



Global Top 250 Hospitals 2025

Ranking the Most Reputable Academic Medical Centres

About Brand Finance

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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 organisation 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.

In 2023, 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 organisation.

This year's report marks the third 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.

This year, our research went a step further, examining the factors that drive healthcare professionals to consider employment at academic medical centres across Patient Care, Research, and Teaching. Additionally, we explored what motivates these professionals to recommend these hospitals – whether to patients in need of treatment, individuals seeking to reference or collaborate on the AMC's medical research, or students pursuing medical training and education.

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. This brand measurement is an essential step when determining strategy, setting brand licensing rates, or understanding the effectiveness of communications.

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.

Johns Hopkins and Oxford University Hospitals NHS Foundation Trust overtake Mayo Clinic Health System to become the top two strongest hospital brands

- + **New leading hospital:** Johns Hopkins recognised as the world's strongest hospital brand, surpassing Mayo Clinic
- + **Fourteen-position leap:** Oxford University Hospitals NHS Foundation Trust climbs to 2nd
- + **Leaders in research pillars:** University Health Network, Charité, and Groote Schuur Hospital excel globally in **Care**, **Research**, and **Teaching**
- + **U.S. leadership:** 25 U.S. hospitals secure spots in the top 100

Ranking Analysis



Ranking Analysis



New leading hospital: Johns Hopkins recognised as the world's strongest hospital brand, surpassing Mayo Clinic

Johns Hopkins Hospital has risen seven positions in the Global Top 250 Hospitals 2025 ranking to become the strongest hospital brand. This leap means it surpasses the **Mayo Clinic Health System**, which has held the top spot for the past two years and has dropped two positions to third place in 2025.

The success of Johns Hopkins in the ranking can be attributed to its strong overall reputation, bolstered by its exceptional research and education/training programs. These factors have led to increased consideration from healthcare professionals (HCPs) who value the institution's patient care, research, and training, as well as respondents' higher rates of recommendation across all three areas. The hospital also excelled in awareness and familiarity both within its home market and internationally.

Johns Hopkins is renowned for its scientific breakthroughs and its ability to translate medical research into innovative treatments, reflected in high scores for 'offers patients access to the latest clinical trials'. This is a testament to its research programs and notable investment in emerging fields.

For example, in 2024 scientists at Johns Hopkins identified a potential new immune system target to head off the spread of breast cancer cells. The discovery, centred on a white blood cell called a macrophage, could offer a new target for immunotherapies aimed at destroying cancer cells that spread and signal worsening disease.

In addition, Johns Hopkins has made a major investment in data science and AI, a move that will enhance its ability to leverage emerging technologies. Currently, Johns Hopkins ranks 72nd for 'uses and applies Artificial Intelligence'.











This initiative will bring together top-tier experts in AI machine learning, applied mathematics, computer engineering, and computer science to foster data-driven discoveries, supporting research efforts across the institution. This investment is likely to help strengthen the hospital's brand, particularly as the use of AI becomes more widespread in medical practices.

The global hospital sector is fiercely competitive, with top institutions vying for talent, patients, and research partnerships. For 2025, our research highlights what drives healthcare professionals to work at and recommend Academic Medical Centres, emphasising the crucial need for a balanced and integrated approach across care, research, and training. Understanding the attributes most critical for attracting talent and earning endorsements helps hospitals focus on their goals. A strong brand is more than a badge of honour—it's a powerful tool that drives consideration, builds relationships, and cements a hospital's reputation as a global leader in healthcare.

Hugo Hensley
Valuation Director, Brand Finance

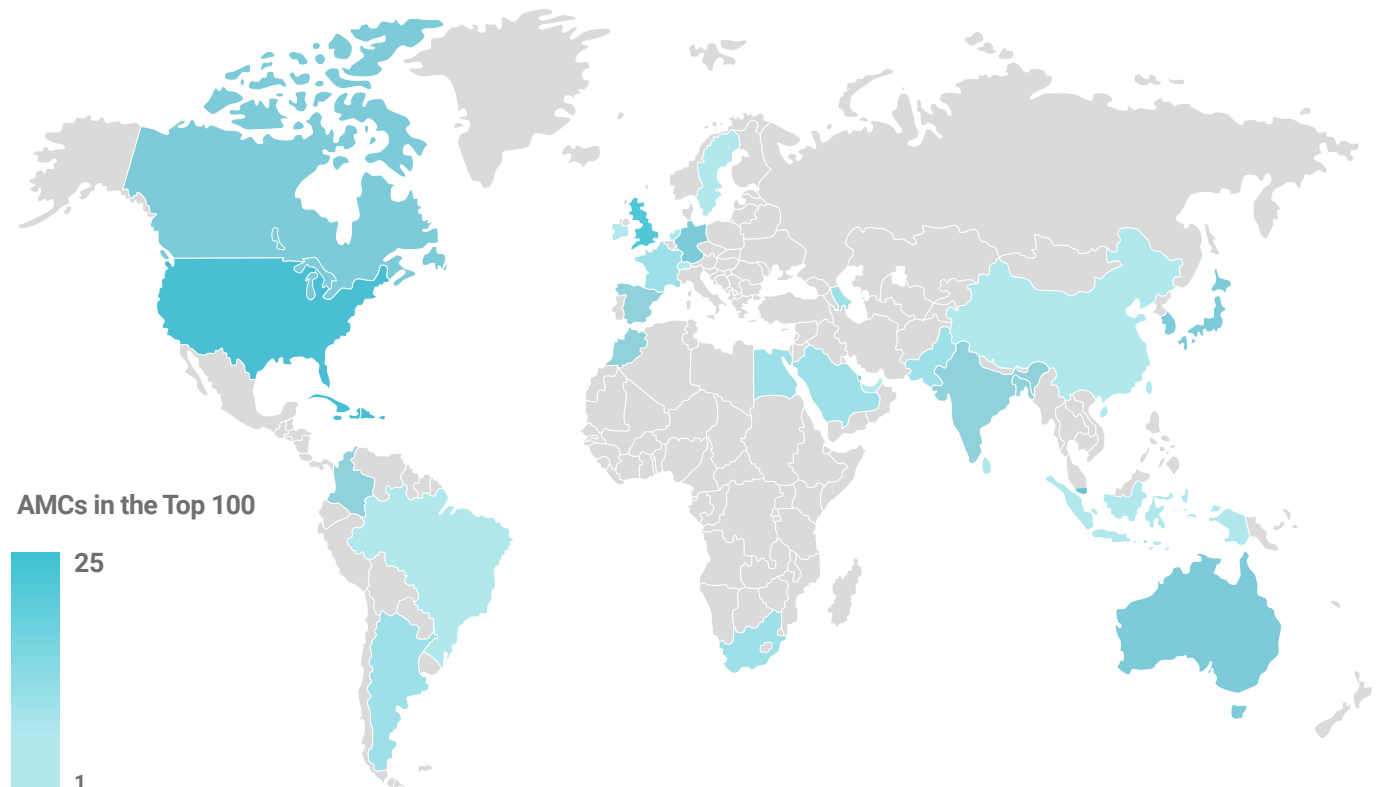
Top 10 Strongest AMC Hospitals 2025

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#1		Johns Hopkins Hospital	82.7	+5.3
#2		Oxford University Hospitals NHS Foundation Trust	82.2	+7.4
#3		Mayo Clinic Health System	81.8	-5.1
#4		Mass General Brigham	81.0	-2.5
#5		Stanford University Medical Center	80.9	+2.7
#6		University Health Network	80.7	+5.3
#7		All India Institute of Medical Sciences (AIIMS)	80.0	+0.8
#8		Cleveland Clinic	78.6	+2.5
#9		Tata Memorial Centre	78.3	+3.0
#10		Dana-Farber Cancer Institute	78.3	+2.1

US Hospitals Stand Out in the Top 100

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Fourteen-position leap: Oxford University Hospitals NHS Foundation Trust climbs to 2nd

Oxford University Hospitals NHS Foundation Trust has made a noteworthy leap, rising 14 places in the ranking to claim the second spot. The Trust's strength is primarily driven by its renowned research and education/training programs and high familiarity and awareness.

