Brand Finance®

Global Top 250 Hospitals 2026

Ranking the most reputable academic medical centres

1996 - 2026
30th ANNIVERSARY
Brand Finance®

About
Brand Finance

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Johns Hopkins Medicine marks two years as the world's most reputable hospital brand; Cambridge University Hospitals NHS Foundation Trust enters the top 10 for the first time

- **Johns Hopkins Medicine** is recognised as the world's strongest hospital brand for the second consecutive year, followed by **Oxford University Hospitals NHS Foundation Trust**
- **Cambridge University Hospitals NHS Foundation Trust** and **Singapore General Hospital (SGH)** enter the top 10
- Leaders in key AMC pillars: **University Health Network**, **Charité**, and **Groote Schuur Hospital** lead globally in care, research, and teaching
- **29** North American hospitals among world's top 100

Foreword

David Haigh
Chairman & CEO,
Brand Finance

Building a strong brand is a unique challenge for academic medical centres (AMCs), 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. Reputation also plays a critical role in enabling the world's leading AMCs to build deep, trusted partnerships across the broader health ecosystem, supporting innovation through collaboration with pharmaceutical and medical device companies, governments and regulators, as well as investors and payers.

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.

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.

In 2025, 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.

This year's report marks the fourth iteration of the research.

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.

Ranking Analysis

Ranking Analysis

Johns Hopkins Medicine is recognised as the world's strongest hospital brand for the second consecutive year, followed by Oxford University Hospitals NHS Foundation Trust

Johns Hopkins Medicine has maintained its position as the world's strongest hospital brand for the second year in a row, after overtaking **Mayo Clinic Health System** in 2025, which held the title from 2023-24. In 2026, Johns Hopkins's Brand Strength Index (BSI) score stands at 83.3 out of 100, driven by its exceptional brand funnel, which combines awareness, familiarity, consideration, and recommendation – the strongest of all brands featured in the ranking across a global research scope of more than 500 brands.

Johns Hopkins' continued leadership in the ranking stems from its exceptional overall reputation and strong performance across key patient-care metrics. It achieves the highest score of all brands researched for 'offering patients access to the latest clinical trials'. Healthcare professionals (HCPs) also highly regard Johns Hopkins for its research excellence, scientific breakthroughs, and ability to attract top medical student applicants. These factors contribute to Johns Hopkins' high levels of awareness at both regional and international levels in the study.

Throughout 2025, Johns Hopkins reported advanced impactful work across disciplines, spanning targeted therapies for T-cells cancer and innovations in breast ultrasound technology, alongside continued progress in strengthening the reliability of AI diagnostics, underscoring its global standing and reputation as a pioneer in medical innovation.

US hospitals stand out in the top 100

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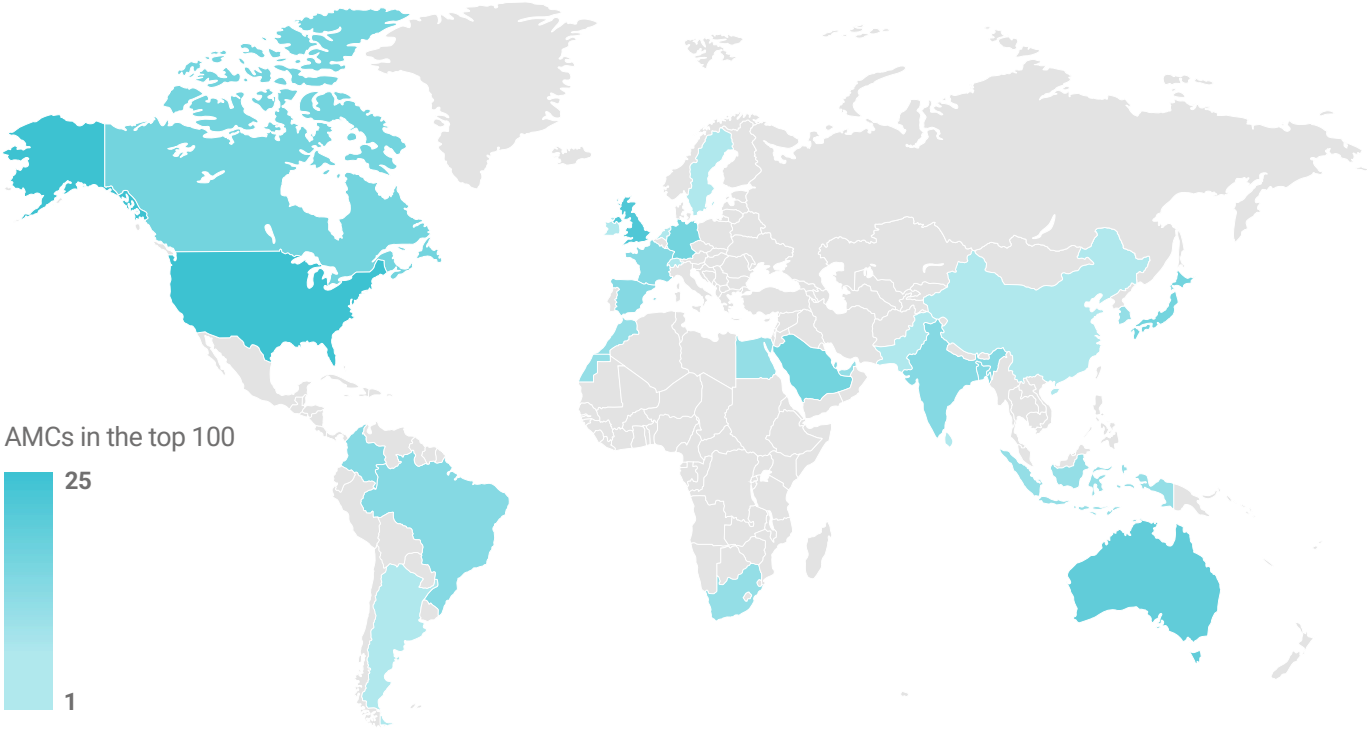

Oxford University Hospitals NHS Foundation Trust (OUH) remains as the world's second strongest hospital brand, its BSI score standing at 82.0 out of 100. Its brand strength is driven by a strong reputation in research and teaching, with HCPs closely associating OUH with 'contributing new research and papers', as well as 'attracting top medical student applications'. OUH is widely recognised among HCPs for offering one of the world's leading medical training programmes and for its global research reputation.

As a key teaching site for the University of Oxford, ranked the world's top university for the 10th consecutive year in 2026 according to Times Higher Education, OUH benefits from access to major national grants and facilities, as well as exceptionally strong academic and clinical networks. These strengths create extensive opportunities for collaboration, training, and the rapid adoption of best practice in patient care.

Stanford University Medical Center has risen two places from its fifth place ranking in 2025 to third globally in 2026.

Stanford's climb in the ranking reflects exceptionally strong brand awareness and familiarity among HCPs, both regionally and internationally, alongside its highly regarded research reputation and perceptions of its scientific breakthroughs. The institution also performs strongly in Brand Finance's study for delivering a world-leading patient experience, further supporting its improved ranking.

Cambridge University Hospitals NHS Foundation Trust and Singapore General Hospital (SGH) enter the top 10

Cambridge University Hospitals NHS Foundation Trust (CUH) has entered the top 10 strongest among the Global Top 250 Hospitals 2026 ranking for the first time, with a BSI score of 78.5 out of 100. Ranked 9th in 2026, this marks a nine-rank improvement from 2025.

CUH's rise in the ranking reflects increased investment in clinical innovation and digital transformation through tech-driven patient experience via digital triage and integrated care tools.

Brand Finance research reveals a five-point increase in **CUH**'s investment score, driven by strong associations with 'contributing new research and papers', as well as being an 'organisation that medical professionals are proud to have trained at'. Statistical analysis shows that the latter metric is the most influential attribute when driving patient referral among doctors. Healthcare professionals also recognise CUH for its strong research reputation and 'leading medical training programme'.

Notably, CUH has strengthened its profile in cancer research in the past year through award wins that underline its research excellence. Separately, CUH has also benefited from high-profile brand partnerships, including Netflix and Shondaland's opening of the Bridgerton Garden to celebrate popular Netflix show Bridgerton Season 3, which has increased the organisation's visibility and impact.

Singapore General Hospital (SGH) also enters the top 10 in 10th place, up from 12th in 2025. SGH's brand strength stands at 77.9 out of 100, making it Singapore's strongest hospital brand in 2026. Brand Finance research shows recognition of SGH for delivering a world-leading patient experience, for HCPs strong likelihood to recommend the hospital to patients, and for operating as a well-run organisation.

As one of the leading specialised hospitals in Asia-Pacific, SGH is Singapore's oldest and largest tertiary hospital, with a history spanning more than 200 years. It is rated highly by HCPs as an 'organisation that medical professionals are proud to have trained or worked at', and among Singaporean hospitals, performs competitively on 'attracts top medical student applications' and offers a 'leading medical training programme'.

Leaders in key AMC pillars: University Health Network, Charité, and Groote Schuur Hospital lead globally in Care, Research, and Teaching

The research conducted by Brand Finance is 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 academic medical centres.

Global Top 10
Strongest AMC Hospitals 2026

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#1	Johns Hopkins Medicine	83.3	+0.6
#2	Oxford University Hospitals NHS Foundation Trust	82.0	-0.2
#3	Stanford University Medical Center	81.5	+0.6
#4	Mass General Brigham	80.8	-0.2
#5	Mayo Clinic Health System	80.6	-1.2
#6	All India Institute of Medical Sciences (AIIMS)	79.9	-0.1
#7	University Health Network	79.3	-1.5
#8	Cleveland Clinic	79.2	+0.6
#9	Cambridge University Hospitals NHS Foundation Trust	78.5	+2.3
#10	Singapore General Hospital (SGH)	77.9	+0.1

Top hospitals in three main assessment categories

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Patient Treatment	Research	Teaching
UHN	CHARITÉ	Groote Schuur Hospital Facility Board
The Sydney children's Hospitals Network	東大病院 The University of Tokyo Hospital	UHN
Singapore General Hospital SingHealth	Groote Schuur Hospital Facility Board	

In 2026, **University Health Network (UHN)**, Canada's top-ranked hospital, stands out in Brand Finance's research for its global leadership in patient care. During 2025, UHN reported several major milestones, including strengthening its partnership with the Centre for Addiction and Mental Health (CAMH) to better integrate brain, mental, and physical healthcare, enabling UHN emergency department patients to access CAMH's withdrawal management services.

Additionally, UHN launched its Canada Leads 100 Challenge, an initiative to attract 100 leading early-career scientists from around the world to Canada and drive breakthroughs in patient care.

Brand Finance research recognises UHN for its strong affiliations with leading organisations, recording the highest score for this metric among all brands researched, and for the effective integration of teaching, research, and patient care. Healthcare professionals further associate UHN with world-leading specialist expertise, excellent local familiarity, strong associations with clinical specialisms, and internationally recognised accreditations.

UHN also records highly positive perceptions among healthcare professionals for its education and training reputation and is widely recommended for medical training, research, and patient care.

