioners; everyone has completed their training and practices healthcare today as a general practitioner or specialist.

The survey includes a diverse sample of healthcare professionals, spanning general practitioners and specialists across various medical fields.

It encompasses professionals in both public and private settings, including for-profit and non-profit hospitals, ensuring a broad range of perspectives in healthcare. Most respondents consistently handle a substantial patient load, seeing over 50 patients per week.

This emphasis on high-volume practices allows the survey to capture insights from healthcare professionals actively engaged in delivering patient care on a significant scale.

Where?

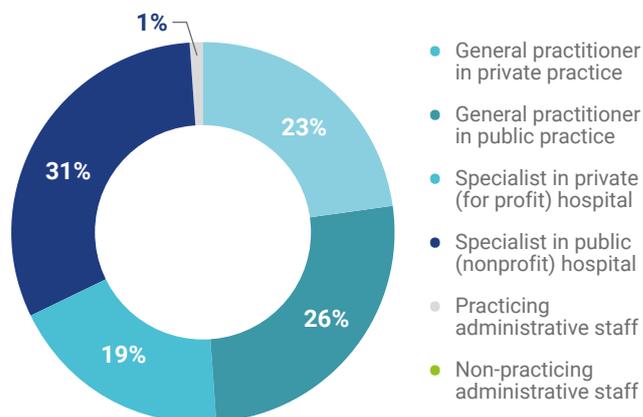
To establish a representative global ranking, Brand Finance conducted the research around the world. Respondents were included from 30 countries in all the major continents to understand which AMCs are best known within and beyond their borders.

Within each continent we selected countries that would be representative of sub-regions, so markets like UK, Poland, Morocco, and South Africa were used as paradigms to facilitate a wider perspective for their respective continent.

To ensure comparability with the real world, the total recruited in each market was biased toward healthcare spend, so the United States featured more respondents than Brazil, South Korea, or Turkey.



Which of the following best describes your current healthcare professional status?



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How?

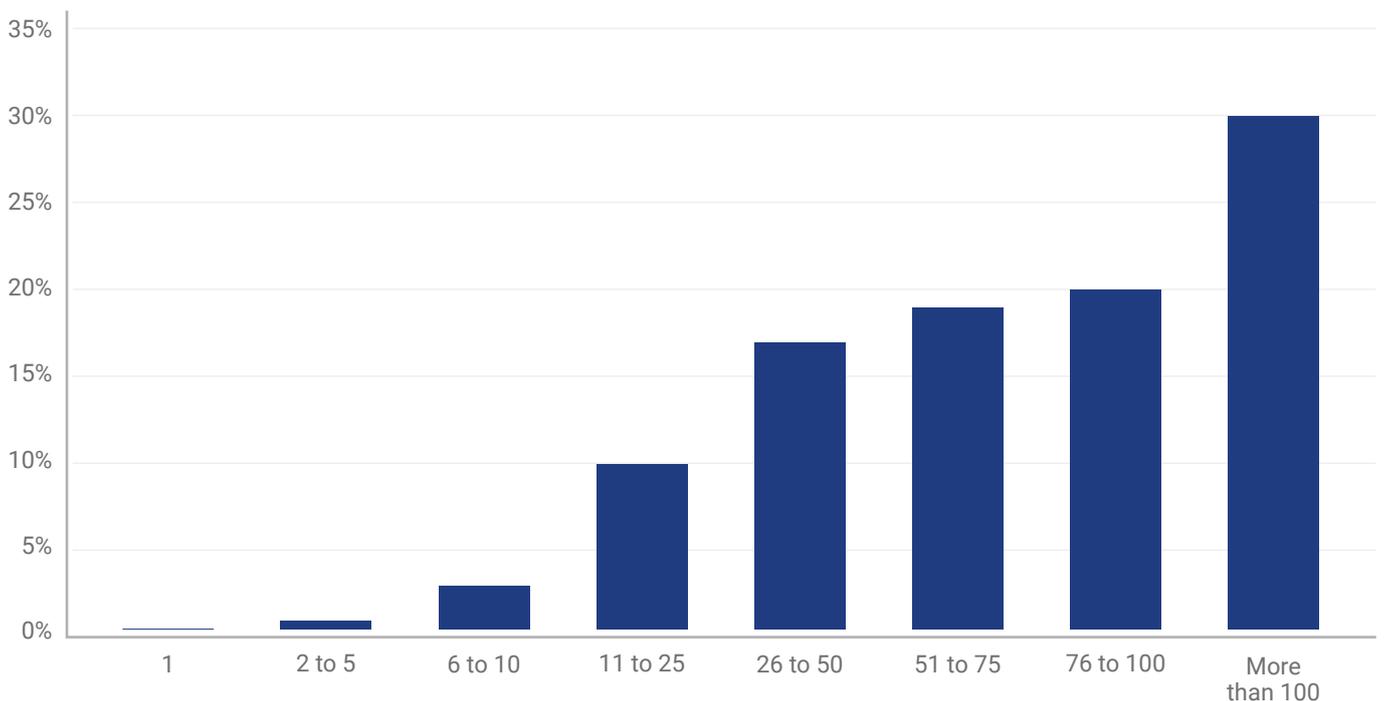
Conducting such a large-scale study required a consistent, streamlined approach. An online survey was used to allow Brand Finance to ensure that all respondents were researched consistently, with random selection of AMC brands shown to each respondent ensuring that the results are a fair and balanced representation of AMC reputations from Cleveland to Nairobi.

What?