The study shows it has a particularly strong reputation for 'contributing new research and papers to the medical community' and being 'internationally recognised and has the relevant accreditations'.

It is closely associated with having one of the leading medical training programs, which attracts top medical student applications. This reputation is likely enhanced by its affiliation with Oxford University, one of the world's leading academic institutions.

However, there's still room for improvement in some metrics relating to patient treatment, which may stem from resource constraints and the pressure placed on staff, which can lead to variable patient experiences and long waiting times.

Mayo Clinic Health System has slipped to third place in the rankings this year, despite its strong reputation for exceptional patient care, particularly in 'delivering a world leading patient experience'. The slight drop is largely attributed to respondents associating Mayo less strongly with research and teaching compared to **Johns Hopkins** and Oxford University Hospitals NHS Foundation Trust.

While Mayo prioritises patient care over a more integrated approach, it scores lower for being 'integrated between teaching, research, and patient care.' This year's study underscores the importance of balancing these three pillars—Care, Research, and Teaching—to attract top talent and secure strong recommendations from healthcare professionals.

Top Hospitals in Three Main Assessment Categories

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Patient Treatment



Research



Education



Groote Schuur Hospital
Facility Board



**Leaders in research pillars:
University Health Network, Charité,
and Groote Schuur Hospital excel
globally in Care, Research,
and Teaching.**

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.

University Health Network (UHN), Canada's top-ranked hospital, is also recognised in Brand Finance's research for its leadership in patient care. UHN provides a wide range of programs and services designed to support patients and families throughout treatment and recovery. These offerings address not only the physical side effects of treatment but also provide emotional and practical support.

For example, UHN introduced Canada's first prescribable housing unit enabling its teams to prescribe housing for at-risk individuals. Integrating technology and algorithms with compassionate human care, the program aims to enhance care, especially for marginalised populations, thereby reducing unnecessary emergency visits.



In early 2025, **UHN** enhanced its corporate clinical orientation by expanding training for new clinicians, with a particular focus on mental health care. This update ensures clinicians are better prepared to address the full spectrum of patient needs, acknowledging the vital link between physical and mental health.

AP-HP - Hôpital Universitaire Pitié Salpêtrière in France, and **The Sydney Children's Hospital Network, Australia**, also scored highly for patient care, coming second and third behind UHN.

Germany's **Charité** leads in the research pillar, followed by AP-HP - Hôpital Universitaire Pitié Salpêtrière and **The University of Tokyo Hospital**. Charité has 5,700 researchers engaged in the development of pioneering innovations in the field of medicine. High priority is given to research areas that offer an interdisciplinary approach and close integration of basic and clinical research.

Charité is recognised in Brand Finance's research for 'contributing new research and papers to the medical community while also having a strong culture of medical progress and innovation'. These credentials are also reflected in perfect scores for being 'internationally recognised and has the relevant accreditations' and its 'research reputation'.

A recent example of Charité's innovative research is its partnership with BMW Group, aiming to harness advanced technologies to enhance driver health and well-being. The collaboration focuses on developing methods to predict cardiovascular risks, including heart attacks and strokes.

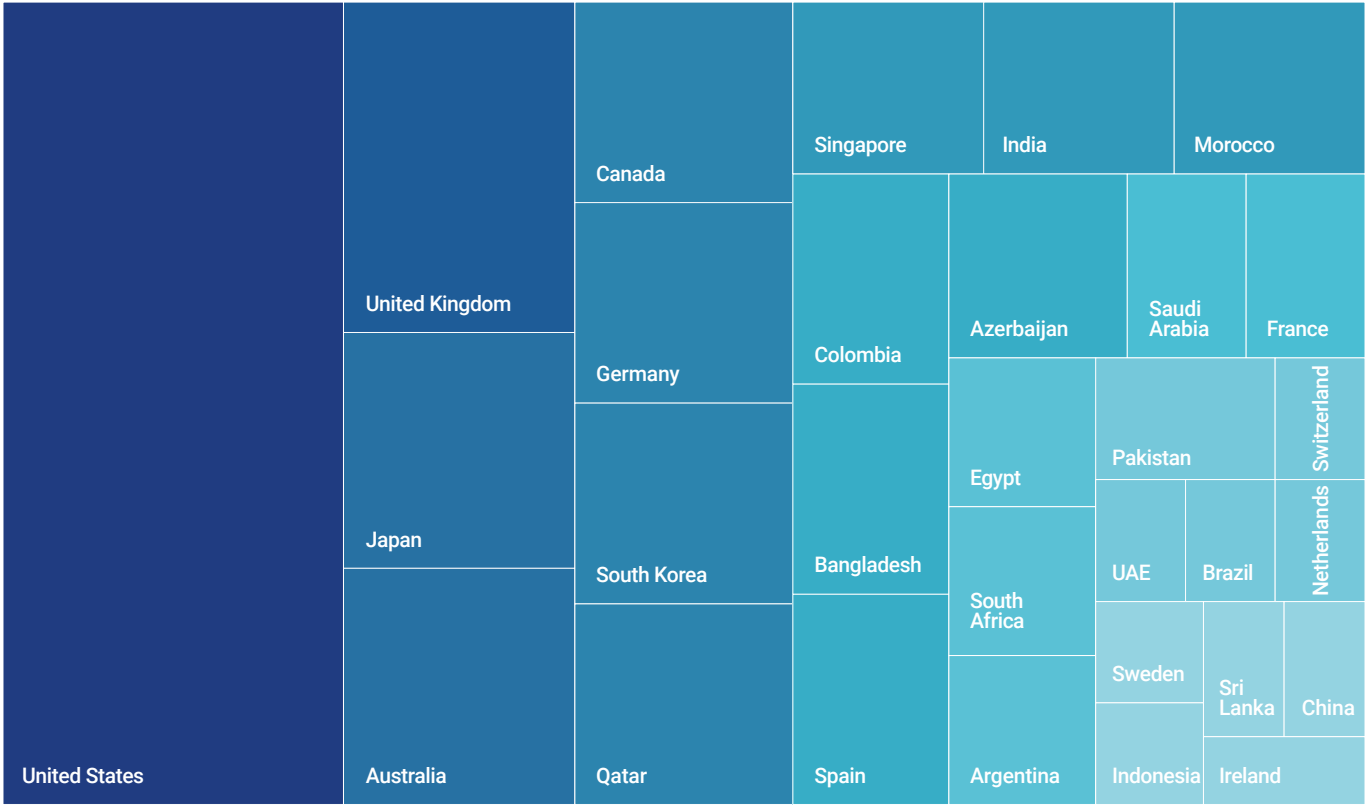
By integrating sensors into vehicles, the partnership leverages advancements in AI, connected car technology, and digital healthcare. The aim is to continuously collect and analyse occupant health data, identify potential health risks for vehicle occupants as early as possible, and enable quicker responses.

Groote Schuur Hospital in South Africa stands out as the leader in teaching in the study, recognised for being 'integrated between teaching, research, and patient care' and 'having a leading medical training programme'.



AMCs in Top 100 by Country

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Its proximity to the University of Cape Town's main campus also likely enhances its reputation for education. As a government-funded teaching hospital, Groote Schuur is staffed by skilled healthcare professionals who mentor University of Cape Town medical students during their clinical training, the final phase of their medical education.