The Sydney Children's Hospital Network and **Singapore General Hospital** also scored highly for patient care in the study, ranked second and third, respectively.

Germany's **Charité** remains the world's top-ranked AMC for the medical research pillar, underpinned by its outstanding research reputation worldwide, followed by **The University of Tokyo Hospital** and **Groote Schuur Hospital**.

Alongside delivering excellent teaching for clinicians, Charité has produced a wealth of internationally recognised research talent. In 2025, 15 Charité researchers were named among the world's most influential researchers, reinforcing its leading position in the research pillar.

Further, Charité reports having approximately 5,700 researchers actively engaged in innovative development, working across 1,000 projects. Brand Finance data shows that HCPs strong associate Charité with research excellence, meaningful contributions to new research and papers to the medical community, and a leading ability to attract top medical research talent.

Groote Schuur Hospital, South Africa's top-ranked AMC, stands out as a global leader in the study's teaching pillar, maintaining its first-place position from 2025.

Groote Schuur distinguishes itself in Brand Finance's study for its outstanding recommendation scores across medical training and research, as well as recommendation to patients.

Considered to be the primary teaching hospital for the University of Cape Town, which carries prestige and history as a leading education provider, Groote Schuur emphasises itself as a place of teaching and learning. While it does not compete at scale for international student demand from more dominant markets like the U.S., its performance reflects exceptional strength within its local and regional context. Brand Finance's 2026 study highlights the brand as the top-scoring among all brands researched for 'attracts top medical student applications', underpinned by its leadership and differentiation within the African continent. Groote Schuur also earns excellent scores in the study for its local awareness and local familiarity, underscoring its position as a leading AMC in the African region. **University Health Network (UHN)** and **Tygerberg Hospital**, also in South Africa, rank second and third, respectively, for teaching.

World's Top 100 AMCs

World's top 100 AMC hospitals 1-50

2026 Rank	2025 Rank		Brand	Country	2026 Brand Strength	2025 Brand Strength
1	1	=	Johns Hopkins Medicine	United States	83.3	82.7
2	2	=	Oxford University Hospitals NHS Foundation Trust	United Kingdom	82.0	82.2
3	5	▲	Stanford University Medical Center	United States	81.5	80.9
4	4	=	Mass General Brigham	United States	80.8	81.0
5	3	▼	Mayo Clinic Health System	United States	80.6	81.8
6	7	▲	All India Institute of Medical Sciences, Delhi (AIIMS)	India	79.9	80.0
7	6	▼	University Health Network	Canada	79.3	80.7
8	8	=	Cleveland Clinic	United States	79.2	78.6
9	18	▲	Cambridge University Hospitals NHS Foundation Trust	United Kingdom	78.5	76.3
10	12	▲	Singapore General Hospital (SGH)	Singapore	77.9	77.8
11	10	▼	Dana-Farber Cancer Institute	United States	77.8	78.3
12	15	▲	King Faisal Specialist Hospital and Research Center	Saudi Arabia	77.7	77.5
13	9	▼	Tata Memorial Centre	India	77.0	78.3
14	11	▼	National University Health System	Singapore	76.9	78.1
15	16	▲	University Hospitals Cleveland Medical Center (UH Cleveland Medical Center)	United States	76.8	77.2
16	14	▼	MD Anderson Cancer Center	United States	76.8	77.5
17	13	▼	University Hospital of Zurich/ Universitätsspital Zürich	Switzerland	76.7	77.1
18	23	▲	The University of Tokyo Hospital	Japan	75.6	74.4
19	20	▲	Charité	Germany	75.5	75.6
20	17	▼	Duke University Hospital	United States	75.2	76.5
21	22	▲	Mount Sinai Health System	United States	75.2	74.8
22	19	▼	Kyoto University Hospital	Japan	75.2	76.1
23	21	▼	Cleveland Clinic Abu Dhabi	UAE	74.7	75.1
24	29	▲	Yale New Haven Health System	United States	74.2	73.6
25	26	▲	Groote Schuur Hospital	South Africa	74.1	73.8
26	34	▲	University of Pennsylvania Health System	United States	73.8	72.6
27	25	▼	Qasr El Eyni Hospital	Egypt	73.2	73.9
28	36	▲	Hospital Italiano de Buenos Aires	Argentina	73.2	72.4
29	28	▼	UCLA Health - UCH - University of California Health	United States	73.0	73.7
30	27	▼	Melbourne Health	Australia	72.6	73.8
31	31	=	Great Ormond Street Hospital for Children NHS Foundation Trust	United Kingdom	72.5	73.5
32	24	▼	AP-HP - Hôpital Universitaire Pitié Salpêtrière	France	72.2	74.2
33	30	▼	Osaka University Hospital	Japan	71.7	73.6
34	50	▲	Beth Israel Deaconess Medical Center	United States	71.6	70.5
35	49	▲	UCLPartners, London	United Kingdom	71.5	70.5
36	48	▲	New York-Presbyterian Hospital-Columbia and Cornell	United States	71.5	70.6
37	32	▼	Monash Partners Academic Health Science Centre (Melbourne, Australia)	Australia	71.3	73.4
38	38	=	Seoul National University - Bundang Hospital	South Korea	71.1	72.2
39	33	▼	Sydney Local Health District	Australia	71.0	72.9
40	40	=	SickKids	Canada	71.0	71.4
41	51	▲	The Sydney Children's Hospital Network	Australia	70.8	70.4
42	62	▲	University Hospital Heidelberg	Germany	70.8	68.8
43	41	▼	Faculty of Medicine, Ain Shams University	Egypt	70.7	71.2
44	52	▲	Christian Medical College Vellore	India	70.7	70.4
45	42	▼	Hospital Universitario Fundación Valle del Lili	Colombia	70.4	71.1
46	46	=	St Thomas' Hospital	United Kingdom	70.4	70.8
47	35	▼	Hospital Israelita Albert Einstein	Brazil	70.3	72.5
48	39	▼	LaCardio	Colombia	70.2	71.4
49	43	▼	Hamad General HospitalHamad Medical Corporation	Qatar	70.2	70.6
50	60	▲	University of Indonesia Hospital	Indonesia	70.1	69.0

World's top 100 AMC hospitals 51-100

2026 Rank	2025 Rank		Brand	Country	2026 Brand Strength	2025 Brand Strength
51	58	▲	UCSF Medical Center	United States	69.8	69.1
52	65	▲	Hospital Clínic de Barcelona	Spain	69.7	68.5
53	57	▲	Washington University Medical Center (WUMC)	United States	69.6	69.4
54	56	▲	Hospital Universitario Fundación Santa fé	Colombia	69.2	69.7
55	54	▼	The University of Chicago Medical Center (UChicago Medicine)	United States	69.0	70.1
56	37	▼	Mohammed VI University Hospital Center	Morocco	69.0	72.2
57	61	▲	King Fahad Medical City, Riyadh	Saudi Arabia	68.9	69.0
58	66	▲	Hospices Civils de Lyon	France	68.7	68.3
59	47	▼	Karolinska Universitetssjukhuset	Sweden	68.5	70.7
60	59	▼	Royal Infirmary of Edinburgh	United Kingdom	68.2	69.0
61	91	▲	Michigan Medicine	United States	68.1	66.8
62	74	▲	Tan Tock Seng Hospital	Singapore	67.8	67.6
63	76	▲	Tygerberg Hospital	South Africa	67.8	67.3
64	44	▼	Amsterdam University Medical Centers (Amsterdam UMC)	Netherlands	67.8	70.9
65	70	▲	Hospital Universitari Vall d'Hebron	Spain	67.7	67.9
66	53	▼	LMU Klinikum	Germany	67.7	70.2
67	108	▲	Hôpital Européen Georges-Pompidou	France	67.5	66.8
68	93	▲	Hospital Universitario Austral	Argentina	67.4	66.8
69	55	▼	Ibrahim Medical College	Bangladesh	67.3	69.9
70	80	▲	Dublin Academic Medical Centre (Dublin, Ireland)	Ireland	67.3	67.6
71	109	▲	King's Health Partners	United Kingdom	67.3	65.2
72	68	▼	Peking University Third Hospital	China	67.2	68.1
73	101	▲	King Hamad University Hospital	Bahrain	67.2	65.7
74	87	▲	Inha University Hospital	South Korea	67.1	67.4
75	64	▼	NHSL	Sri Lanka	67.0	68.6
76	96	▲	Sinai Health	Canada	66.9	65.9
77	71	▼	NYU Langone Health System	United States	66.9	67.9
78	73	▼	Emory University School of Medicine	United States	66.7	67.6
79	92	▲	Cedars-Sinai Health System	United States	66.7	66.8
80	83	▲	Northwestern Medicine	United States	66.6	67.2
81	90	▲	National Centre for Cancer Care and Research (NCCCR)	Qatar	66.5	66.6
82	79	▼	Mayo Hospital	Pakistan	66.5	67.3
83	77	▼	University of Texas System	United States	66.5	67.3
84	95	▲	Hospital Universitario La Paz	Spain	66.5	66.5
85	100	▲	Sydney Health Partners	Australia	66.4	65.8
86	45	▼	Al-Wakra Hospital	Qatar	66.1	70.6
87	75	▼	Sunnybrook Health Sciences Centre (SHSC)	Canada	66.0	67.4
88	94	▲	St. Luke's International Hospital	Japan	66.0	66.7
89	85	▼	Barts Health NHS Trust	United Kingdom	65.5	67.1
90	84	▼	UC San Diego Health	United States	65.5	67.1
91	102	▲	King Saud University Medical City	Saudi Arabia	65.4	65.6
92	69	▼	Bangladesh Medical College	Bangladesh	65.4	68.0
93	106	▲	Dubai Medical University Hospital	UAE	65.3	65.3
94	72	▼	University Hospital Mannheim	Germany	65.2	67.9
95	82	▼	Dhaka Medical College and Hospital	Bangladesh	65.1	67.2
96	89	▼	CHU Ibn Rochd (Centre Hospitalier Universitaire Ibn Rochd)	Morocco	65.1	66.9
97	124	▲	Hospital das Clínicas da Universidade de São Paulo	Brazil	64.7	64.0
98	105	▲	Hospital Sirio Libanes	Brazil	64.7	65.3
99	111	▲	King Saud Medical City	Saudi Arabia	64.6	64.9
100	125	▲	RSUPN Dr. Cipto Mangunkusumo	Indonesia	64.6	64.0

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

Australia
- Queensland Health network
- St Vincent's Health service
- Sydney Partnership for Health, Education, Research & Enterprise - The Sphere - Maridulu Budyari Gumal

Bangladesh
- Dhaka National Medical College
- Mymensingh Medical College
- Shaheed Suhrawardy Medical College & Hospital
- Sir Salimullah Medical College

Brazil
- Clinics Hospital of the State University of Campinas

Canada
- Hamilton Health Sciences (Hamilton, Ontario)
- McGill University Health Centre (Montreal, Quebec)
- The Ottawa Hospital (Ottawa, Ontario)
- Vancouver Hospital and Health Sciences Centre

China
- Nanjing Brain Hospital
- Renji Hospital
- Second Xiangya Hospital Affiliated to Central South University
- The First Affiliated Hospital of Zhejiang University