Respondents were shown a selection of AMC brands from local, regional, and global lists, with these varying for each market. After answering reputation questions about the AMCs they were familiar with, they were then asked to assign different attributes to each AMC. By regressing brand attribution with reputation, Brand Finance can understand what truly drives reputation among AMCs, and how this differs around the world.

On average, how many patients a week do you see?

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Research Insights

After rating AMCs for overall reputation, a series of attributes were selected based on qualitative interviews with stakeholders around the world.

These attributes reflected the various factors perceived as being critical to building a strong, reputable AMC. Respondents were then asked to report which attributes they associated with respective hospitals.

The attributes fall into one of four pillars essential to healthcare excellence: patient treatment, research, education/technology, and attributes that reflect the whole organisation or overall performance. The patient treatment pillar holds the highest percentage at 29%,

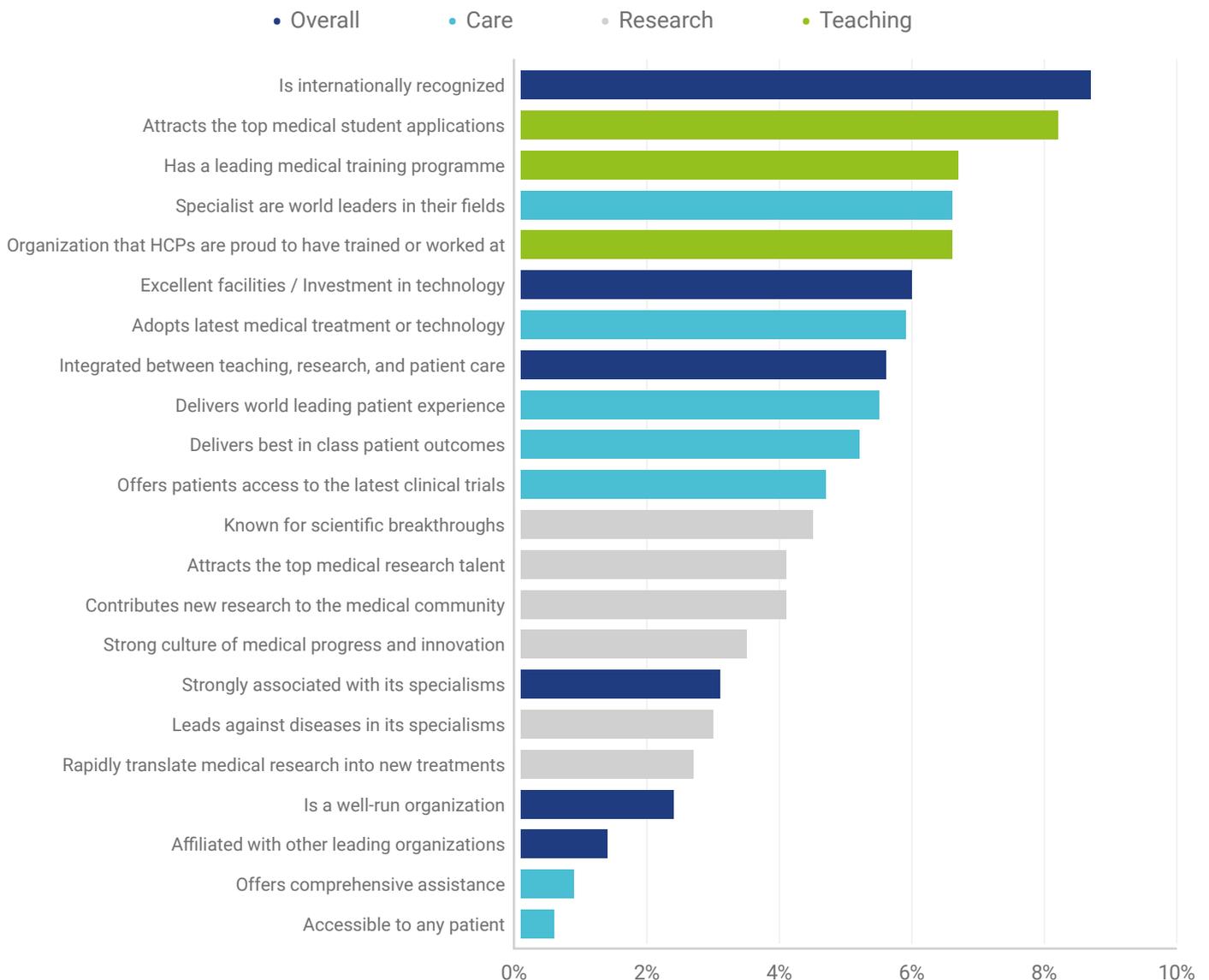
followed by the overall pillar at 27%, with research and education/technology equally weighted at 22% each.

Brand Finance’s research found ‘Is internationally recognised and has the relevant accreditations’ to be the most important attribute in driving reputation, contributing around 9% of overall reputation. Further, the education/technology makes up three out of the top five attributes contributing towards reputation, such as ‘attracting top medical students’ applications’.

The strengths of the top five hospitals vary significantly, as each hospital excels in different metrics chosen from the four pillars.