University Health Network and Monash Partners Academic Health Science Centre (Melbourne, Australia) make up the top three for teaching.

Regional Analysis

U.S. hospitals continue to dominate the ranking, with 25 appearing in the top 100 and six securing spots in the top ten. This prominence is largely due to the country's advanced healthcare market and the global recognition and familiarity of many of its leading institutions.

Johns Hopkins has claimed the title of the top hospital in North America, surpassing the Mayo Clinic in a shift in the ranking.

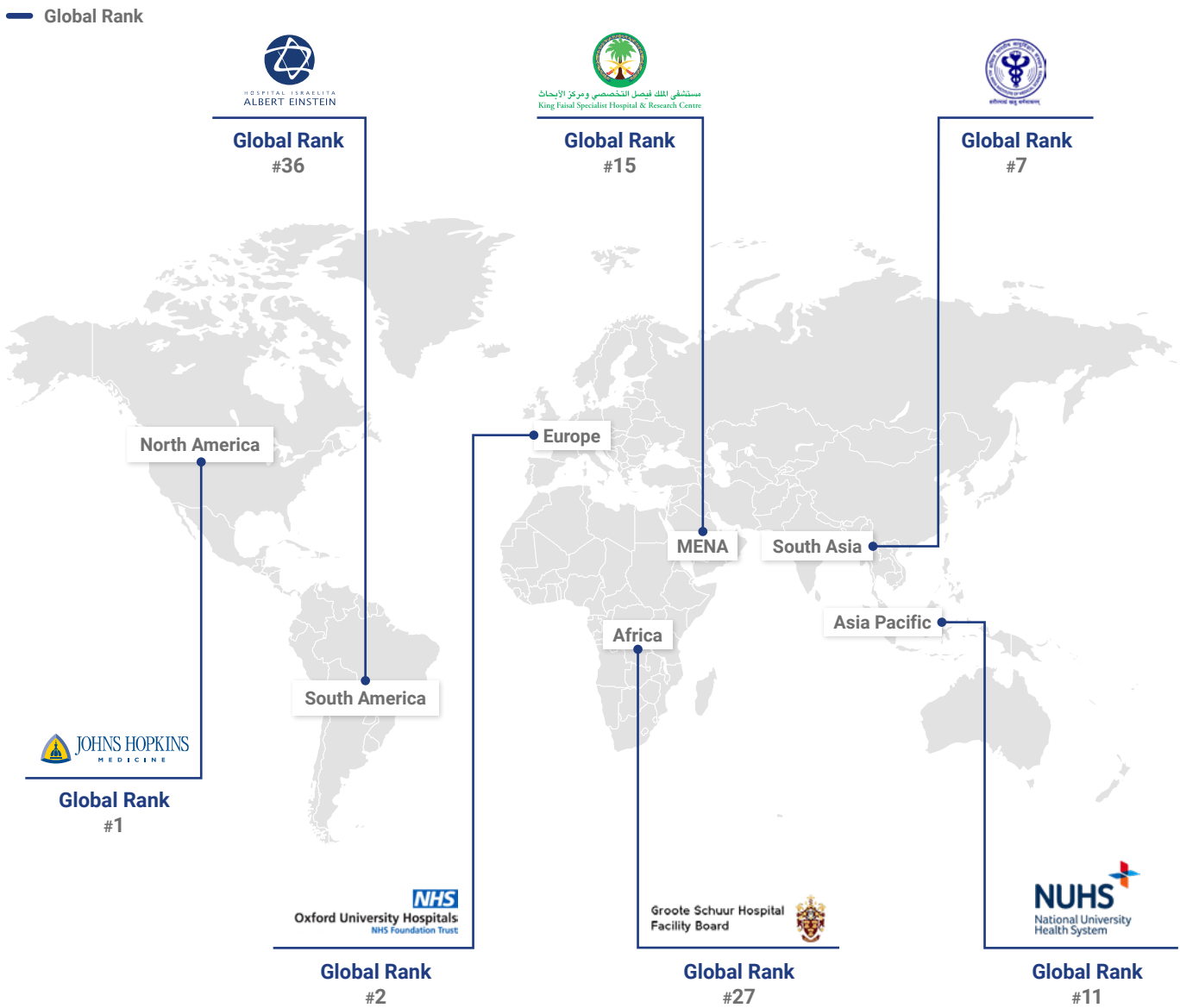
Meanwhile, in Europe, Oxford University Hospitals NHS Foundation Trust has overtaken Charité to secure the position of the leading hospital in the region. **Hospital Israelita Albert Einstein** in Brazil has climbed 24 places to take the top spot in South America. In the APAC region, **National University Health System** in Singapore has overtaken **Singapore General Hospital (SGH)** to claim the leading position.

Hospital Israelita Albert Einstein is recognised in the study for metrics around innovation, with top scores for 'adopting latest medical treatment or technology' and 'uses and applies Artificial Intelligence', as well as a strong 'patient treatment reputation'.

The hospital's innovation directorate is led by its technology transfer office, authorised by Brazil's Ministry of Science, Technology, and Innovations. It manages intellectual property and develops open innovation projects with healthcare firms and tech companies like Epson, Canon, LG, and Siemens, and medical device makers.

Top AMC Hospitals per Region

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Across other parts of the world, key institutions have maintained their positions at the pinnacle of healthcare excellence: **Groote Schuur Hospital** in Cape Town is the highest-rated hospital in Africa, while **All India Institute of Medical Sciences (AIIMS)** in Delhi continues to lead in South Asia, and **King Faisal Specialist Hospital and Research Center (KFSH&RC)** remains the top institution in the MENA region.

KFSH&RC is ranked 15th globally, up from 20th in 2024. The research highlights that the hospital scores strongly for ‘conversation incidence’ and its reputation for research.

KFSH&RC is at the forefront of innovation in robotic surgery, achieving a milestone with the world’s first robotic-assisted implantation of an artificial heart pump in early January 2025. This accomplishment adds to a series of other world-first robotic surgeries performed at the hospital in recent years.

The fully robotic approach prioritises patient well-being by minimising invasiveness and enhancing surgical precision, resulting in smaller incisions, faster recovery times, and reduced complication rates.