Colombia
- Hospital Universitario de Santander
- Hospital Universitario San Vicente de Paul (HUSVP)
- Instituto Nacional de Cancerologia

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

Germany
- Klinikum rechts der Isar der Technischen Universität München
- Medizinische Hochschule Hannover
- Robert-Bosch-Krankenhaus
- Universitätsklinikum Bonn
- Universitätsklinikum Düsseldorf
- Universitätsklinikum Frankfurt
- Universitätsklinikum Freiburg
- Universitätsklinikum Hamburg-Eppendorf
- Universitätsklinikum Köln
- Universitätsklinikum Leipzig
- Universitätsklinikum Münster
- Universitätsklinikum Tübingen
- Universitätsklinikum Ulm
- Universitätsmedizin der Johannes Gutenberg-Universität Mainz
- Universitätsmedizin Göttingen
- University Hospital of Giessen and Marburg
- University Medical Center Schleswig Holstein

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)
- RSUP Dr. Hasan Sadikin Bandung
- Rumah Sakit Umum Pusat Haji Adam Malik

Ireland
- Trinity Health Ireland

Italy
- Azienda Ospedaliero Universitaria Meyer
- Fondazione Policlinico Universitario Agostino Gemelli IRCCS
- Istituto Clinico Humanitas
- Ospedale Pediatrico Bambino Gesu
- Ospedale San Raffaele - Gruppo San Donato
- Ospedale San Raffaele Turro - Gruppo San Donato
- Policlinico Sant'Orsola-Malpighi
- Policlinico Universitario A. Gemelli

Japan
- Hokkaido University Hospital
- Keiō Gijuku Daigaku
- Kyushu University Hospital
- Nagoya University Hospital
- National Cancer Center Hospital
- Saitama Medical University International Medical Center

Jordan
- Jordan University Hospital
- King Abdullah University Hospital

Lebanon
- American University of Beirut Medical Center (AUBMC)
- Mount Lebanon Hospital Medical center

World's Top AMCs by Country 101-250

Mexico
- Centro Médico ABC
- Hospital General de México Dr. Eduardo Liceaga
- Hospital Médica Sur
- Hospital Universitario Dr. José Eleuterio González
- IMSS - Centro Medico Nacional La Raza

Morocco
- Centre Hospitalier et Universitaire Hassan II Fes
- Centre Hospitalier Ibn Sina Rabat
- Centre Hospitalier Universitaire Ibn Rochd Casablanca
- Ibn Tofail University Hospital

Netherlands
- Erasmus University Medical Center
- Leiden University Medical Center
- Maastricht University Medical Center
- Radboud University Medical Center
- University Medical Center Utrecht

Nigeria
- Lagos State University Teaching Hospital
- Lagos University Teaching Hospital
- University College Hospital, Ibadan
- University of Benin Teaching Hospital
- University of Port Harcourt Teaching Hospital
- University of Uyo Teaching Hospital

Norway
- Oslo Universitetssykehus

Pakistan
- Aga Khan University Hospital, Karachi
- Ayub Teaching Hospital
- Combined Military Hospital
- Dr. Ziauddin University Hospital
- Jinnah Hospital
- University Dental Hospital

Philippines
- University of Santo Tomas Hospital

Qatar
- Al Khor Hospital
- Heart Hospital
- Sidra Medicine
- Women's Wellness and Research Center

Saudi Arabia
- King Abdullah Medical City
- King Fahd Hospital of the University
- Ministry of National Guard Health Affairs

Singapore
- Changi General Hospital
- Khoo Teck Puat Hospital & Yishun Community Hospital

South Africa
- Charlotte Maxeke Johannesburg Academic Hospital
- Pretoria Academic Hospital (renamed Steve Biko Hospital in 2008)

South Korea
- Asan Health Network
- Chonnam National University Hospital
- Chung-Ang University Hospital
- Chungnam National University Hospital
- Daegu Catholic University Medical Center
- Ewha Womans University Medical Center
- Korea University Anam Hospital
- Severance Hospital, Yonsei University College of Medicine
- The Catholic University of Korea, Seoul St. Mary's Hospital
- Yeungnam University Medical Center

Spain
- Clinica Universidad de Navarra
- Hospital General Universitario Gregorio Marañón
- Hospital Ramón y Cajal
- Hospital Universitario 12 de Octubre
- Hospital Universitario Fundación Jiménez Díaz
- Hospital Universitario Virgen del Rocío
- Hospital Universitario y Politécnico la Fe

Sri Lanka
- Lady Ridgeway Hospital for Children

Sweden
- Universitetssjukhuset Örebro

Switzerland
- Le Centre hospitalier universitaire vaudois (CHUV)
- Les Hôpitaux Universitaires de Genève (HUG) - Cluse-Roseraie
- University Hospital of Basel - USB
- University Hospital of Psychiatry Zurich (PUK)

Turkey
- Hacettepe University Hospitals
- Koç University Hospital

UAE
- The College of Medicine and Health Sciences (CMHS)
- University Hospital Sharjah

United Kingdom
- Chelsea and Westminster Hospital NHS Foundation Trust
- Manchester University NHS Foundation Trust
- St George's University Hospitals
- University Hospitals Birmingham NHS Foundation Trust

United States
- Houston Methodist
- Jacobs Medical Center at UC San Diego Health
- Oregon Health & Science University Hospital (OHSU Hospital)
- UC Davis Medical Center
- University Of Utah Health
- UW Medicine
- Vanderbilt University Medical Center (VUMC)

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 (AMCs) 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.

'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.

The world's most comprehensive research on perceptions of academic medical centres

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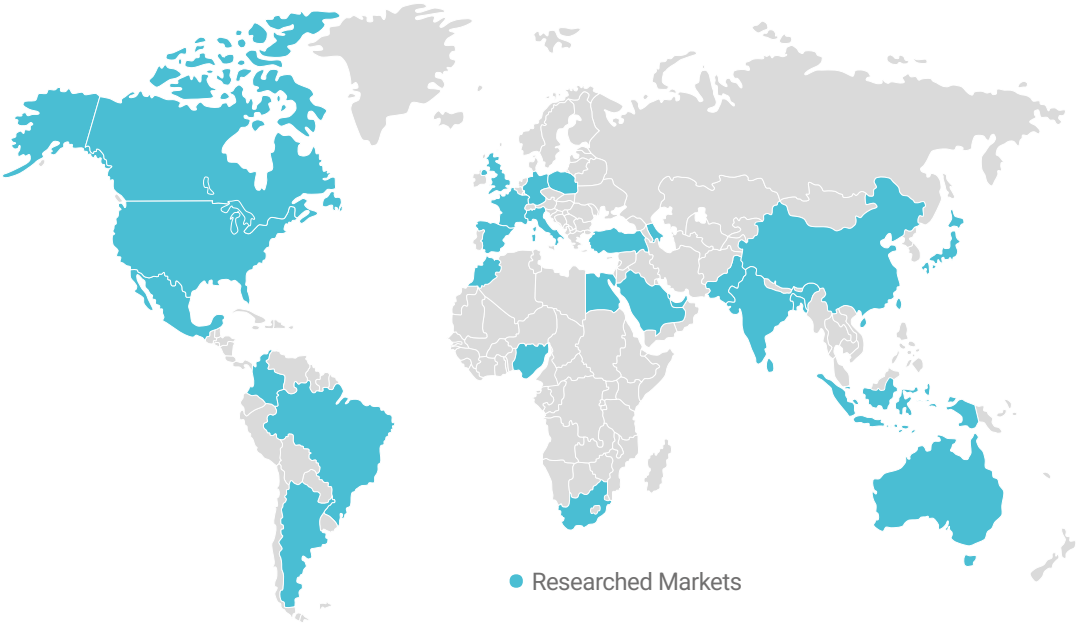
30+
Countries

500+
AMCs

2,500
Healthcare professionals

30+
Metrics covered

Covering Health Care Professionals (HCP) perceptions of AMCs



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.

Which organisations qualify for inclusion in the study?

The requirement to feature in the study is that the organisation must deliver clinical care, produce medical research, and provide medical training (this could be residency programmes and not necessarily a full medical school). The current list of over 500 top names is made up of Joint Commission International accredited AMCs, AMCs associated with top ranking medical schools, AMCs producing large amounts of well received research, and those featuring on other lists of top hospitals for various specialisms or features such as digital health. We are happy to welcome new AMCs to the study if they fit the criteria and we think they are likely to compete with the top 500 that we currently measure. If you think your organisation should be featured, or even if it's not an AMC but you would like Brand Finance to track the same metrics, please reach out to *enquiries@brandfinance.com*.

AMC Research Methodology

2026 marks the fourth 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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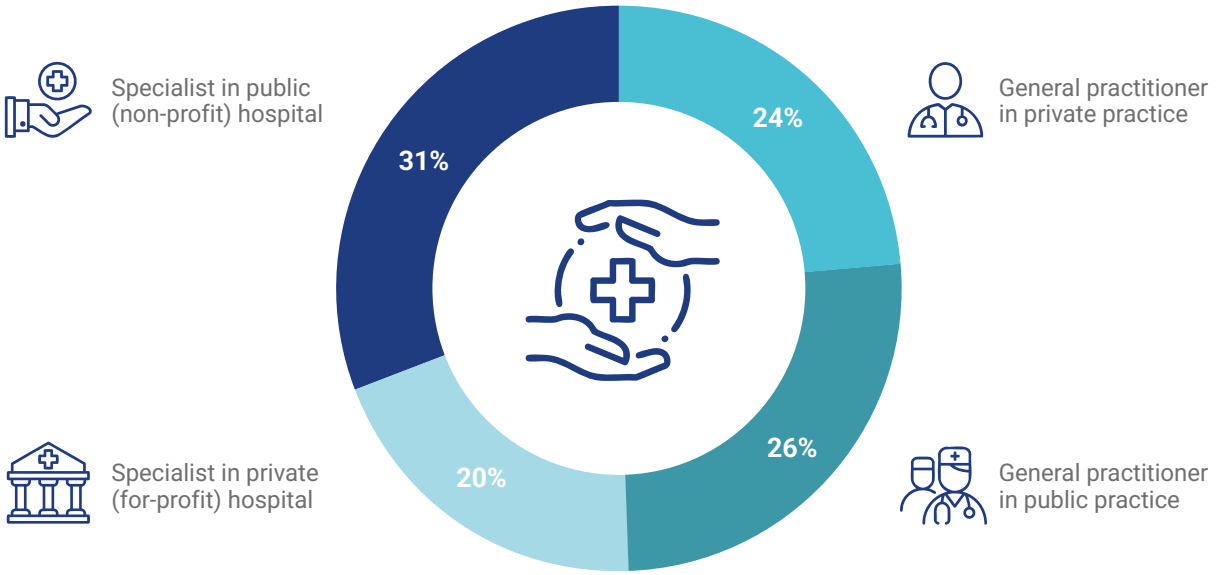

How?

