

Jordan... The Medical Services Destination of Choice

Challenges:

The key to economic growth for a country like Jordan with a small population is through exports and attracting outsourced services. Jordan's comparative advantage lies with its highly educated population, with a tradition of skilled medical services.

Initiatives:

In supporting the Government of Jordan's efforts to grow economically, USAID's Jordan Economic Development Program (SABEQ) surveyed a number of possible economic sectors identified in the Government's existing country-wide strategies (Jordan Vision 2020 and the National Agenda). Medical services sector is one such sector. At the start of the Program, Jordan attracted medical tourists from the region, for lower value services. To become a destination of choice, Jordan needed to develop a network of internationally accredited hospitals with improved nursing care, to improve the regulatory environment and to adopt more technology.

With the program support, the medical services sector and Government institutions have worked hard to address these constraints. Today, Jordan is on its way to becoming a medical services destination of healthcare and wellness for all, as well as a global hub for outsourcing.

Results:

While much more is to come, Jordan is well positioned: the number for accredited hospitals has grown from 1 to 4, incoming patients have increased from 120,000 in 2004 to 210,000 in 2008 and sector revenues have increased by over 12 percent.

As part of its outbound trade missions, Jordan has attracted 3 contracts and is on the way to providing outsourced medical support to US hospitals.