World's Top 100 AMCs

World's Top 100 AMC Hospitals 1-50

2025 Rank	2024 Rank		Brand	Country	2025 Brand Strength	2024 Brand Strength
1	8	▲	Johns Hopkins Hospital	United States	82.7	77.4
2	16	▲	Oxford University Hospitals NHS Foundation Trust	United Kingdom	82.2	74.9
3	1	▼	Mayo Clinic Health System	United States	81.8	86.9
4	2	▼	Mass General Brigham	United States	81.0	83.5
5	6	▲	Stanford University Medical Center	United States	80.9	78.2
6	12	▲	University Health Network	Canada	80.7	75.4
7	3	▼	All India Institute of Medical Sciences, Delhi (AIIMS)	India	80.0	79.2
8	11	▲	Cleveland Clinic	United States	78.6	76.1
9	13	▲	Tata Memorial Centre	India	78.3	75.3
10	10	=	Dana-Farber Cancer Institute	United States	78.3	76.2
11	9	▼	National University Health System	Singapore	78.1	76.8
12	4	▼	Singapore General Hospital (SGH)	Singapore	77.8	79.1
13	35	▲	University Hospital of Zurich/ Universitätsspital Zürich	Switzerland	77.6	70.5
14	26	▲	MD Anderson Cancer Center	United States	77.5	72.8
15	20	▲	King Faisal Specialist Hospital and Research Center	Saudi Arabia	77.5	73.9
16	28	▲	University Hospitals Cleveland Medical Center (UH Cleveland Medical Center)	United States	77.2	72.6
17	50	▲	Duke University Hospital	United States	76.5	67.7
18	15	▼	Cambridge University Hospitals NHS Foundation Trust	United Kingdom	76.3	74.9
19	59	▲	Kyoto University Hospital	Japan	76.1	66.3
20	14	▼	Charité	Germany	75.6	75.2
21	42	▲	Cleveland Clinic Abu Dhabi	UAE	75.1	69.6
22	39	▲	Mount Sinai Health System	United States	74.8	70.2
23	80	▲	The University of Tokyo Hospital	Japan	74.4	63.3
24	34	▲	AP-HP - Hôpital Universitaire Pitié Salpêtrière	France	74.2	70.8
25	36	▲	Qasr El Eyni Hospital	Egypt	73.9	70.4
26	47	▲	Groote Schuur Hospital	South Africa	73.8	67.9
27	29	▲	Melbourne Health	Australia	73.8	72.4
28	25	▼	UCLA Health - UCH - University of California Health	United States	73.7	72.9
29	27	▼	Yale New Haven Health System	United States	73.6	72.8
30	73	▲	Osaka University Hospital	Japan	73.6	64.1
31	30	▼	Great Ormond Street Hospital for Children NHS Foundation Trust	United Kingdom	73.5	72.2
32	33	▲	Monash Partners Academic Health Science Centre (Melbourne, Australia)	Australia	73.4	70.9
33	54	▲	Sydney Local Health District	Australia	72.9	66.9
34	23	▼	University of Pennsylvania Health System	United States	72.6	73.0
35	60	▲	Hospital Israelita Albert Einstein	Brazil	72.5	66.2
36	19	▼	Hospital Italiano de Buenos Aires	Argentina	72.4	74.5
37	212	▲	Mohammed VI University Hospital Center	Morocco	72.2	56.0
38	31	▼	Seoul National University - Bundang Hospital	South Korea	72.0	72.2
39	New	▲	LaCardio	Colombia	71.4	New
40	17	▼	SickKids	Canada	71.4	74.6
41	37	▼	Faculty of Medicine, Ain Shams University	Egypt	71.2	70.3
42	40	▼	Hospital Universitario Fundación Valle del Lili	Colombia	71.1	70.1
43	82	▲	Hamad General HospitalHamad Medical Corporation	Qatar	71.0	62.8
44	225	▲	Amsterdam University Medical Centers (Amsterdam UMC)	Netherlands	70.9	55.4
45	99	▲	Al-Wakra Hospital	Qatar	70.8	61.7
46	22	▼	St Thomas' Hospital	United Kingdom	70.8	73.3
47	43	▼	Karolinska Universitetssjukhuset	Sweden	70.7	68.7
48	18	▼	New York-Presbyterian Hospital-Columbia and Cornell	United States	70.6	74.5
49	67	▲	UCLPartners, London	United Kingdom	70.5	64.7
50	32	▼	Beth Israel Deaconess Medical Center	United States	70.5	71.9

World's Top 100 AMC Hospitals 51-100

2025 Rank	2024 Rank		Brand	Country	2025 Brand Strength	2024 Brand Strength
51	New	▲	The Sydney Children's Hospital Network	Australia	70.4	New
52	49	▼	Christian Medical College Vellore	India	70.4	67.7
53	61	▲	LMU Klinikum	Germany	70.2	65.5
54	48	▼	The University of Chicago Medical Center (UChicago Medicine)	United States	70.1	67.8
55	108	▲	Ibrahim Medical College	Bangladesh	69.9	61.4
56	104	▲	Hospital Universitario Fundación Santa fé	Colombia	69.7	61.5
57	45	▼	Washington University Medical Center (WUMC)	United States	69.4	68.6
58	7	▼	UCSF Medical Center	United States	69.1	78.0
59	163	▲	Royal Infirmary of Edinburgh	United Kingdom	69.0	58.2
60	153	▲	University of Indonesia Hospital	Indonesia	69.0	58.6
61	95	▲	King Fahad Medical City, Riyadh	Saudi Arabia	69.0	62.1
62	21	▼	University Hospital Heidelberg	Germany	68.8	73.4
63	190	▲	Medika Hospital	Azerbaijan	68.8	56.8
64	62	▼	NHSL	Sri Lanka	68.6	65.5
65	129	▲	Hospital Clínic de Barcelona	Spain	68.5	60.2
66	93	▲	Hospices Civils de Lyon	France	68.3	62.2
67	154	▲	Severance Hospital, Yonsei University College of Medicine	South Korea	68.2	58.6
68	103	▲	Peking University Third Hospital	China	68.1	61.6
69	211	▲	Bangladesh Medical College	Bangladesh	68.0	56.0
70	78	▲	Hospital Universitari Vall d'Hebron	Spain	67.9	63.5
71	87	▲	NYU Langone Health System	United States	67.9	62.4
72	68	▼	University Hospital Mannheim	Germany	67.9	64.7
73	79	▲	Emory University School of Medicine	United States	67.6	63.5
74	353	▲	Tan Tock Seng Hospital	Singapore	67.6	50.8
75	81	▲	Sunnybrook Health Sciences Centre (SHSC)	Canada	67.4	63.1
76	66	▼	Tygerberg Hospital	South Africa	67.3	65.2
77	65	▼	University of Texas System	United States	67.3	65.2
78	319	▲	Ibn Tofail University Hospital	Morocco	67.3	52.0
79	201	▲	Mayo Hospital	Pakistan	67.3	56.4
80	194	▲	Dublin Academic Medical Centre (Dublin, Ireland)	Ireland	67.3	56.5
81	175	▲	Heart Hospital	Qatar	67.3	57.4
82	158	▲	Dhaka Medical College and Hospital	Bangladesh	67.2	58.4
83	75	▼	Northwestern Medicine	United States	67.2	63.8
84	134	▲	UC San Diego Health	United States	67.1	59.9
85	102	▲	Barts Health NHS Trust	United Kingdom	67.1	61.7
86	186	▲	International SOS Baku Clinic	Azerbaijan	67.0	56.9
87	219	▲	Inha University Hospital	South Korea	67.0	55.7
88	215	▲	Jinnah Hospital	Pakistan	67.0	55.9
89	140	▲	CHU Ibn Rochd (Centre Hospitalier Universitaire Ibn Rochd)	Morocco	66.9	59.1
90	58	▼	National Centre for Cancer Care and Research (NCCCR)	Qatar	66.8	66.4
91	98	▲	Michigan Medicine	United States	66.8	61.8
92	132	▲	Cedars-Sinai Health System	United States	66.8	59.9
93	72	▼	Hospital Universitario Austral	Argentina	66.8	64.4
94	236	▲	St. Luke's International Hospital	Japan	66.7	55.2
95	157	▲	Hospital Universitario La Paz	Spain	66.5	58.5
96	71	▼	Sinai Health	Canada	65.9	64.5
97	168	▲	Korea University Anam Hospital	South Korea	65.9	57.8
98	298	▲	Nagoya University Hospital	Japan	65.9	53.1
99	128	▲	Bona Dea International Hospital	Azerbaijan	65.8	60.3
100	159	▲	Sydney Health Partners	Australia	65.8	58.4

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.