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 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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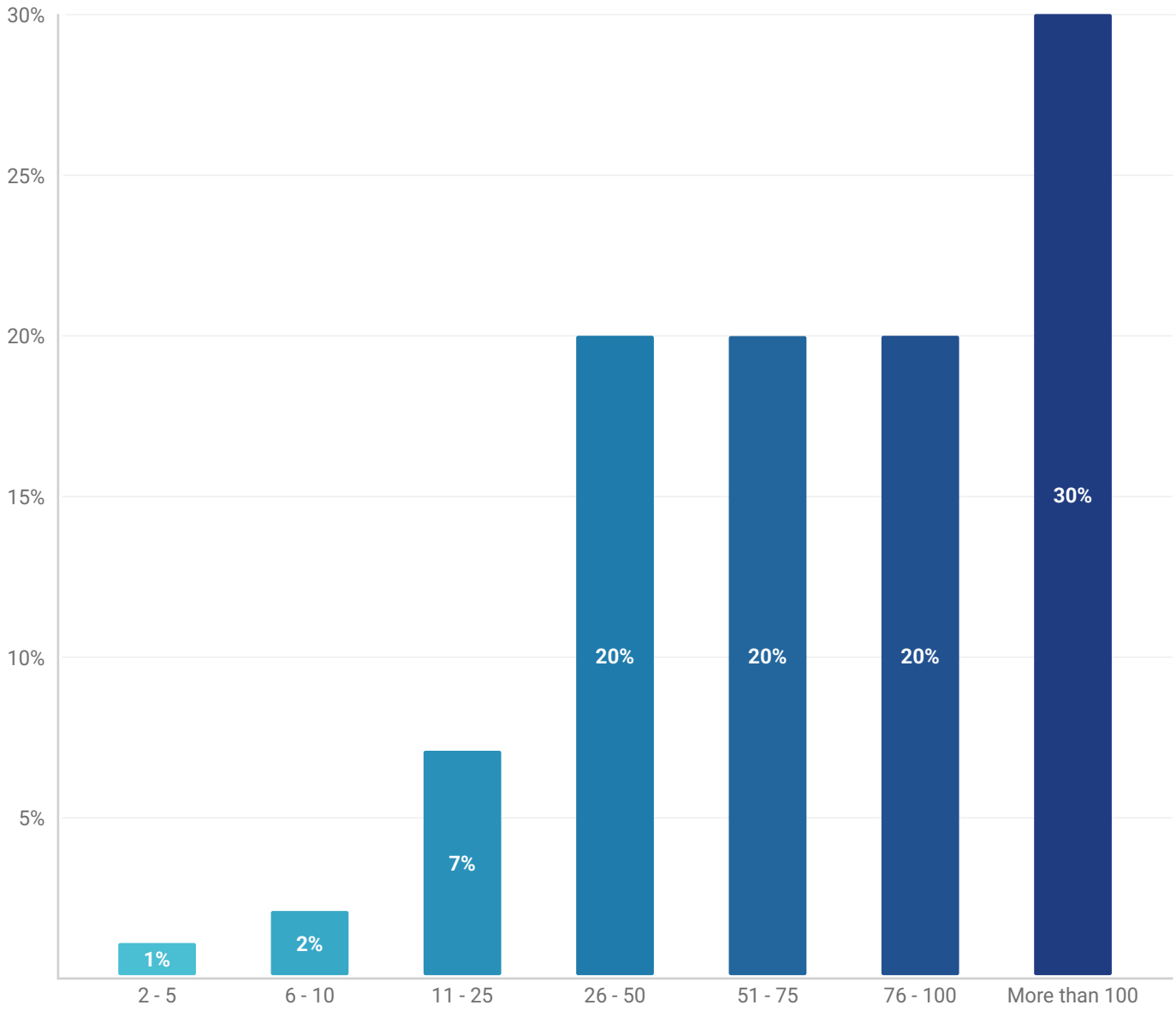


Research Insights

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

Although the questionnaire is answered by health care professionals, the metrics are designed to reflect an AMC's ability to drive positive interactions with all key stakeholders, whether patients looking for care, clinicians for employment, researchers for collaboration, investors for innovations, governments for grant allocations, or regulators looking to industry leadership.

As with the previous three iterations of this report, respondents were asked to identify the attributes they associate with each hospital.

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 which attributes are 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 more than 25% of the overall consideration. 'Delivers best in class patient outcomes' is the third most important factor, according to Brand Finance data.

Research

When considering working in research at a hospital, healthcare professionals evaluate whether it 'is internationally recognised and has the relevant accreditations' and if it is 'a leading medical programme'.

Additionally, they consider whether it is an 'organisation that medical professionals are proud to have trained or worked at', 'integrated between teaching, research, and patient care', '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.

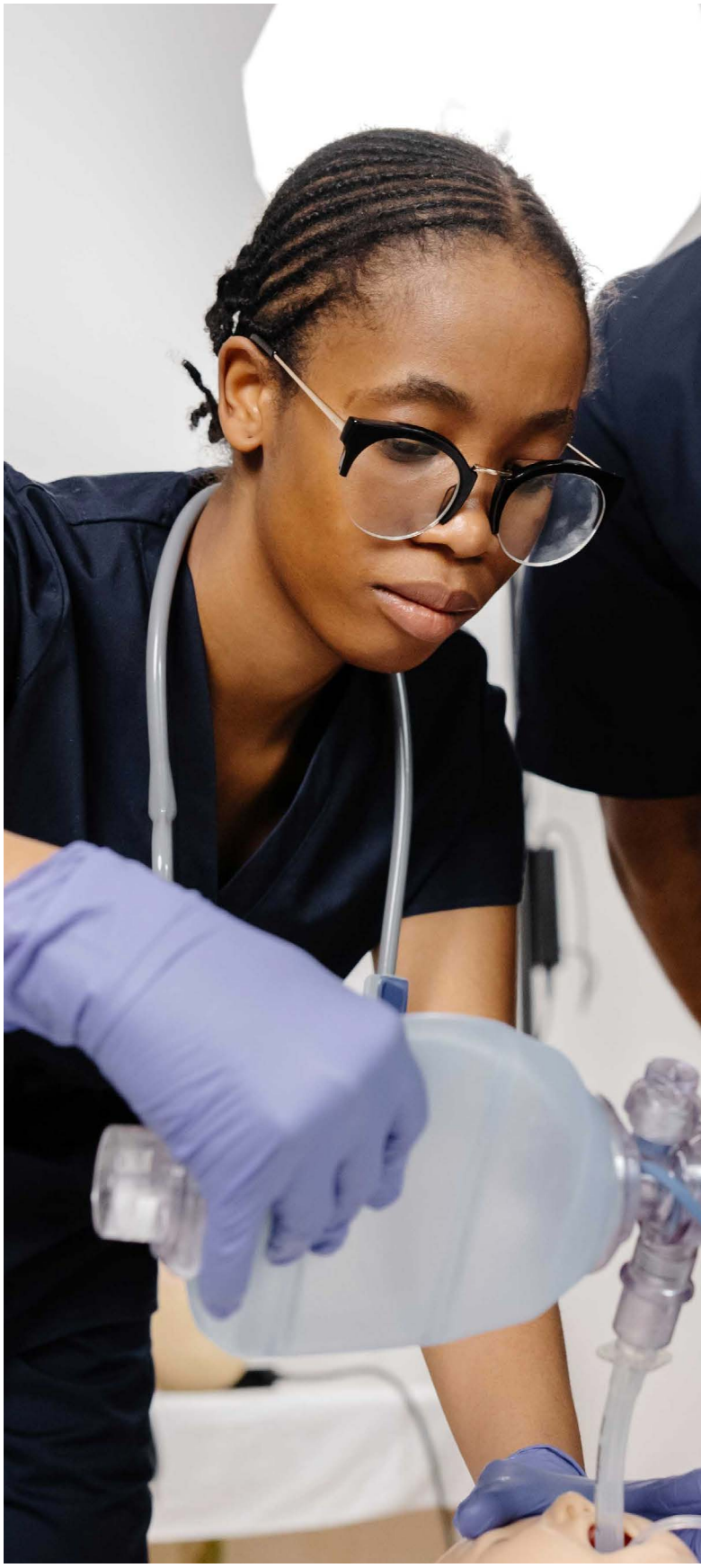
This indicates the importance for an academic medical centre to be associated with a world renown research institute that is internationally recognised, if it is to attract the right talent. Therefore, it is crucial that awards and accreditations are communicated widely amongst healthcare professionals.

Education and Training

Considering working in education and training at hospitals or universities is driven by three key factors according to the research: 'has a leading medical training programme', 'organisation that medical professionals are proud to have trained or worked at', and 'attracts the top medical student applications'.

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.



What drives healthcare professionals to consider working in different roles?

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Least Important ● ● ● ● ● Most Important

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

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 'attracts the top medical student applications'. This underscores the importance of maintaining a strong academic reputation that appeals to top medical students.

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 healthcare professionals (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 being an 'organisation that medical professionals are proud to have trained or worked at' and the ability to 'attract top medical students'.

Teaching

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

Overall drivers of recommendation

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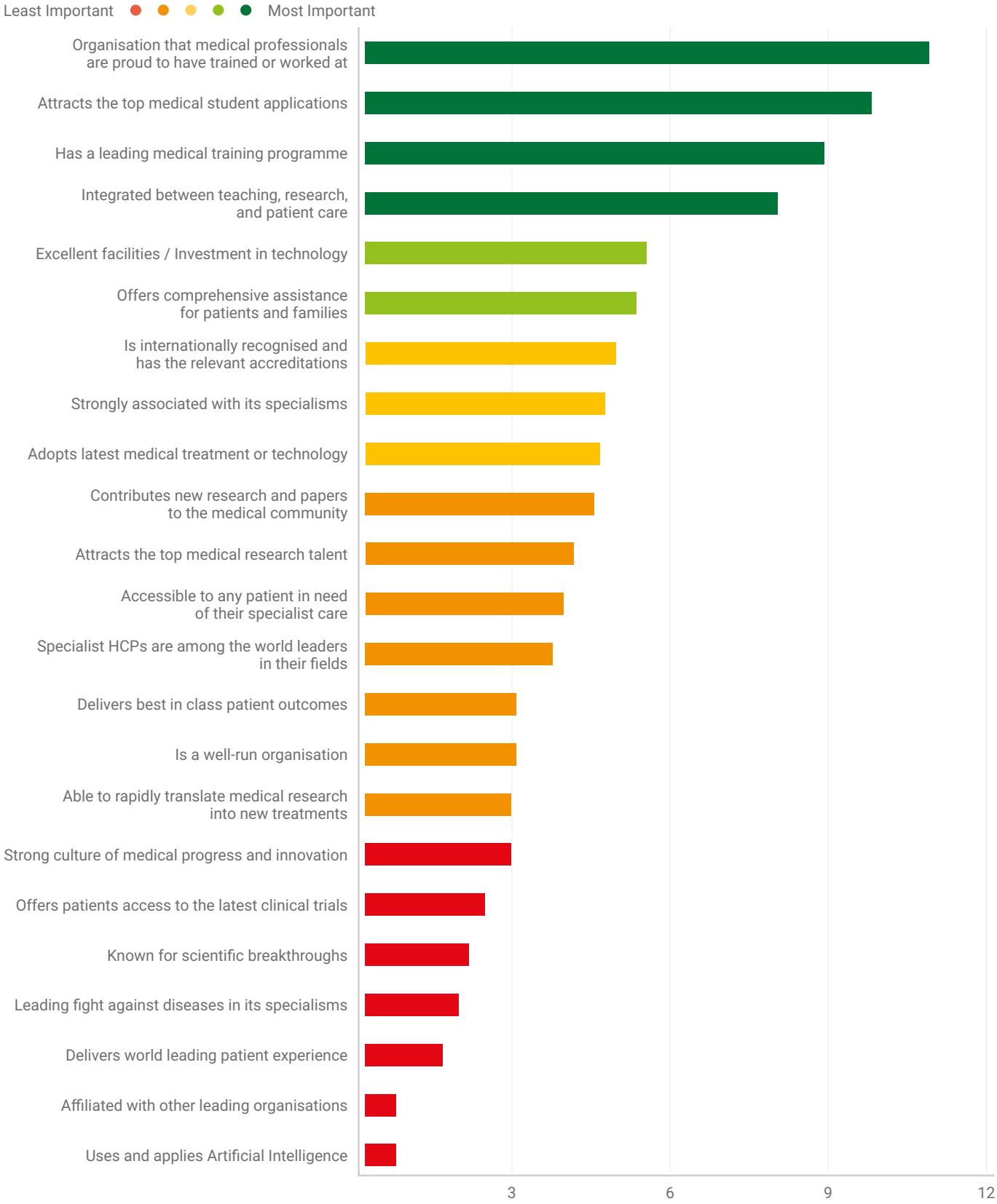