Importance in Driving Hospital Reputation

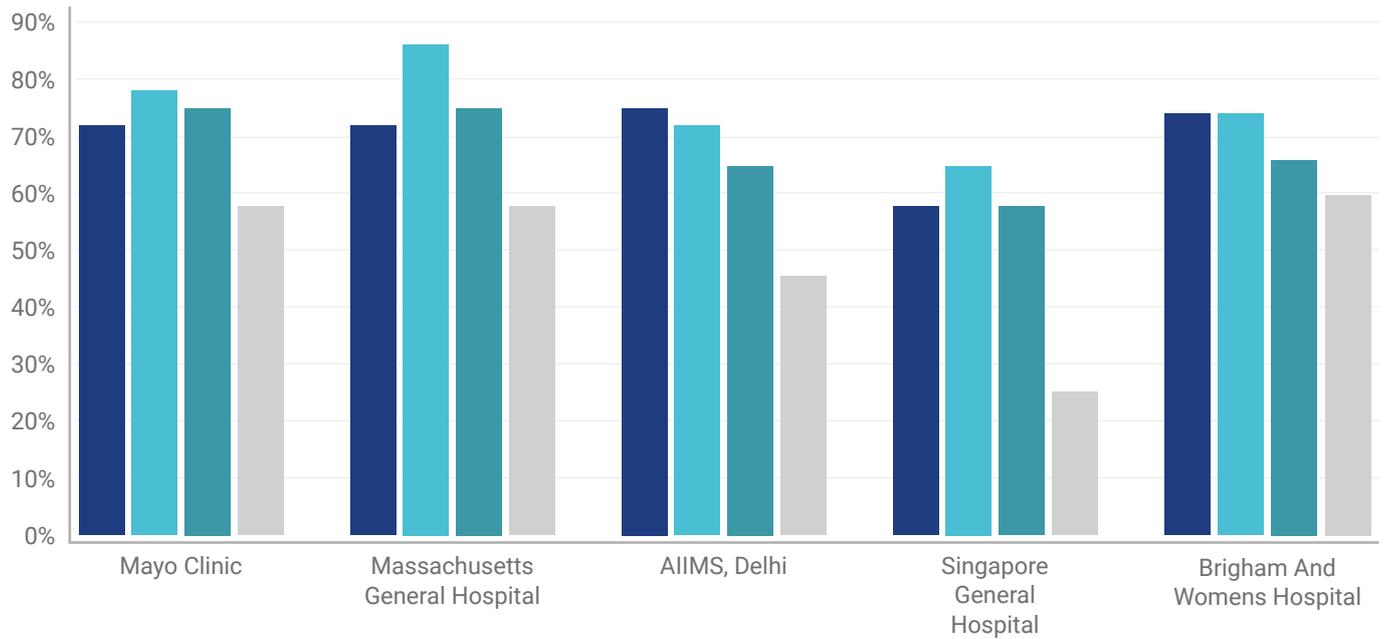
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Top 5 hospitals' comparison in key attributes driving reputation

© Brand Finance Plc 2024

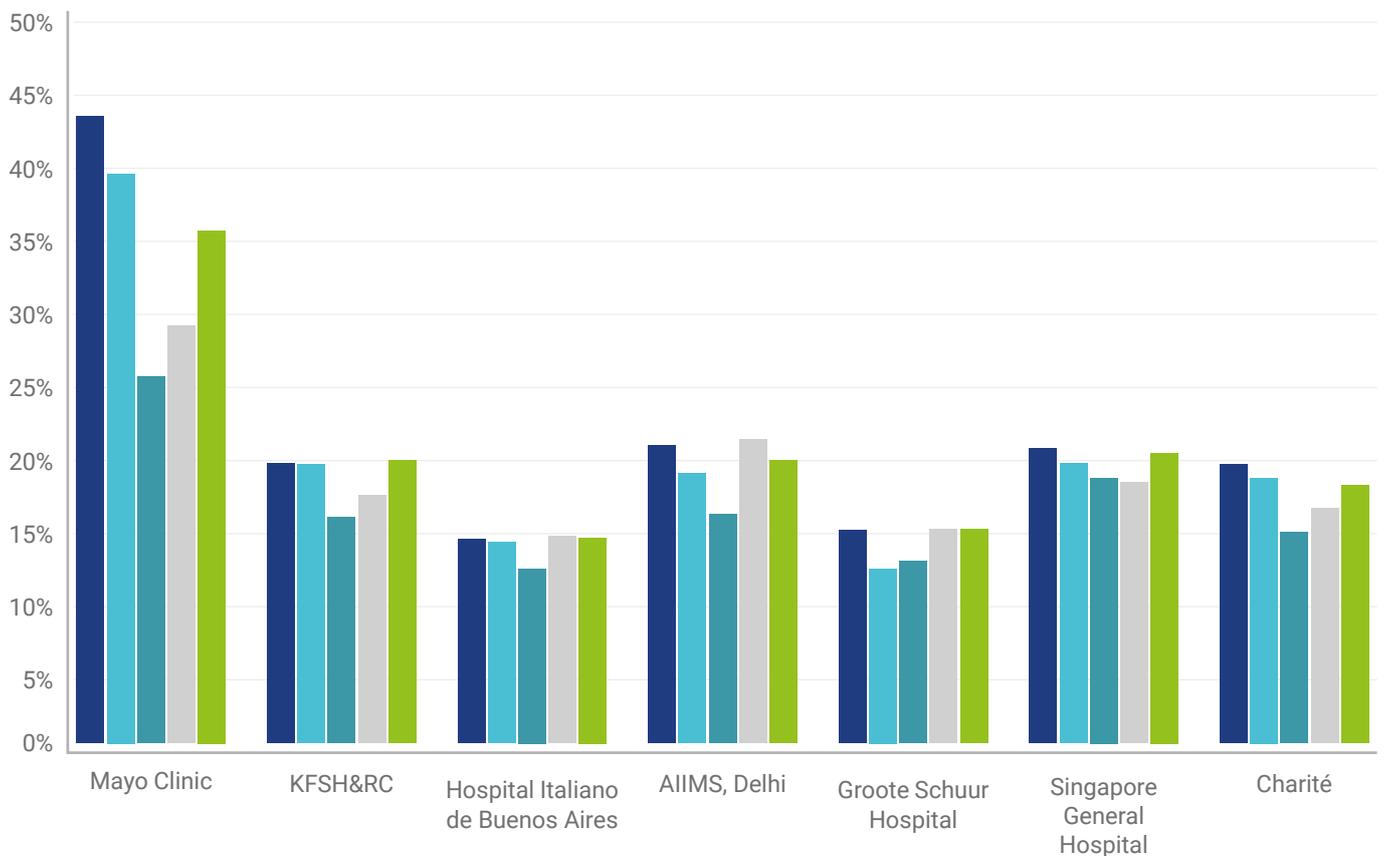
- Is Internationally Recognized
- Attracts the top medical student applications
- Specialists are world leaders in their fields
- Known for scientific breakthroughs