Argentina Hospital de Clínicas "José de San Martín" of the University of Buenos Aires	Germany Klinikum rechts der Isar der Technischen Universität München Medizinische Hochschule Hannover Robert-Bosch-Krankenhaus Universitätsklinikum Carl Gustav Carus Dresden Universitätsklinikum Düsseldorf Universitätsklinikum Frankfurt Universitätsklinikum Freiburg Universitätsklinikum Hamburg-Eppendorf Universitätsklinikum Münster Universitätsklinikum Ulm Universitätsmedizin der Johannes Gutenberg-Universität Mainz Universitätsmedizin Göttingen University Medical Center Schleswig Holstein
Australia Queensland Health network St Vincent's Health service Maridulu Budyari Gumal - SPHERE	India Bowring & Lady Curzon Hospitals Pandit Bhagwat Dayal Sharma Post Graduate Institute of Medical Sciences Sir Sunderlal Hospital
Azerbaijan Caspian Hospital Turan klinikası German Hospital Hind Klinikası	Indonesia Academic Health System Universitas Gadjah Mada Dharmais Hospital Dr. Kariadi Hospital Dr. Mohammad Hoesin Hospital, Palembang Dr. Soetomo General Academic Hospital (RSUD Dr. Soetomo) Gatot Soebroto Army Hospital RSUP Dr. Hasan Sadikin Bandung RSUPN Dr. Cipto Mangunkusumo Rumah Sakit Umum Pusat Haji Adam Malik
Bahrain King Hamad University Hospital	Ireland Trinity Health Ireland (Dublin, Ireland)
Bangladesh Dhaka National Medical College Mymensingh Medical College Shaheed Suhrawardy Medical College & Hospital Sir Salimullah Medical College	Italy Fondazione Policlinico Universitario Agostino Gemelli IRCCS IRCCS Istituto Clinico Humanitas Istituto Clinico Humanitas Ospedale Pediatrico Bambino Gesù Ospedale San Raffaele - Gruppo San Donato Ospedale San Raffaele Turro - Gruppo San Donato Policlinico Sant'Orsola-Malpighi Policlinico Universitario A. Gemelli
Brazil Clinics Hospital of the State University of Campinas Hospital das Clínicas da Universidade de São Paulo Hospital Sirio Libanes	Japan Hokkaido University Hospital Keiō Gijuku Daigaku Kyushu University Hospital National Cancer Center Hospital Saitama Medical University International Medical Center
Canada Hamilton Health Sciences (Hamilton, Ontario) McGill University Health Centre (Montreal, Quebec) Vancouver Hospital and Health Sciences Centre	Jordan Jordan University Hospital King Abdullah University Hospital
China Nanjing Brain Hospital Renji Hospital Renmin Hospital of Wuhan University Second Affiliated Hospital of Nanjing Medical University Second Xiangya Hospital Affiliated to Central South University Sheng Jing Hospital	Lebanon American University of Beirut Medical Center (AUBMC) Mount Lebanon Hospital Medical center
Colombia Hospital Universitario de Santander Hospital Universitario San Ignacio (HUSI) Hospital Universitario San Vicente de Paul (HUSVP) Instituto Nacional de Cancerología	
Denmark Copenhagen University Hospital	
Egypt Al Azhar University Hospitals (Al Hussien Hospital + Sayed Galal Hospital) Alexandria University Hospitals	
Finland Helsinki University Hospital	
France Assistance Publique - Hôpitaux de Marseille CHU Bordeaux - Groupe hospitalier Pellegrin CHU Grenoble Alpes CHU Lille CHU Montpellier CHU Toulouse Hôpital Européen Georges-Pompidou	

World's Top AMCs by Country 101-250

Mexico	Spain
Centro Médico ABC	Hospital General Universitario Gregorio Marañón
Hospital General de México Dr. Eduardo Liceaga	Hospital Ramón y Cajal
Hospital Médica Sur	Hospital Universitario 12 de Octubre
Hospital Universitario Dr. José Eleuterio González	Hospital Universitario Virgen del Rocío
IMSS - Centro Medico Nacional La Raza	Hospital Universitario y Politécnico la Fe
Morocco	Sri Lanka
Centre Hospitalier et Universitaire Hassan II Fes	Lady Ridgeway Hospital for Children
Centre Hospitalier Ibn Sina Rabat	Sweden
Netherlands	Sahlgrenska Universitetssjukhuset
Erasmus University Medical Center	Switzerland
Maastricht University Medical Center	Le Centre hospitalier universitaire vaudois (CHUV)
University Medical Center Utrecht	Les Hôpitaux Universitaires de Genève (HUG) - Cluse-Roseraie
Nigeria	University Hospital of Basel - USB
Lagos State University Teaching Hospital	University Hospital of Psychiatry Zurich (PUK)
Lagos University Teaching Hospital	Turkey
University College Hospital, Ibadan	Hacettepe University Hospitals
University of Calabar Teaching Hospital	Koç University Hospital
University of Port Harcourt Teaching Hospital	UAE
University of Uyo Teaching Hospital	Dubai Medical University Hospital
Norway	The College of Medicine and Health Sciences (CMHS)
Oslo Universitetssykehus	University Hospital Sharjah
Pakistan	United Kingdom
Aga Khan University Hospital, Karachi	Chelsea and Westminster Hospital NHS Foundation Trust
Ayub Teaching Hospital	King's Health Partners
Combined Military Hospital	Manchester University NHS Foundation Trust
Dr. Ziauddin University Hospital	St George's University Hospitals
University Dental Hospital	University Hospitals Birmingham NHS Foundation Trust
Philippines	United States
University of Santo Tomas Hospital	Houston Methodist
Poland	Jacobs Medical Center at UC San Diego Health
Uniwersyteckie Centrum Kliniczne Warszawskiego Uniwersytetu Medycznego	UC Davis Medical Center
Qatar	University Of Utah Health
Al Khor Hospital	UW Medicine
Sidra Medicine	Vanderbilt University Medical Center (VUMC)
Women's Wellness and Research Center	
Saudi Arabia	
King Abdullah Medical City	
King Fahd Hospital of the University	
King Saud University Medical City	
King Saud Medical City	
Ministry of National Guard Health Affairs	
Singapore	
Changi General Hospital	
Khoo Teck Puat Hospital & Yishun Community Hospital	
South Korea	
Asan Health Network	
Chung-Ang University Hospital	
Chungnam National University Hospital	
Daegu Catholic University Medical Center	
The Catholic University of Korea, Seoul St. Mary's Hospital	
Yeungnam University Medical Center	

AMC Ranking and BSI Methodology



The objective of the study was to create a way to holistically understand what makes the world's top academic medical centres (AMC) 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, are specific to each industry, and designed to measure how a brand or reputation influences key stakeholders' behaviours – ultimately leading to more positive interactions with the organisation.

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

To be recognised as a top AMC delivers benefits which can be seen throughout the organisation – assuring patients and families, attracting exceptional doctors, top student 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.

The World's Most Comprehensive Research on Perceptions of Academic Medical Centres



'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 set of measures of brand equity sit at the heart of brand evaluation as this is the degree to which stakeholders are aware of the brand, and their perceptions of the reputation of that brand. Therefore, brand equity has the highest weighting within our BSI framework. Performance measures such as the ability to attract top talent to these AMCs and being able to receive recommendations from healthcare professionals, form the final pillar as they can be considered to be the result of a strong brand and the investment behind it.

Within each pillar, they are further split into subcategories of Overall (22%), Care (19%), Research (16%) and Teaching (19%). 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.



AMC Research Methodology

2025 marks the third 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.