Current and former medical staff play a crucial role in promoting the hospital, as their pride in being associated with the institution drives their recommendations to others. This pride positions them as key ambassadors of the hospital's brand.

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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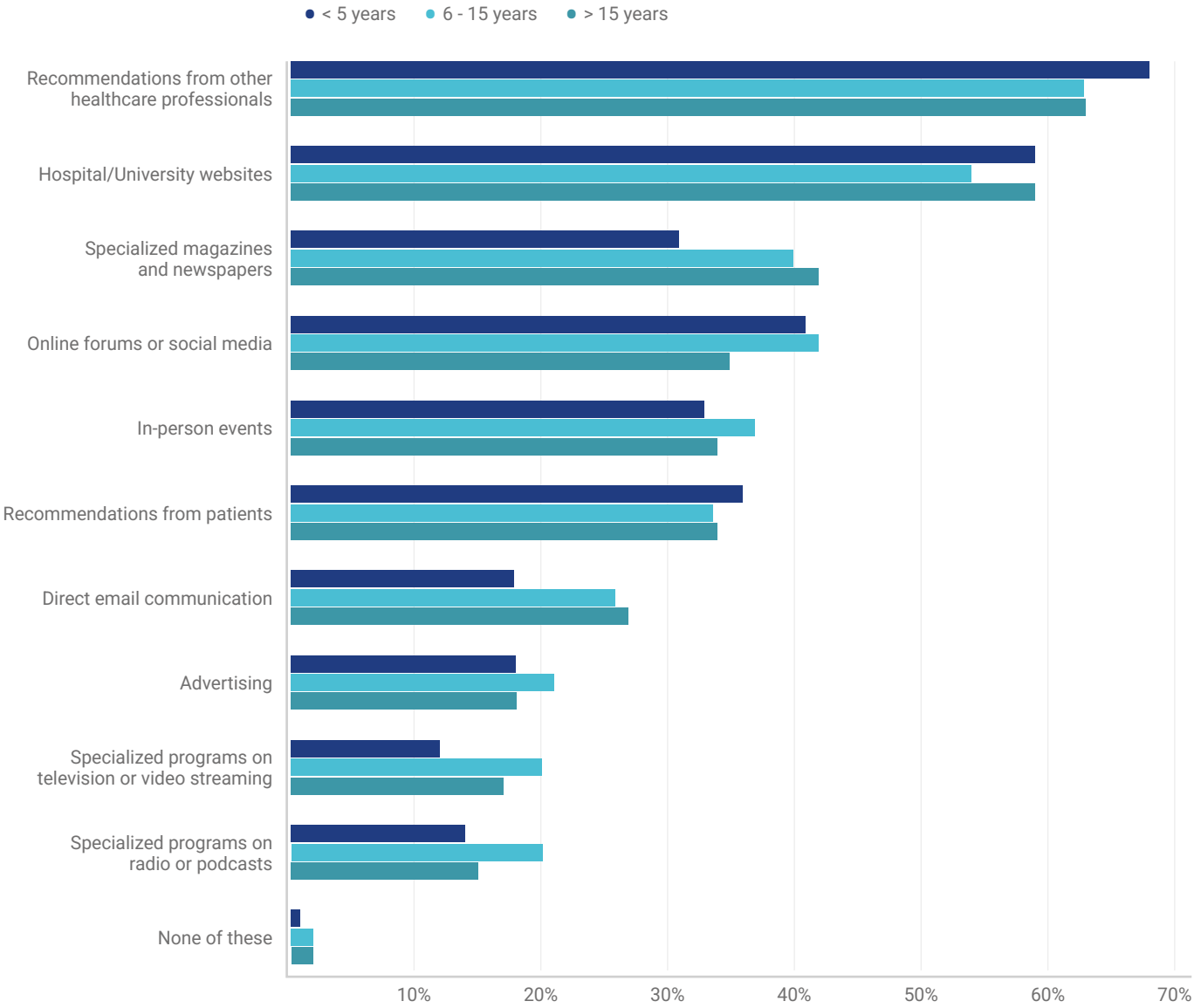

Although Artificial Intelligence is a prominent topic in healthcare, our analysis shows that it is not a decisive factor for healthcare professionals when choosing where to work or which hospitals to recommend when it comes to clinical practice in patient care.

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.

2025's regional leaders - medical innovation metrics

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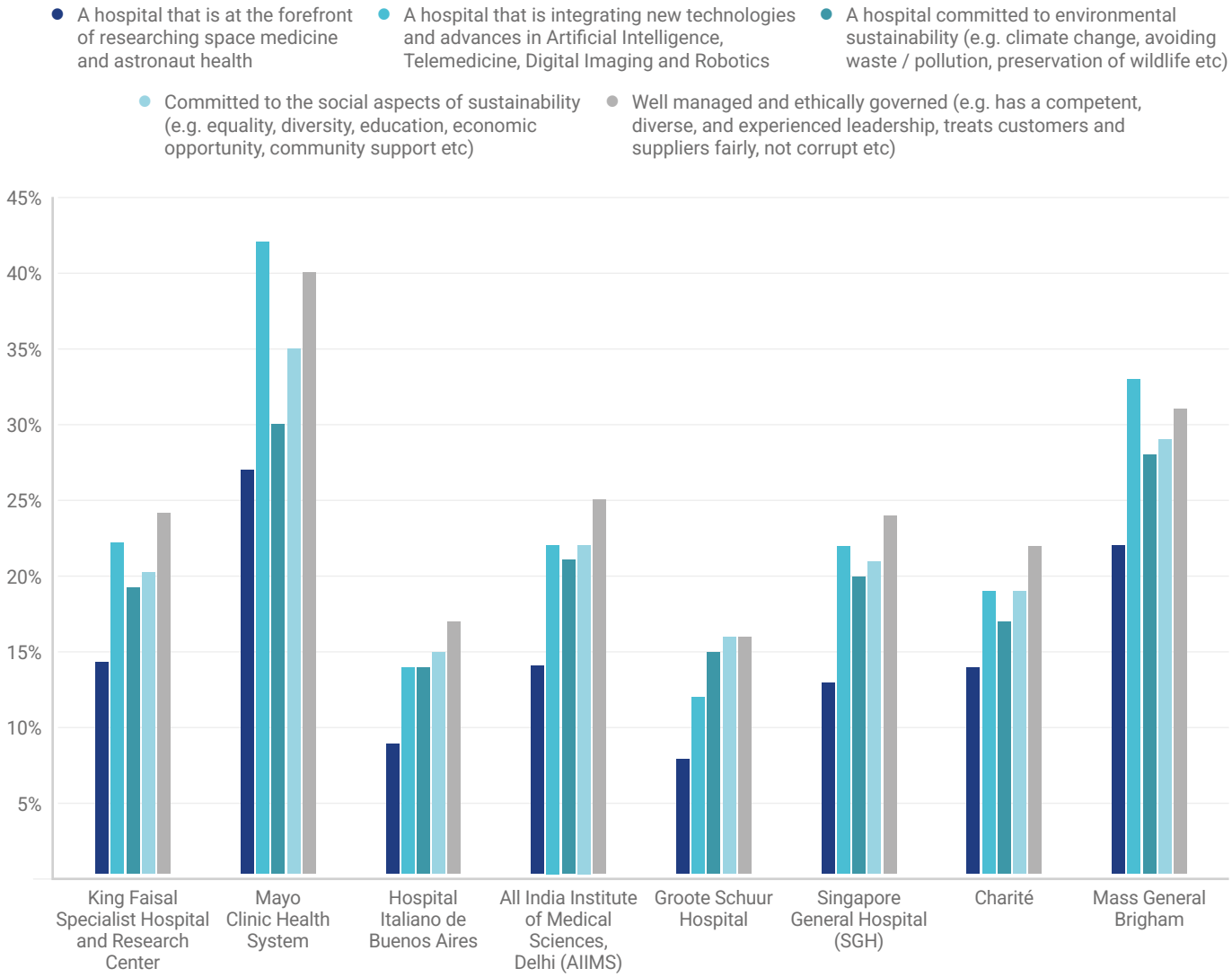