Regional Top Hospitals Metrics

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- Researching solutions to Future Medical Challenges
- Integrating new technologies and advances such as Artificial Intelligence and Telemedicine
- Committed to environmental sustainability
- Committed to the social aspects of sustainability
- Well managed and ethically governed



According to Brand Finance’s research, Mayo Clinic significantly outperforms other regional leaders across all five metrics. The integration of Environmental, Social, and Governance (ESG) metrics in hospitals is crucial in ensuring a sustainable and responsible approach to healthcare management. Hospitals need to address not only medical challenges, but also environmental impact, social responsibility, and governance practices.

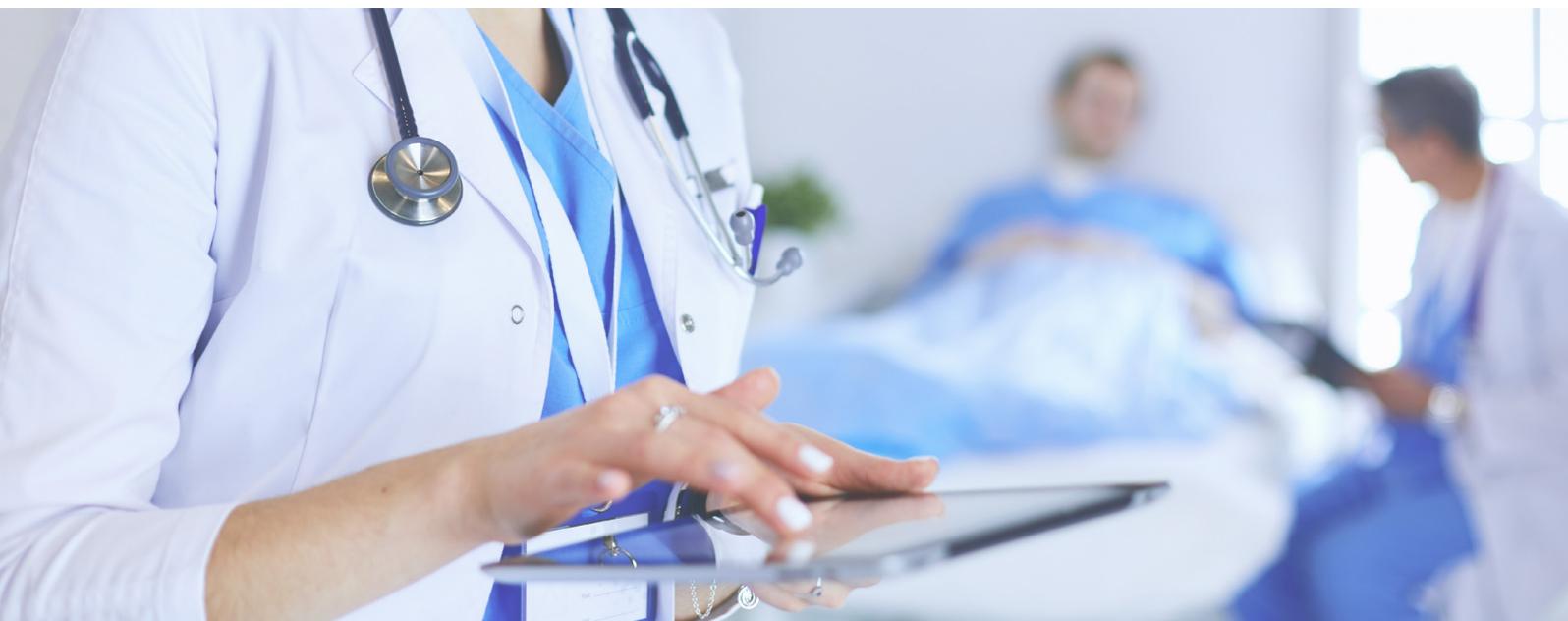
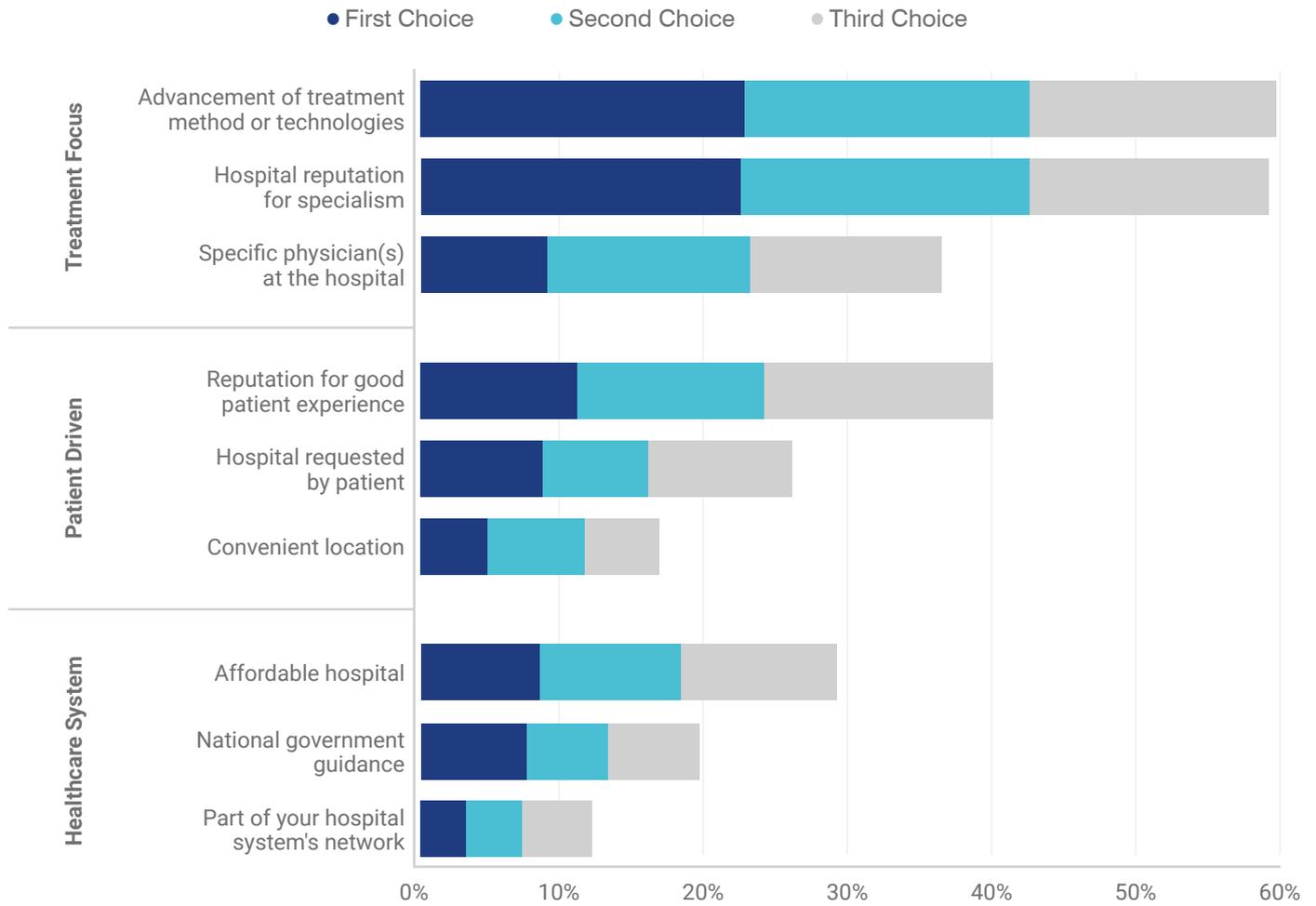
Furthermore, hospitals are increasingly using advanced technologies such as AI, telemedicine, digital imaging, and robotics to address future medical challenges. This strategic integration improves the efficiency and precision of medical interventions while also positioning healthcare institutions at the forefront of innovation.