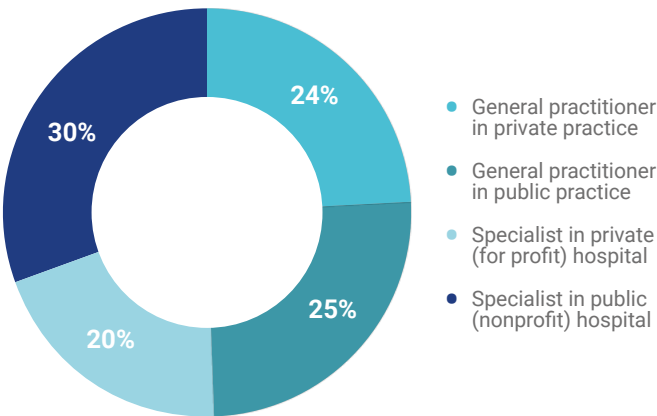
Where?

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.



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



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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.

How?

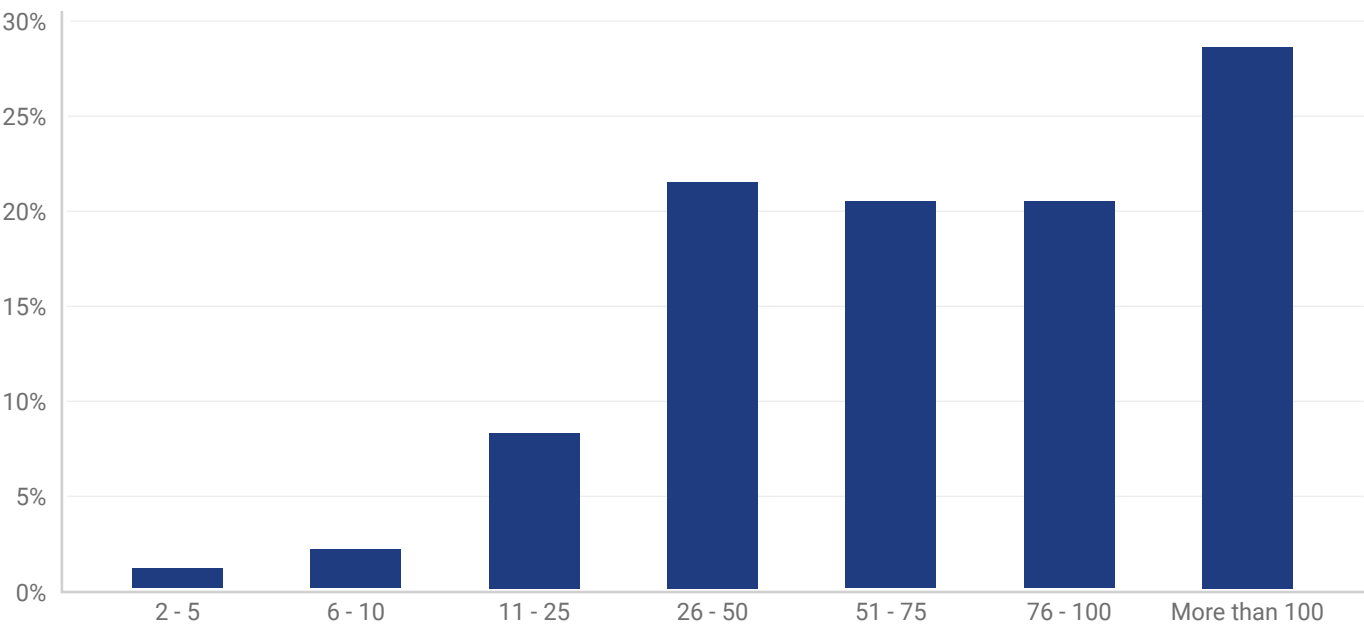
Conducting such a large-scale study required a consistent, streamlined approach. An online survey was used to allow Brand Finance to ensure that all respondents were researched consistently, with random selection of AMC brands shown to each respondent ensuring that the results are a fair and balanced 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 recommendation questions about the AMCs they were familiar with, they were then asked to assign different attributes to each AMC. By regressing brand attribution with recommendation, Brand Finance can understand what truly drives healthcare professionals to recommend an AMC, and how this differs around the world.

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

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Research Insights



The research produces a ranking of the top hospitals using a balanced scorecard that evaluates the attributes and positive behaviours of academic medical centres (AMC). Brand Finance then analyses the data to identify how these positive perceptions are formed and determine which factors are most critical for success.

As with the previous two iterations of this report, respondents were asked to identify the attributes they associate with each hospital. This year, our research went a step further, examining the factors that drive healthcare professionals to consider employment at academic medical centres across Patient Care, Research, and Teaching.

Additionally, we explored what motivates these professionals to recommend these hospitals—whether to patients in need of treatment, individuals seeking to reference or collaborate on the AMC's medical research, or students pursuing medical training and education.

These insights highlight the key drivers that make a hospital appealing for employment across different segments and the factors that lead healthcare professionals to endorse a hospital for patient care, research, or education.

By analysing the attributes hospitals are strongly associated with and identifying those most critical for attracting top talent and earning professional recommendations, we can pinpoint the priority areas hospitals should focus on to align with their goals and strategies.

Attracting the right talent

Patient care

Brand Finance's research revealed that the most important factor influencing healthcare professionals' decision to consider working at a hospital in a clinical capacity is whether it is 'a well-run organisation'.

This was closely followed by whether it is an 'organisation that medical professionals are proud to have trained or worked at', indicating how perceptions and image are a key driver of choice. Together, these two factors account for approximately 20% of the overall consideration.

Research

When considering working in research at a hospital, healthcare professionals evaluate whether it has 'a leading medical program' and if it is an 'organisation that medical professionals are proud to have trained or worked at'.

Additionally, they consider whether it 'is internationally recognised and has the relevant accreditations', 'is affiliated with other leading organisations', 'attracts top medical student applications', and 'contributes new research and papers to the medical community'. These are all critical factors that play a major role in publishing research.

This indicates the importance for an academic medical centre to be associated with a world renowned research institute that is internationally recognised, if it is to attract the right talent. Therefore, it is crucial that awards and accreditations are communicated widely amongst healthcare professionals.

Education and Training

Considering working in education and training at hospitals or universities is driven by three key factors according to the research: 'integrated between teaching, research, and patient care', 'attracts the top medical student applications', and 'has a leading medical training programme'.

These aspects are all directly tied to the organisation's ability to produce world-class healthcare professionals equipped with the right knowledge and experience. In comparison to consideration to work in research programmes, to attract talent towards education and training healthcare professionals want to be teaching to the best, and want to make sure that the facilities are well integrated, so that they are able to continue in clinical practice and/or engage in research while doing so.



Importance of Drivers of Consideration

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Least Important ● ● ● ● Most Important

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



Recommendation to others

Patient Care

When recommending a hospital to patients for treatment, this was found to be influenced by 'organisation that medical professionals are proud to have trained or worked at' and how well it is 'integrated between teaching, research, and patient care'. This underscores the importance of aligning patient care, research, and teaching at the hospital.

These are the factors that healthcare professionals associate with the hospitals that they do recommend, however they claim their medical referrals are influenced by aspects such as advanced treatment methods, technologies, and the hospital's reputation for specialism. This suggests a gap between what HCPs' perceive to drive their referral decisions and what actually plays a significant role in recommending a hospital to a patient.

Research

When recommending an AMC to someone seeking to reference, apply to, or collaborate with the medical research produced by the organisation, their decision is primarily driven by the ability to 'attract top medical students' and being an 'organisation that medical professionals are proud to have trained or worked at'.