Regional Analysis

Top AMC hospitals per region

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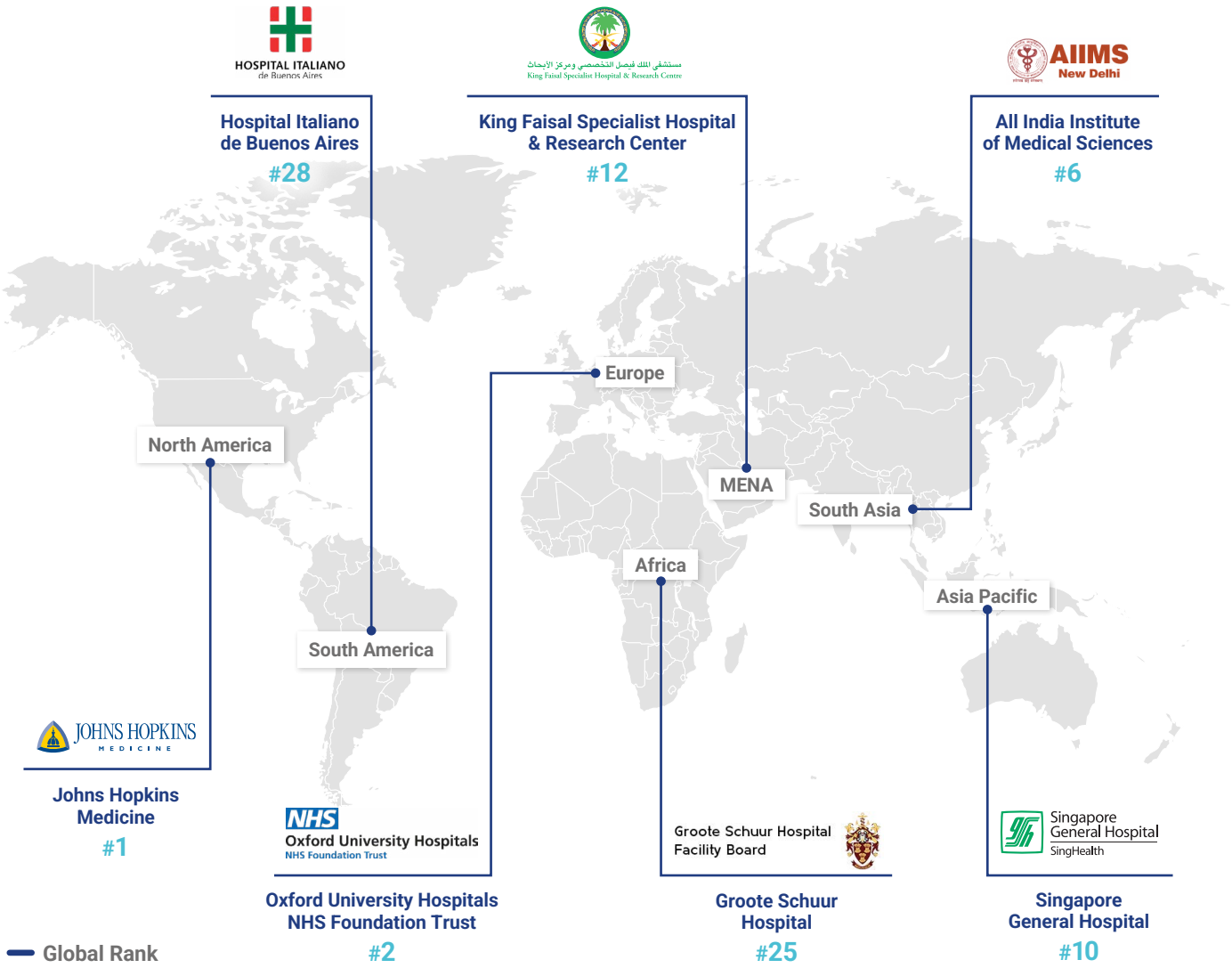

North America

North American hospitals dominate the ranking, with 29 appearing in the top 100, 25 of which hail from the U.S. and four from Canada. In 2026, six of the top 10 strongest hospital brands are North American. The region's continued dominance in the ranking, and as the largest AMC market globally, is driven by its advanced infrastructure, major research funding, and high demand for specialised care.

Johns Hopkins Medicine has maintained its title as both the top hospital in North America and globally, followed by **Stanford University Medical Center**, **Mass General Brigham**, and **Mayo Clinic Health System**. **University Health Network (UHN)** is Canada's strongest hospital brand, ranked seventh. **Cleveland Clinic** also ranks among the world's top 10.

In North America, telehealth and digital health technologies have shifted from emergency solutions during COVID-19 to core components of everyday healthcare, especially in AMCs. Telemedicine visits, remote monitoring, and patient portals are now tightly integrated with electronic health records. For patients, this improves ease of access to medical care. For clinicians, these developments help standardise care and capture rich and informative data.

AMCs in top 100 by country

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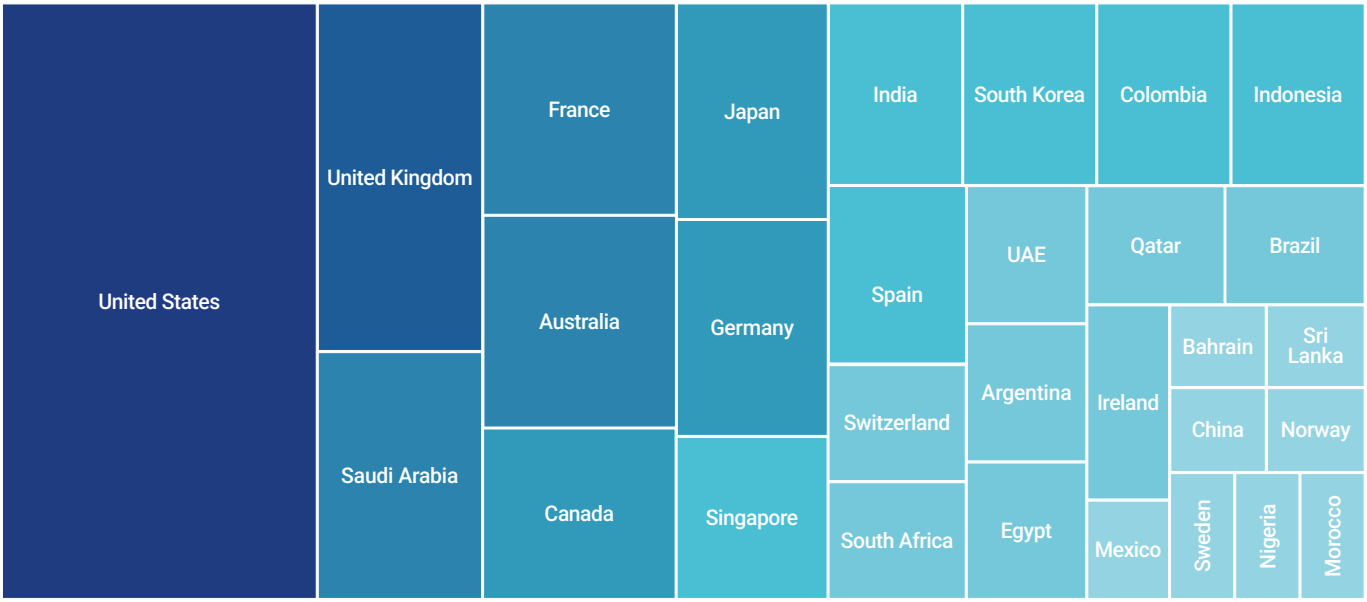


Europe

In 2026, 22 European brands feature among the top 100 strongest hospitals. UK AMCs dominate the region, accounting for eight of these entries. **Oxford University Hospitals NHS Foundation Trust** and **Cambridge University Hospitals NHS Foundation Trust** lead in Europe, ranking second and ninth globally, respectively.

Switzerland's **University Hospital of Zurich/ Universitätsspital Zürich (USZ)** ranks as the third strongest European hospital in the ranking. Brand Finance research reveals that USZ is highly associated with having a 'strong culture of medical progress and innovation', alongside having a leading medical training programme and excellent research reputation.

Asia-Pacific (APAC)

APAC is the fastest growing regional AMC market in terms of expansion and investment, driven by large-scale infrastructure development, the expansion of medical education, and government-led healthcare modernisation initiatives. Reports indicate APAC accounts for approximately 10% of global AMC market share.

In 2026, 17 APAC hospitals feature in the top 100, with **Singapore General Hospital (SGH)** emerging as the region's top performer, ranked 10th globally. Leading hospitals from Japan, Australia, South Korea, Indonesia, and China also appear among the top 100, highlighting the breadth and depth of AMC strength across the region.

Across APAC, AMCs are experiencing rising healthcare demand, particularly in the management of chronic diseases. These regional trends are prompting AMCs to scale specialised services and intensify their research focus to meet evolving population health needs.

Middle East & North Africa (MENA)

King Faisal Specialist Hospital and Research Center (KFSHRC) in Saudi Arabia remains the leading institution in the MENA region, ranked 12th globally in 2026, up from 15th in 2025. Including KFSHRC, 14 MENA hospitals feature among the global top 100 in 2026, representing a broad cross-section of the region.

Other Middle Eastern hospitals among the top 100 are based in Saudi Arabia, the United Arab Emirates, Egypt, Qatar, Morocco, and Bahrain, underscoring the region's growing influence of AMCs.

Brand Finance research highlights that **KFSHRC** performs strongly for local and regional awareness and familiarity, reinforcing its position as a leading Middle Eastern AMC. The hospital also records strong brand momentum and earns high recognition among HCPs as 'an organisation that medical professionals are proud to have trained or worked at', as well as for employing specialist clinicians who rank among the world leaders in their field.

Across the wider MENA region, AMC growth is being driven by rising investments in healthcare infrastructure, the expansion of AMC facilities including scaling of medical education and increased research funding. These developments align with the region's broader commitment to improving healthcare access and quality of care.

South Asia

The **All India Institute of Medical Sciences (AIIMS)** in Delhi continues to lead in South Asia, ranking sixth globally. Within the region, India's **Tata Memorial Centre** and **Christian Medical College Vellore** complete the top three strongest South Asian hospital brands.

South Asia has experienced rapid expansion in medical education and healthcare service delivery in recent years. In India, in particular, the number of medical colleges has more than doubled in the past 11 years, alongside the expansion of teaching hospitals to strengthen workforce capacity and greater AMC activity.

This kind of growth is highly promising for the region, easing concentration in a small number of major cities, extending opportunities across a wider geographic footprint, and creating greater capacity for research and innovation as numbers rise.

South America

Argentina's **Hospital Italiano de Buenos Aires** has climbed eight places to 28th globally in 2026, taking the top spot in South America. Columbia's **Hospital Universitario Fundación Valle del Lili** and Brazil's **Hospital Israelita Albert Einstein**, formally the region's leader, round out the top three strongest South American hospitals.

Hospital Italiano de Buenos Aires is recognised in Brand Finance research for its strong reputation in patient care, its adoption of the latest medical treatment or technology, and as an institution 'recommended for medical training'. The hospital also benefits from excellent local awareness and familiarity, further reinforcing its leadership position in the region.