The primary driver of medical referrals is the advancement of treatment methods and technologies available at the respective hospitals. Healthcare professionals, whether specialists or GPs, prioritise institutions that show cutting-edge medical approaches.

Additionally, reputation of hospitals for specific medical specialisms plays a pivotal role in referral patterns. Practitioners often make referrals based on perceived expertise and success rates in specialised fields within a hospital. Further, a hospital’s reputation for providing a positive patient experience is key, as this reassures patients they will receive the best treatment.

Medical Referrals

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Brand Spotlight



University Health Network



Global AMC Rank

#12 ▲

Brand Strength Index

75.4 +2.7

Interview with Dr. Kevin Smith



Dr. Kevin Smith
President & CEO,
University Health Network

What are your perspectives on the current strength and reputation of the University Health Network (UHN) brand, and how do you perceive its differentiation within the industry?

We find ourselves at a fascinating juncture within University Health Network. Our unique challenge lies in being a house of brands and a brand of houses. Our growth, much like many large businesses, has been marked by mergers and amalgamations. Currently, we stand on the cusp of yet another merger, with a large tertiary rehabilitation facility.

In this context, the primary question for us is how the distinctive contributions from individual organizations can combine to become more significant than the sum of their parts. Our constant endeavour is to explore the principles of good, better, and best, always aiming for what 'best in the world' truly entails. Our focus goes beyond national and continental boundaries, aligning closely with the competitive global landscape of academic physicians, scientists, and health professionals.

I often liken UHN to a tricycle, where clinical care serves as the large wheel. While caring for patients is our privilege, education, research, and innovation, constitute the smaller wheels. Achieving a delicate equilibrium that places patient needs at the forefront while excelling in education and pushing scientific boundaries is a constant pursuit. Regularly disseminating scientific findings and innovations into realms like commercialization is part of our routine.