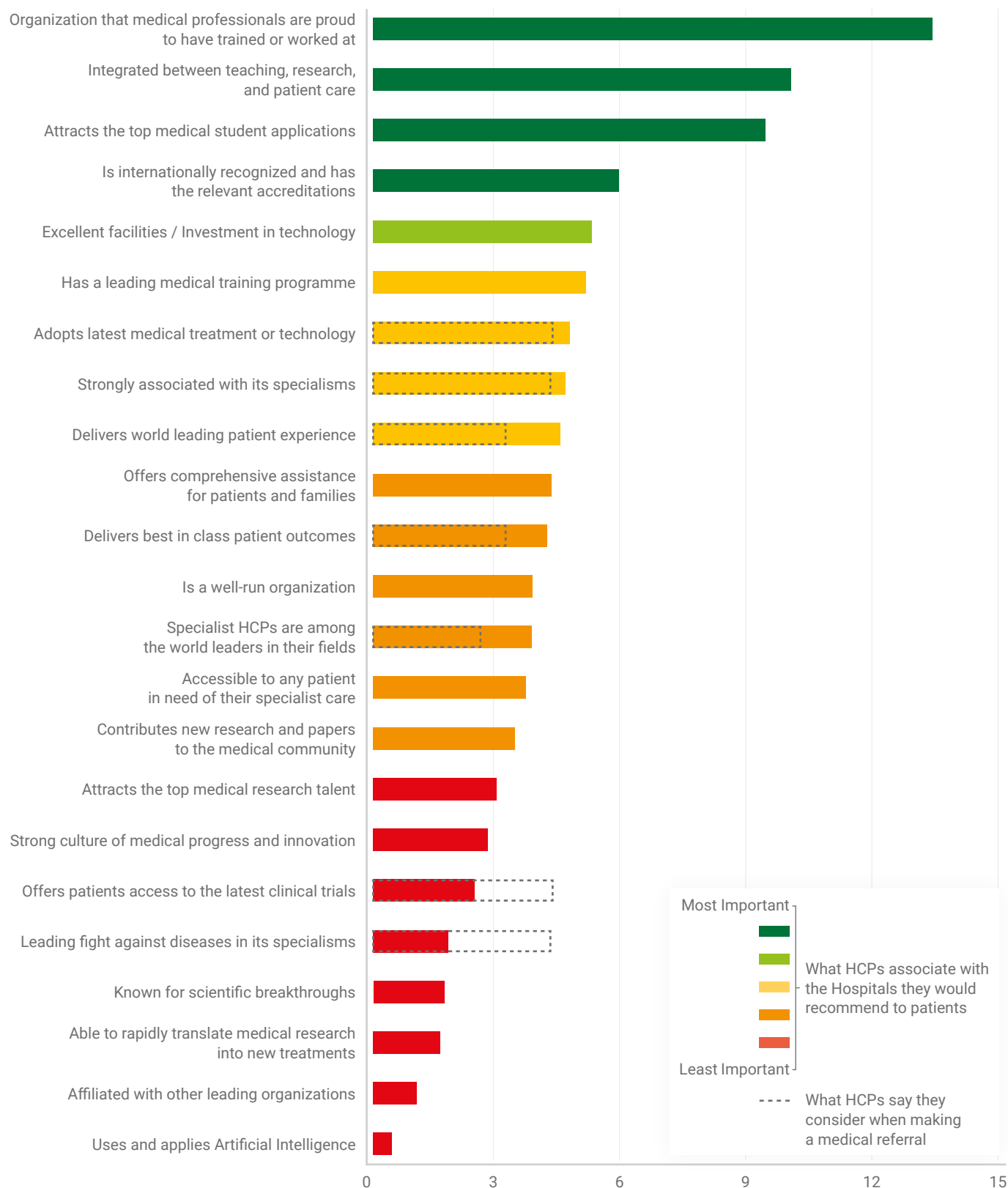
Teaching

When recommending an institution to a student pursuing medical training and studies, healthcare professionals are largely influenced by whether it is an 'organisation that medical professionals are proud to have trained or worked at' and the AMC's ability to 'attract top medical student applications'.

Attracting top talent to hospitals, whether for patient care, research, or teaching, depends heavily on the organisation being well-managed. Our research shows that a well-run hospital not only appeals to current and prospective employees but should also be a core focus for attracting the best healthcare professionals.

What HCPs say they look for in a hospital when they make a medical referral vs what they associate with the hospitals they do recommend

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Current and former medical staff play a crucial role in promoting the hospital, as their pride in being associated with the institution drives their recommendations to others. This pride positions them as key ambassadors of the hospital's brand.

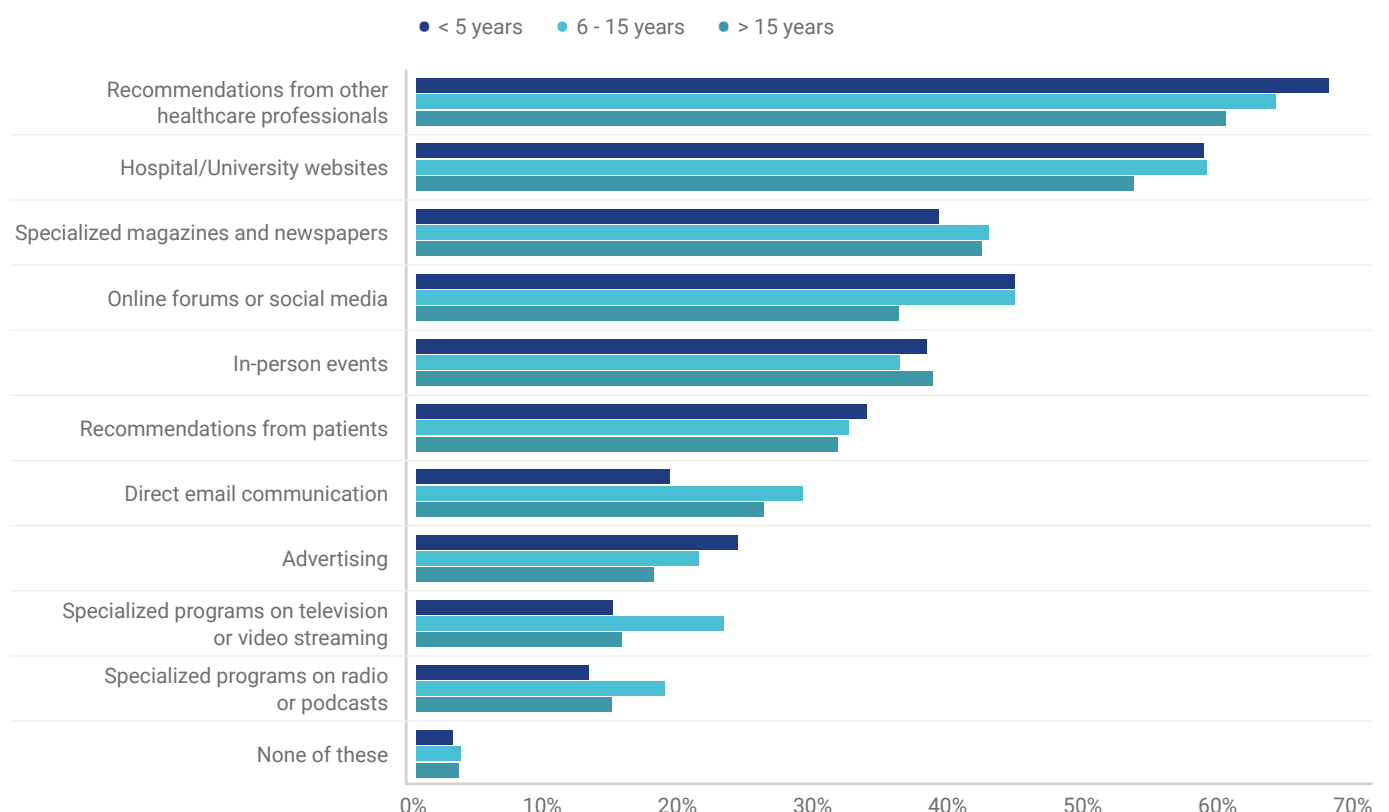
Healthcare professionals play the role of brand ambassadors, so are key to communication for hospitals; the research shows that peer recommendations are the main source of information for healthcare professionals, regardless of their level of experience.