Sub-Saharan Africa

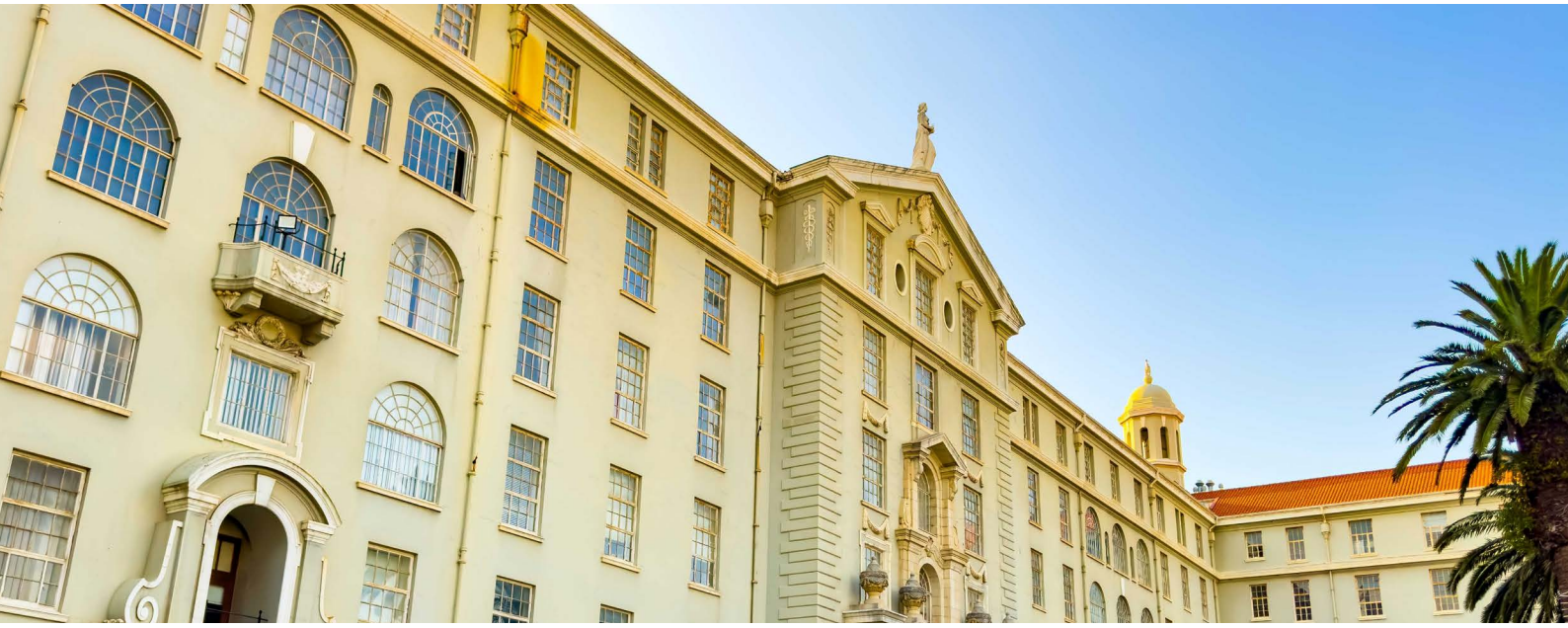
Groote Schuur Hospital in Cape Town is the highest-rated hospital in Africa, followed by **Tygerberg Hospital**. Groote Schuur stands out in Brand Finance's study for its exceptional integration between teaching, research, and patient care. The study highlights that its 'specialist HCPs are among the world leaders in their field' and as an institution that 'contributes new research and papers to the medical community'. Nearly six decades ago, Groote Schuur performed the first human-to-human heart transplant – an achievement that continues to underpin its global reputation and strengthen its standing both regionally and internationally.

Tygerberg Hospital also performs strongly in the study, ranked 63rd globally, up 13 places from 76th in 2025, achieving a perfect 10 out of 10 score for its integration between teaching, research, and patient care.

The hospital further reinforces South Africa's leading position in the African region through exceptional scores for being 'strongly associated with its specialism', alongside a high education and training reputation. In December 2025, Tygerberg strengthened this academic and clinical position among HCPs by completing South Africa's first fully internal limb reconstruction.

Looking beyond the top 100, Nigeria's **Lagos University Teaching Hospital (LUTH)** climbed 12 places to 108th in the ranking. HCPs regard LUTH for education and teaching, and as a place 'recommended for medical training'. It ranks as the most reputable African AMC outside of South Africa and has taken visible steps to modernise its facilities, broadening service tiers and raising inpatient care standards. LUTH also expanded specialist provision in 2025 by opening Nigeria's first purpose-built dermatology centre.

Moreover, global AMCs are already forming long-term partnerships with African universities and hospitals to build training, research, and service capacity, as top European, North and South American, and South Asian AMCs see Africa as a place to expand their footprint and deliver impact. For example, Kings College London, Duke University, and others are all partnering with African AMCs, such as in Nigeria and Tanzania, to build core capabilities.



Insights

AI is transforming healthcare, but what about healthcare reputation?

Sundeep Mathias
Research Director,
Brand Finance

Global healthcare systems are under unprecedented pressure. Worldwide healthcare spending now exceeds USD9 trillion annually[1], representing close to 10% of global GDP[1], and continues to rise as populations age and disease burdens grow[2]. At the same time, investment in artificial intelligence (AI) in healthcare has accelerated rapidly, spanning diagnostics, imaging, workflow optimisation and clinical decision support. Market estimates suggest global spending on AI-enabled healthcare solutions runs into the tens of billions of dollars annually[3], with strong growth expected over the coming years.

Against this backdrop, AI is frequently positioned as a signal of progress and leadership in healthcare. The implicit assumption is that institutions investing heavily in AI should also benefit reputationally. But does this assumption hold among those closest to healthcare delivery?

Brand Finance study among healthcare professionals

Brand Finance specialises in understanding how brands build strength, reputation and value. As part of a wider global Brand Finance study among healthcare practitioners, we analysed what truly drives reputation of healthcare institutions among this critical audience. The research covered healthcare practitioners in 30 countries across the Americas, Europe, Asia, APAC, and the Middle East & Africa regions, with a total global sample of 2,500+ respondents in 2025 and 2026, including both general practitioners and specialists.

The importance of each attribute was derived using regression analysis, with the reputation of a healthcare organisation as the outcome variable and the associated image and capability attributes as the explanatory/independent factors. This approach allows for an objective understanding of what actually drives reputation, based on hard data rather than what is most visible or frequently discussed.

AI is not a leading driver of reputation

One insight stood out. Despite the scale of investment and attention it receives, AI is not a key driving attribute of healthcare reputation at a global level. The attribute related to the use and application of AI ranks in the lower half of reputation drivers and has declined in relative importance over the last year. In short, healthcare practitioners place far less weight on AI than on many other factors when forming views of institutional reputation.

This is not to suggest that leading healthcare institutions are lagging in AI adoption. Many globally respected hospitals score strongly on the 'uses and applies artificial intelligence' attribute, spanning multiple regions.

Examples include Mass General Brigham in the U.S., Singapore General Hospital (SGH), Saudi Arabia's King Faisal Specialist Hospital and Research Center (KFSHRC), University Hospital of Zurich/Universitätsspital Zürich, Seoul National University, and Hospital Israelita Albert Einstein in Brazil.

By contrast, healthcare reputation continues to be anchored in enduring fundamentals. At a global level, the strongest drivers of reputation are international recognition and accreditation, best patient outcomes, and strength in specialist areas. While their relative ordering varies across regions, it shows that healthcare reputation is shaped by perceived expertise and performance rather than by tools alone.

Looking across regions, the pattern for the importance of AI, holds. Across the Americas, Europe, Asia, APAC and MEA, AI tends to rank lower than many other reputation drivers and, in most markets, has moved down the ranking rather than up. Even where AI ranks marginally higher, it does not emerge as a leading driver of reputation.

Accountability for outcomes ultimately rests with clinicians, not algorithms.

Several explanations are plausible. AI has increasingly become an expectation rather than a differentiator. Experience, clinical skill, and final (positive) patient outcomes remain central to reputation in healthcare.

Why might AI matter less for reputation? A few hypotheses:

+ AI has increasingly become an expected feature of modern healthcare systems rather than a differentiating signal. As adoption becomes more widespread, its presence alone earns limited reputational credit.

+ Experience and clinical skill continue to sit at the heart of healthcare reputation. Practitioners tend to associate reputation with judgement, expertise, and outcomes, rather than with the tools used to support decision-making.

+ Responsibility and accountability for patient outcomes ultimately rest with clinicians, not algorithms. Reputation therefore follows human judgement and ownership of decisions.

+ While AI has delivered meaningful advances in specific applications, its impact remains uneven across healthcare systems and is often invisible in day-to-day clinical interactions, limiting its salience as a reputational driver.

For healthcare leaders, the implication is clear. Technology investment alone cannot buy reputation. Reputation plays a critical role in attracting clinical talent, shaping institutional influence, and supporting long-term performance and revenue.

The organisations that build enduring reputations will be those that integrate technology with expertise, accountability and, (positive) patient outcomes, and communicate this effectively to the healthcare professionals who matter most.

References

1. World Health Organization – Global Health Expenditure Database
2. World Bank – Health expenditure statistics
3. Grand View Research – Artificial Intelligence in Healthcare Market

Global ranking 2026

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Attributes	Global Ranking 2026
Is internationally recognised and has the relevant accreditations	1
Delivers best in class patient outcomes	2
Strongly associated with its specialisms	3
Delivers world leading patient experience	4
Integrated between teaching, research, and patient care	5
Attracts the top medical research talent	6
Adopts latest medical treatment or technology	7
Specialist HCPs are among the world leaders in their fields	8
Excellent facilities / Investment in technology	9
Known for scientific breakthroughs	10
Strong culture of medical progress and innovation	11
Contributes new research and papers to the medical community	12
Offers comprehensive assistance for patients and families	13
Leading fight against diseases in its specialisms	14
Is a well-run organisation	15
Offers patients access to the latest clinical trials	16
Able to rapidly translate medical research into new treatments	17
Uses and applies Artificial Intelligence	18
Affiliated with other leading organisations	19
Accessible to any patient in need of their specialist care	20

Ranking of AI as a reputation driver by region

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Region	AI Rank (2025)	AI Rank (2026)	Direction of Change
Global	Lower half	Lower half	Declined
APAC	Mid-tier	Lower half	Declined
Europe	Lower half	Lower half	Declined
Middle East & Africa	Lower half	Lower half	Stable
Americas	Lower half	Lower half	Declined
South Asia	Mid-tier	Lower half	Declined

Leveraging brand strength: How leading AMCs unlock global value through licensing

Alfred DuPuy
Valuation Director,
Brand Finance USA

Each year, Brand Finance's Global Top 250 Hospitals study provides a definitive benchmark of reputation, clinical excellence, research leadership, and international standing across the global hospital landscape. For the world's strongest hospital brands, this measurement does more than celebrate achievement – it reveals an underutilised strategic asset: the ability of a trusted academic medical centre (AMC) brand to create tangible commercial value for partners, affiliates, and health systems globally.

As demand for high-quality care continues to rise globally, AMCs are increasingly exploring structured brand licensing and affiliation programmes. These programmes enable institutions with strong reputations to extend their influence, support improvements in the global health system, and generate new revenue streams, all while protecting their brand's reputation and integrity. Brand Finance's approach demonstrates how research, valuation, and financial modelling create the evidence base needed to do this credibly.

From brand strength to brand value

Brand strength is our starting point. Brand Finance's research shows that a strong AMC brand influences how patients choose care providers, how healthcare professionals (HCPs) select employers, and how international partners evaluate capability.

Research collected across dozens of markets across HCPs - including doctors, consultants, medical researchers, and academics - consistently shows that teaching excellence, clinical quality, and innovation perceptions shape referrals, willingness to recommend, and research collaboration.

However, understanding how this brand strength converts into financial value requires deeper analysis. This is where Brand Finance's structured licensing methodology comes in.

A four-phase approach to licensing analysis

Brand Finance applies a four-phase framework to quantify value and support licensing negotiations:

Brand discovery

Through management interviews, agreement reviews, and desk research, we identify how the brand is currently used, the benefits transferred through partnerships, and the elements that matter most.

This includes assessing global brand strength using hospital research databases and benchmarking against peer institutions.