Given the diverse stakeholders and the complex, evolving nature of UHN, how do you foster unity and extract optimal value from the brand, its reputation, and the involved individuals?

Our approach has shifted towards narrating stories from both patients and providers, emphasizing what makes this place exceptional for work, care, research, and training.

In healthcare, where defined silos are prevalent, we deliberately omitted "hospital" from our name - University Health Network. We acknowledge that patients often face challenges during transitional points. Handling complex cases that involve multiple comorbidities, diseases, and various care dimensions presents significant obstacles.

To break down these silos, we've created specialized divisions like an at-home division and a UHN commercialization division. Introducing innovative solutions, such as Canada's first prescribable

housing unit, we've identified 230 patients making 15,000 annual emergency room visits.

Their visits aren't solely due to emergencies but reflect a lack of alternative assistance. Closer examination reveals these individuals often face challenges like mental health issues, addiction, homelessness, poverty, or childhood trauma.

We initiated the first 51 housing units in Canada, enabling our teams to prescribe housing for at-risk individuals. Integrating technology and algorithms with compassionate human care, we aim to enhance care, especially for marginalized populations, and raise overall healthcare standards. Our goal is to minimize unnecessary emergency visits and address both public and internal stigma related to the diseases we.

To enhance unity, we've adopted a common health information system and the "MyUHN" platform, ensuring instant access to all patients' data upon availability.

This underscores our commitment to transparency and informed consumerism. It's a conscious choice, though occasionally controversial, prioritizing the needs of patients over internal concerns.

What future goals is the organization pursuing, and how does the cultivation and maintenance of a strong reputation contribute to these objectives?

In Canada, our reliance on generous philanthropists, both big and small, is considerable. At UHN, we have two embedded foundations—the Princess Margaret Cancer Centre Foundation and the UHN Foundation—dedicated to fundraising.

Together, they generate around \$250 million annually, mainly supporting research, capital equipment, and site redevelopment. While the government covers about 90% of new builds, the remaining 10% is our responsibility, underscoring the importance of philanthropic support, especially for research.

Our perspective on philanthropic contributions has shifted from viewing them as gifts to recognizing them as strategic investments with societal returns, fostering a more civil society. Major donors, often astute investors, engage us on complex issues like homelessness, primary care access, and the underlying science of diseases, ensuring a significant societal return on investment.

Beyond individual care, our focus spans population dynamics influenced by health determinants. Sharing success stories, like groundbreaking medical discoveries, instills pride in staff and confidence in patients and donors.

This allows us to showcase our excellence and unique position as a jewel in Canada's healthcare landscape. Leveraging industry partnerships enhances capabilities, offering Canadians access to cutting-edge care, technologies, drugs, and scientific advancements.

Historically, in specific markets, medical commercialization has faced stigma. However, the central challenge is building a sustainable organization. How has UHN navigated and leveraged this challenge to establish a robust brand?

At UHN, we've fully embraced this approach. Last year, UHN ideas generated approximately \$4 billion in commercial investment and spinoffs, with \$50 million directly benefiting UHN and its science.



This marks a notable shift for a system historically resistant to commercial applications in medicine.

We've made remarkable progress, now ranking in the top 20 in North America for commercialization—a notable achievement, especially compared to the profit-driven healthcare landscape in the United States.

Unlike their model of opening and closing hospitals based on profitability, our commercialization journey has been swift and successful. Crucially, we've maintained a seamless connection between ensuring universal accessibility and generating revenue through commercialization. The path has been remarkably smooth for us.

How does UHN navigate and address challenges in inspiring and supporting healthcare workers and scientists, particularly in the face of unprecedented difficulties?

In every organization, the primary focus is on inspiring remarkable individuals. Unlike American systems,

UHN doesn't rely on paid media for reputation; instead, it's earned through daily experiences with patients, staff, scientists, and trainees. UHN's global alumni in leadership roles around the world testify to the impact of its training, showcasing transformative contributions like pioneering lung transplantation and groundbreaking technology, such as the first drone delivery of organs.

Embracing Canadian humility, UHN, as a system leader, maintains a serious yet balanced commitment, with a weekly focus on improving patient care, enhancing staff experiences, and advancing science—an ongoing priority.

Each week, we reflect on a fundamental question: What actions can we take to elevate patient care, enhance the staff's experience and overall work-life quality, and advance scientific endeavours?

If, at week's end, our efforts haven't predominantly centred around these priorities, it's an opportunity for us to refocus and ensure we're performing at our best.



KFSH&RC



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre

Global AMC Rank

#20 =

Brand Strength Index

73.9 +1.2

Interview with Prof. Dr. Dieter Broering



Prof. Dr. Dieter Broering
Executive Director
of Organ Transplant
Center of Excellence,
King Faisal Specialist
Hospital & Research
Centre (KFSHRC)

Dr. Dieter Broering, a leading figure at King Faisal Specialist Hospital & Research Centre (KFSHRC), discusses the hospital's ground-breaking achievements in robotic surgery and its global impact.

Dr. Broering, congratulations on KFSH&RC's ground-breaking achievement in performing the world's first fully robotic liver transplant. To begin, could you please elaborate on how this remarkable milestone reinforces KFSH&RC's global reputation in the realm of minimally invasive transplant surgery?

This achievement highlights KFSH&RC's commitment to advancing the frontiers of medical innovation. Our successful implementation of the fully robotic liver transplant solidifies our position as a global leader in minimally invasive transplant surgery. By employing state-of-the-art robotic technology, we have not only pioneered a novel procedure but have also demonstrated our commitment to enhancing the quality of healthcare services on a global scale.