Further, the ability to attract top medical students from around the globe serves as a strong indicator of a hospital's reputation and quality. The integration of teaching, research, and patient care underscores the importance of a well-rounded environment, which is essential for receiving recommendations from healthcare professionals. Hospitals that excel in these areas are better positioned to sustain a positive reputation and attract future talent.



Information Channels for HCPs based on Experience

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Although Artificial Intelligence is a prominent topic in healthcare, our analysis shows that it is not a decisive factor for healthcare professionals when choosing where to work or which hospitals to recommend when it comes to clinical practice in patient care.

However, it has started playing a role when healthcare professionals consider working in research or recommending collaboration with research departments; the focus of current research is largely reflective of the future of healthcare, and the expectations of healthcare professionals.

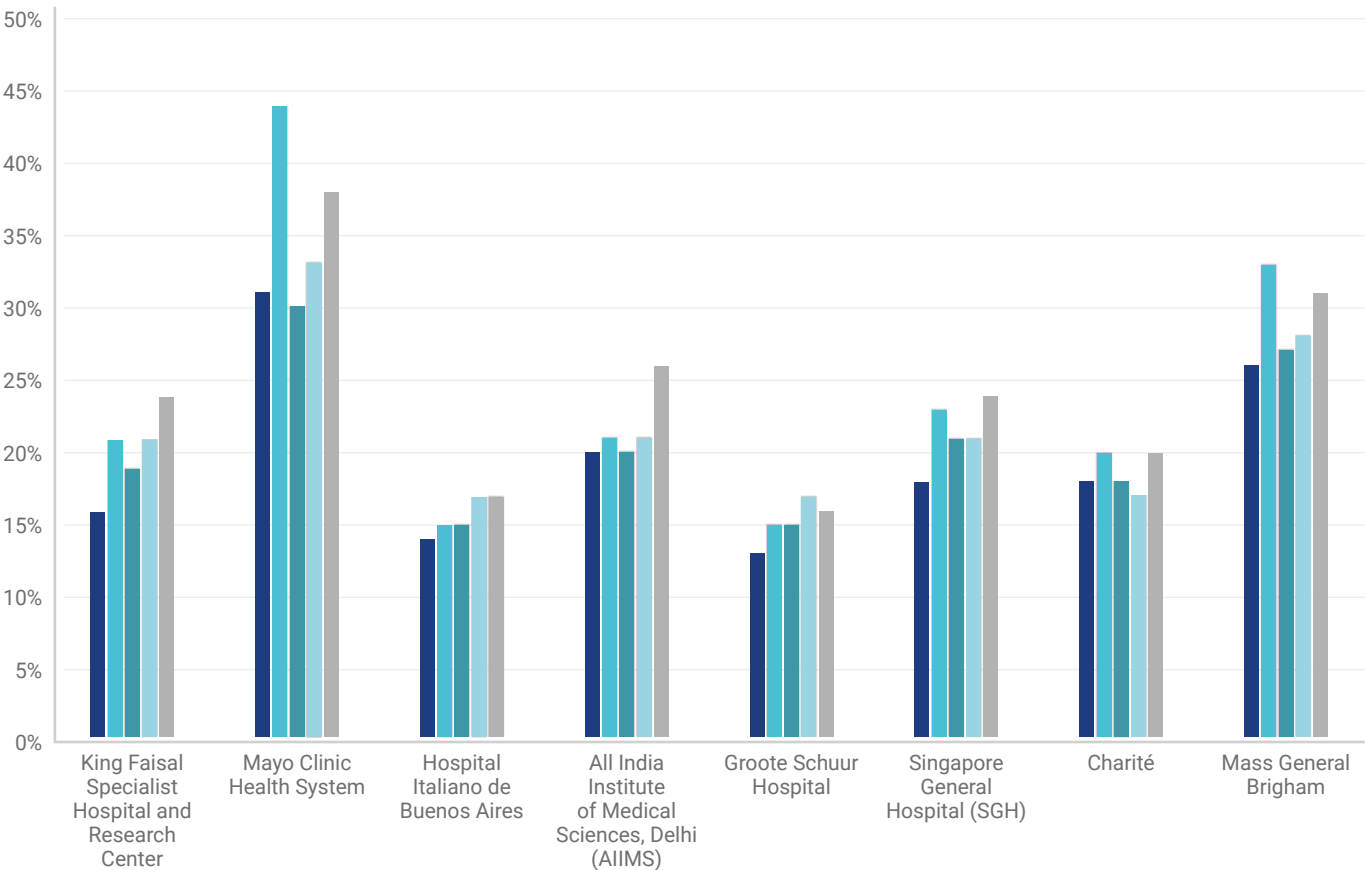
Visible collaboration across patient care, research and education/training is influential in driving decisions of healthcare professionals – both when recommending AMCs to others and when considering employment.

The other key factor in driving recommendation is to be seen as a brand that alumni are proud to be a part of; when combined with the knowledge that personal connections are the most significant channel for HCPs to develop opinions, we can see that building a strong brand is essential for developing positive behaviours towards the organisation.

2024's Regional Leaders - Medical Innovation Metrics

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- A hospital that is at the forefront of researching space medicine and astronaut health
 - A hospital committed to environmental sustainability (e.g. climate change, avoiding waste / pollution, preservation of wildlife etc)
- A hospital that is integrating new technologies and advances in Artificial Intelligence, Telemedicine, Digital Imaging and Robotics
 - Well managed and ethically governed (e.g. has a competent, diverse, and experienced leadership, treats customers and suppliers fairly, not corrupt etc)
- Committed to the social aspects of sustainability (e.g. equality, diversity, education, economic opportunity, community support etc)



Our Services



Consulting Services

Brand Analytics & Insights

The measures that matter



The only way to effectively manage a brand is to measure it. Brand evaluations are essential to understand the strength of your brand and how it compares to your competitors. Measuring your brand helps identify what drives value and how to prevent losing marketing share, resulting in effective, data-driven strategies to grow your brand.

- + Brand Audits
- + Qualitative & Quantitative Research
- + Syndicated Studies
- + Brand Tracking
- + Brand Drivers & Conjoint Analysis
- + B2B & B2C Research
- + Are we building our brand 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?
- + What is most important to my customers?

Brand Valuation

Make the business case for your brand



Brand valuation is the language marketers use to ensure finance teams understand the value of their brand. Valuation data empowers CFOs to invest in brand with confidence, resulting in business decisions focused on enduring, growing brand value and strength. Valuations also help investors and those selling, to ensure that the full value of the business is accounted for in a transaction.

- + Brand Impact Analysis
- + Tax & Transfer Pricing
- + Litigation Support
- + M&A Due Diligence
- + Fair Value Exercises
- + Return on Investment
- + 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?
- + Can I quantify how important my brand is to the board?

Brand Strategy

Brand management based on data



Understanding the value of your brand transforms it into a powerful tool you can use to determine the business impacts of strategic branding decisions. All stakeholders must understand how investing in brand growth impacts the bottom line. Brand growth is accelerated when strategies use valuation to align marketing and finance.

- + Brand Positioning
- + Brand Architecture
- + Franchising & Licensing
- + Brand Transition
- + Marketing Mix Modelling
- + Brand Identity & Experience
- + Which brand positioning do customers value most?
- + 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?

Sports & Sponsorship



Brand Sustainability



Employer Branding



Place Branding





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