Research-based affiliation impact

Market research with clinical stakeholders, current and prospective patients, medical students, and payors can help isolate the derived impact of affiliation. This measures how behaviour changes when stakeholders recognise the affiliation. For example, whether awareness of an AMC partnership increases referrals, improves talent attraction, or boosts perception of clinical quality.

Financial impact modelling

Behaviour changes are then mapped to affiliate business models. For example:

+ Increased referrals > market share uplift
+ Higher perceived quality > price premium or improved payor rates
+ Talent advantages > reduced hiring costs

This modelling enables us to estimate the incremental revenue or cost savings from affiliation, providing a rational basis for a fair and sustainable royalty rate.

Evidence pack for negotiations

Finally, Brand Finance produces a defensible, data-driven evidence pack that institutions can leverage in negotiations. This includes recommended royalty structures, financial ranges, benchmark rates, and scenario modelling. Together, this ensures clarity, consistency, and credibility when working with partners.

The benefits for leading AMCs

A well-structured and robust licensing strategy allows AMCs to:

+ Expand their global reach while safeguarding brand standards and integrity
+ Generate new and sustainable revenue streams
+ Strengthen academic and research networks
+ Improve care quality in partner institutions through structured knowledge exchange
+ Demonstrate the commercial contribution of brand investment to boards and stakeholders

Brand Finance's experience shows that such programmes, when professionally assessed and managed, can deliver meaningful annual income for health systems while supporting their broader missions.

Key takeaways for AMC leaders

As the global healthcare landscape evolves, AMCs will continue to be judged against the world's best through independent rankings and research. But the real opportunity lies with converting a brand's strength into measurable impact – operationally, reputationally, and financially.

Licensing analysis bridges reputation and value, enabling the world's top AMCs to expand their influence and accelerate improvements in global healthcare.

Brand Spotlights

The Aga Khan University Hospital Pakistan

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The Aga Khan University Hospital

Brand Strength

#130 ▲

BSI 62.5

Brand Spotlight
The Aga Khan University Hospital Pakistan

Dr. Farhat Abbas
Chief Executive Officer,
The Aga Khan University Hospital, Pakistan

What are your perspectives on The Aga Khan University Hospital (AKUH) Pakistan's current strength and reputation? As a national leader, how do you perceive its differentiation within the industry?

To understand AKUH Pakistan's strength and reputation, it is important to return to the founding vision of the Aga Khan University. At that time, the founding Chancellor recognised that while Pakistan had many small healthcare institutions, there was no central institution capable of integrating healthcare delivery, education, training, and research. The idea was not simply to establish a hospital, but a teaching hospital that could lead development across these areas.

This vision was shaped by a fundamental ethical question: should people in low- or middle-income countries accept a lower standard of healthcare and education than those in high-income countries? From the outset, the answer was no. The Aga Khan University (AKU) did not aim to provide "good enough" services for a constrained environment, but to pursue the best possible international standards, regardless of geography.

Over time, this vision expanded into Pakistan's first private university. The School of Nursing opened in 1981, the Medical College in 1983, and the hospital began operations in 1985 as a tertiary care facility. The integration of education, research, and clinical services remains one of AKU's most important differentiators.

AKU does not benchmark itself locally or regionally. Instead, healthcare operations, academic programmes, and research are measured against international standards. As part of AKDN, this approach has led to long-standing partnerships with governments, the World Bank Group, the UNICEF, WHO, and other leading institutions globally.

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Another important differentiator is AKUH's academic medicine model. Clinical services are closely linked with research and education, informed by local disease burdens and healthcare realities. AKUH was instrumental in establishing structured postgraduate medical education in Pakistan and now runs around 80 residency and fellowship and internship programmes.

Beyond Pakistan, this model has been replicated across multiple contexts. Today, the Aga Khan University operates in six countries and is among the largest private healthcare providers in Pakistan, Kenya, and Afghanistan. Each context brings different challenges, but the same underlying approach: applying globally benchmarked standards while adapting to local realities. Finally, AKUH's not-for-profit status underpins its credibility. There are no shareholders or dividend pressures. Any surplus generated by health services is reinvested into education, infrastructure, technology, quality improvement and patient welfare.

As one reflection from Brand Finance's discussion with AKUH highlighted, there is an interesting parallel here with institutions like Johns Hopkins Medicine, which use their skills, reputation, and systems to expand into new markets. AKUH is doing something similar across diverse and often challenging contexts, offering a potential blueprint for how leading institutions in lower income markets can have impact at scale without compromising standards.

What role does trust play in AKUH Pakistan's strategy, and how do you build and maintain it across patient groups, as well as with wider stakeholders such as academic, corporate, and international partners?

Trust cannot be built overnight. It takes decades to earn and can be lost very quickly. At AKUH, trust is not treated as a separate strategy; it is the result of consistently doing the right thing.

Historically, the institution has taken a conservative approach to communication, based on the belief that trust is built through experience rather than messaging. Patients and partners trust AKUH because of what they see and experience through their interactions with the system.

Trust is reinforced through strong governance and systems. AKUH has robust mechanisms for patient feedback, complaints handling, adverse event reporting, and safe disclosure, all reviewed at Board level.

Trust is also evident in AKUH's relationships with governments and international agencies.

One example that illustrates this came during recent changes in Afghanistan, when international agencies were reassessing how humanitarian and health funds could be distributed.

In that context, the Aga Khan Development Network (AKDN) was approached to help channel and manage support, reflecting the level of confidence placed in its governance, neutrality, and operational capability.

A central element of trust is AKUH's commitment to access and equity. From the beginning, the hospital has operated a patient welfare system based on need. In 2025, we gave financial support to 1.57 million people, worth USD31 million.

Crucially, AKUH operates a single standard of care. Clinicians do not know whether a patient is receiving welfare support, and all patients receive the same diagnostics, treatment, and clinical attention. This consistency is fundamental to maintaining trust.

AKUH Pakistan is guided by the principles of Quality, Relevance, Access, and Impact. How were these principles developed, and to what extent were they shaped by your long-term ambitions versus local healthcare needs and realities?

These guiding principles are rooted in the founding vision of the Aga Khan University and the wider Aga Khan Development Network. They are not abstract concepts, but values embedded over decades.

Quality is non-negotiable and benchmarked internationally. Access reflects a commitment to serve populations often excluded from high-quality healthcare and education.

Relevance ensures that programmes and research respond directly to local needs and disease burdens. Impact extends beyond service delivery to include wider social, economic, and public benefit outcomes.

These principles balance long-term ambition with local realities rather than choosing between them.

For organisations developing guiding principles, the key lesson is alignment. Principles must reflect what an organisation is genuinely trying to achieve and must be lived through its operations and decision-making. When this alignment exists, guiding principles become drivers of sustained impact rather than statements on paper.

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Johns Hopkins Medicine

JOHNS HOPKINS
MEDICINE

Brand Strength

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Brand Spotlight
Johns Hopkins Medicine

Charles Wiener, M.D.
President, Johns Hopkins Medicine International & Professor of Medicine and Physiology, Johns Hopkins University School of Medicine

Could you tell us a bit about the current strength and reputation of Johns Hopkins Medicine, what it distinctively stands for, and what benefits that brings in interactions with different stakeholders?

First and foremost, we are the primary academic medical centre that originally brought together teaching, research, and patient care under one umbrella. That model dates back to the late 1800s, and it remains our North Star today, more than 140 years later.

The strongest foundational component of that model is research. When you look across the healthcare landscape, there are many organisations that do a lot of things very well. But research is really the foundational strength of Johns Hopkins Medicine. We invest enormous energy into research, from the cellular level all the way through to understanding innovative surgical techniques and other types of care.

What's important is that all of this sits along a trajectory that continually improves patient care. Being able to connect research, education, and clinical practice in that way is really at the core of what we offer.

Education is another key differentiator. We were the first institution in the U.S. to involve medical students directly in patient care. More recently, we developed a curriculum called Genes to Society, which rethought medical education by looking at genetics, environmental factors, and their combined impact on disease, and using that to drive more personalised care.

All of this ultimately exists to support patients. Johns Hopkins is often seen as the place you go when there are no other options, or when you have something extremely rare. That is true, but it's only part of the picture. We operate across the full spectrum of care, from primary care to complex quaternary care, supported by community hospitals, a health plan, and home care. It's a comprehensive system informed by research and teaching at every level.

Our research shows that this reputation is built on genuine excellence and innovation. What does the organisation do to maintain and communicate that reputation, and to extend its benefits through partnerships?

The area I can speak to most directly is the creation of Johns Hopkins Medicine International, which was founded almost 30 years ago. It's a jointly owned organisation between the School of Medicine and the health system, created to take the mission abroad.

Historically, Johns Hopkins has always cared for international patients, often with very complex needs. Over time, the organisation began asking whether there was a way to bring care to patients in their home countries, rather than having them travel long distances away from their families and support systems.

Our first major opportunity came in Singapore, where the government asked Johns Hopkins to help build oncology capabilities. That was really our first move into taking what we know about healthcare, across research, education, and patient care, and adapting it to a different country, working very collaboratively with local partners. At the time, this was something genuinely different.

How has that international partnership approach developed over time, and what are some examples that really bring it to life?

Over the years, we explored different models. One example is the management of three public hospitals in Abu Dhabi, where Johns Hopkins placed leadership directly into C-suite roles and managed those hospitals for nearly a decade.

In other cases, we've pursued affiliation models. These don't involve managing hospitals, but they do involve very strict quality and safety metrics, along with long-term relationships with some lasting over 20 years. We work on building clinical programmes and investing deeply in nursing education, not just through short-term training but by developing nursing practice so nurses can work to the top of their licence, as they do in the U.S. and UK.

Our most ambitious partnership is Johns Hopkins Aramco Healthcare, launched in 2013 with Saudi

Aramco. This was a true joint venture, created to spin out healthcare services so Aramco could focus on its core business. What began as care for employees and their families has now opened to the public, with centres of excellence in cancer and cardiovascular care.

Partnerships for innovation are also a focus this year, including collaboration with industry, investors, and government. What role does Johns Hopkins Medicine play in that ecosystem?

Reputation plays a big role in attracting innovation. People come to Johns Hopkins with ideas they want to develop. We have a technology ventures arm that helps develop those ideas, brings in investors, and supports spin-out companies.

One area we see as particularly important going forward is precision medicine and data. Through initiatives like Johns Hopkins inHealth, we're using AI to organise and make sense of healthcare data so it can be used more effectively for patients.

From an international perspective, this is especially interesting because most existing datasets are based on North American patients. In regions like the Middle East, where genetic and environmental factors differ, there's huge potential to change how care is delivered by expanding that research globally.

Looking ahead, what are the next goals for the organisation in the coming years?

In the international space, our focus is on expanding impact, not replication. We want to bring Johns Hopkins–level care closer to patients' homes, while also supporting education and research in those markets.

This doesn't happen overnight, but there are many regions where there's strong demand, from patients, clinicians, and governments, for that kind of long-term investment. You can't spread one organisation throughout the entire world, so you really need a patchwork of different organisations doing similar things, in different countries, with different toolkits, that all work to improve care together.

Ultimately, improving global healthcare requires collaboration across many organisations, not just one, and we see that as a key part of our role going forward.

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

Brand Finance®

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