The approach adopted by the Organ Transplant Center of Excellence at KFSH&RC has shown significant benefits. How does this innovative approach align with KFSH&RC's mission to provide advanced patient-centric healthcare?

Our mission at KFSH&RC revolves around advancing patient care through continuous innovation. The fully robotic approach allows us to prioritize our patients' well-being by minimizing invasiveness and enhancing surgical precision. With smaller incisions, our patients experience reduced recovery times and lower rates of complications, aligning perfectly with our commitment to patient-centric healthcare. We firmly believe in our ongoing pursuit of exploring new frontiers in medical practice to ensure our patients receive the highest standard of care.





With the remarkable progress in robotic surgery, how do you envision its long-term influence on patient care?

Robotic surgery is a game-changer, particularly in conducting donor and recipient surgeries. Using this technology, we achieved unparalleled precision and minimal invasiveness, eliminating the need for a hybrid approach.

This innovation dramatically enhances patient safety and recovery, expanding the possibilities for treatments that were previously considered too risky or complex. It marks a significant step forward in our mission to revolutionize patient care and elevate global healthcare standards.

Reflecting on KFSHRC's global recognition, particularly the impressive ranking at 20th out of the top 250 global centers, and being 1st in the Middle East and Africa by Brand Finance 2023, what significance does this achievement hold for you and your team?

This recognition represents a collective achievement, highlighting our team's firm dedication. It's a source of pride, not just for us but for the entire region.

This achievement reflects the transformative impact of Vision 2030 and the Kingdom's efforts in various sectors, particularly healthcare.

It serves as a driving force, inspiring us to maintain this standard and continue to be a beacon of global medical excellence, aligning with the Kingdom's healthcare transformation goals for a healthier and thriving nation.

With the successful implementation of the world's first fully robotic liver transplant, what future advancements do you envision at KFSH&RC that will drive its global reputation?

This milestone is a catalyst for a series of future advancements in medical procedures and technologies within KFSH&RC. We aim to continue exploring new medical frontiers, particularly in areas where technology can significantly improve patient results.

We are actively engaged in enhancing our capabilities in various specialties, fostering a culture of innovation that consistently challenges the limits of what can be achieved in healthcare.

Additionally, how do you see KFSH&RC's leadership in fully robotic liver transplants shaping the future of organ transplantation globally?

The successful implementation of fully robotic liver transplants marks a pivotal moment in the history of organ transplantation. It sets a new standard for surgical approaches, emphasizing precision, reduced invasiveness, and improved patient results.

Our leadership in this field will inspire other institutions globally to explore and adopt similar advanced techniques. As a result, we envision a future where fully robotic procedures become more widespread, transforming organ transplantation's landscape and benefiting patients globally.

Lastly, KFSH&RC has been recognized as a designated training center for robotic transplant surgery. How does this contribute to global knowledge exchange

and the advancement of minimally invasive transplant procedures?

This recognition emphasizes our commitment to sharing knowledge and advancing medical practices globally by actively engaging with other top medical institutions, fostering a culture of knowledge exchange to propel medical practices to new heights.

Our approach is focused on collaborative networking that allows for exchanging insights, research findings, and best practices in robotic surgery.

Through our training programs in robotic transplant surgery, we aim to make a meaningful contribution to the global understanding of minimally invasive procedures, aligning seamlessly with our vision to be at the forefront of medical advancements and proactively contribute to the progress of healthcare practices globally.



Our Services



Consulting Services

Make branding decisions using hard data

Brand Research

What gets measured.

Brand Evaluations are essential for understanding the strength of your brand against your competitors. Brand Strength is a key indicator of future brand value growth whether identifying the drivers of value or avoiding the areas of weakness, measuring your brand is the only way to manage it effectively.

- + Brand Audits
- + Primary Research
- + Syndicated Studies
- + Brand Scorecards
- + Research Analytics
- + Soft Power

Questions we can help answer:

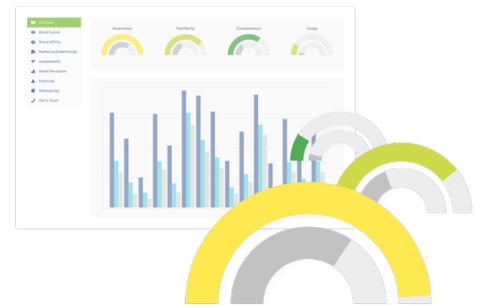
- Are we building our brands' strength effectively?
- How do I track and develop my brand equity?
- How strong are my competitors' brands?
- Are there any holes in my existing brand tracker?
- What do different stakeholders think of my brand?

Brand Insights

Make your brand's business case.

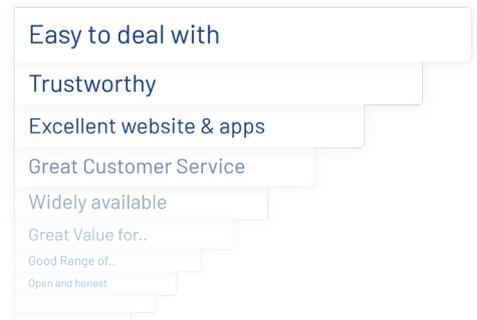
Benchmarking

In-depth external benchmarking – comparisons against direct competitors across key KPI's through the Brand Strength Index framework.



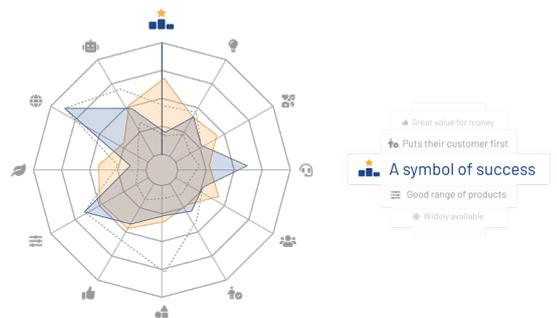
Drivers Analysis

Statistical **correlation** analysis to understand what is important in driving Brand Consideration, Reputation, Brand Strength and Value.



Brand Associations & Market Positioning

Diagnose Brand Strengths & Weaknesses – What is my brand known, and not known for? How do I leverage or optimize my brand position to grow brand value?



Brand Valuation

Make your brand's business case.

Brand Valuations are used for a variety of purposes, including tax, finance, and marketing. Being the interpreter between the language of marketers and finance teams they provide structure for both to work together to maximise returns.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Investor Reporting

Questions we can help answer:

- How much is my brand worth?
- How much should I invest in marketing?
- How much damage does brand misuse cause?
- Am I tax compliant with the latest transfer pricing?
- How do I unlock value in a brand acquisition?

Brand Strategy

Make branding decisions with your eyes wide open.

Once you understand the value of your brand, you can use it as tool to understand the business impacts of **strategic branding decisions** in terms of **real financial returns**.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Sponsorship Strategy

Questions we can help answer:

- Which brand positioning do customers value most?
- What are our best brand extension opportunities in other categories and markets?
- Am I licensing my brand effectively?
- Have I fully optimised my brand portfolio?
- Am I carrying dead weight?
- Should I transfer my brand immediately?
- Is a masterbrand strategy the right choice for my business?

Brand Sustainability

Understand perceptions and align them with performance.

Sustainability and ESG have never been more important considerations for marketers, finance professionals, and the brands they serve. Our sustainability services bring clarity, allowing you to make the right decisions to add value, protect yourself from risk, and do the right thing.

- + Perceptions Evaluation and Tracking
- + Sustainability ROI Analysis
- + Competitor Insights and Positioning Recommendations
- + Materiality Exercises
- + Stakeholder Engagement and Workshops
- + Sustainability Reporting and Disclosure Support

Questions we can help answer:

- **How important is sustainability in driving the choices of customers, employees, and investors?**
- **Which sustainability issues are most relevant to my brand?**
- **How sustainable is my brand perceived to be versus competitors?**
- **What is the potential value of enhancing perceptions?**
- **Could value be at risk? If so, how much?**
- **How do I secure investment or budget allocation?**
- **How do I improve performance and perceptions?**

Sponsorship Services

Maximise value from your sponsorships.

Sponsorships are often amongst the most extensive, influential, and expensive brand building activities a company can undertake. We use the same techniques applied in brand valuation, such as research, financial modelling, and strategic analysis. This approach helps marketing and finance managers to understand the effectiveness of sponsorships and maximise ROI.

Advertising equivalency, and traditional research interpretation of sponsorships, fails to adequately address key questions around brand building and value creation. Brand Finance takes a broader view to understand sponsorships in the context of achieving brand and business objectives.

- + Sponsorship Strategy
- + Partnership Opportunity Analysis
- + Return on Investment Analysis
- + Partnership Tracking
- + Sports Investment Due Diligence
- + Sponsorship Prospectus building
- + Activation Measurement & Strategy

Questions we can help answer:

- Can I develop a sponsorship strategy to match commercial objectives?
- Is the partnership a good fit?
- What is the short-term impact on business performance?
- What impacts there on long-term brand building metrics?
- What is my financial return from the sponsorship investment?
- Should the partnership be renewed, and if so, at what price?
- How does my sports partnership compare to the market?



Brand Dialogue Services

With strategic planning and creative thinking, we develop communications plans to create dialogue with stakeholders that drives brand value.

Our approach is integrated, employing tailored solutions for our clients across PR and marketing activations, to deliver strategic campaigns, helping us to establish and sustain strong client relationships. We also have a specific focus on geographic branding, including supporting nation brands and brands with a geographical indication (GI).

Research, Strategy & Measurement

- + Brand & Communications Strategy
- + Campaign Planning
- + Market Research & Insights
- + Media Analysis

Public Relations & Communications

- + Media Relations
- + Press Trips & Events
- + Strategic Partnerships & Influencer Outreach
- + Social Media Management

Marketing & Events

- + Promotional Events
- + Conference Management
- + Native Advertising
- + Retail Marketing

Content Creation

- + Press Releases
- + Bespoke Publications, Blogs & Newsletters
- + Marketing Collateral Design
- + Social Media Content

Strategic Communications

- + Crisis Communications
- + Brand Positioning & Reputation
- + Corporate Social Responsibility
- + Geographic Branding

Brand Finance Network

For further information on our services and valuation experience, please contact your local representative:

| Market | Contact | Email |
|-----------------------------|---------------------|--------------------------------|
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| Asia Pacific | Alex Haigh | a.haigh@brandfinance.com |
| Australia | Mark Crowe | m.crowe@brandfinance.com |
| Brazil | Eduardo Chaves | e.chaves@brandfinance.com |
| Canada | Laurence Newell | l.newell@brandfinance.com |
| China | Scott Chen | s.chen@brandfinance.com |
| East Africa | Walter Serem | w.serem@brandfinance.com |
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