



JORDAN  الأردن  
INVESTMENT COMMISSION هيئة الاستثمار



# HEALTHCARE

» SECTOR PROFILE





“Jordan is considered one of the Middle East’s most preeminent medical tourism destinations and a regional leader in pharmaceuticals production, with further growth likely to materialize in the upcoming years as a result of factors such as increased medical tourism from Saudi Arabia and other Gulf Cooperation Council (GCC) countries.”

## » Overview of the Healthcare Sector in Jordan

**The Jordanian healthcare sector is known for its high-quality services, both regionally and internationally. Jordan's world-class internationally qualified workforce, state-of-the-art medical machinery and equipment, and high-quality medical facilities are all contributing factors making Jordan's healthcare sector one of the fastest growing sectors in the country. There is a multitude of promising investment opportunities within Jordan's growing healthcare sector.**

Jordan is considered one of the Middle East's most preeminent medical tourism destinations and a regional leader in pharmaceuticals production, with further growth likely to materialize in the upcoming years as a result of factors such as increased medical tourism from Saudi Arabia and other Gulf Cooperation Council (GCC) countries. The majority of the 28,000+ physicians in Jordan are board certified in the United States, United Kingdom, Canada or other European countries, experienced in state-of-the-art patient care.<sup>1</sup> The sustained growth in the number of publicly and privately owned hospitals, the construction and upgrading of existing hospitals and medical centers, expanding health insurance coverage, and increasing sophistication of modern treatment drive the demand for medical equipment and

services. Jordan's continued urbanization and population growth, together with the growing need for healthcare services and medical supplies in neighbouring countries, all turn the country into a regional platform for healthcare services.<sup>2</sup>

The Government of Jordan (GoJ) recognizes the competitive strength of Jordan's healthcare sector, which is reflected in Jordan's Vision 2025, which puts specific emphasis on the development of the healthcare and medical tourism clusters. The healthcare in Jordan also meets international standards in terms of accreditation, where the Health Care Accreditation Council (HCAC) has been accredited by The International Society for Quality in Health Care (ISQua). These factors all together contributed to the increase in medical tourism over the years.

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1 Medxjordan.com, Health Care System Overview, 2018

2 Export.gov, 2016





## » Investment Opportunities

**Jordan's healthcare industry totals about US\$ 3.58 billion, representing approximately 10% of GDP (as spent on this sector), which is among the highest in the Middle East and North Africa (MENA) region.<sup>3</sup> Given the country's existing competitiveness in terms of medical tourism; a healthcare-minded workforce; renowned hospitals and facilities; reforms on the private hospitals' regulatory framework; and a growing market with increasing demand for world-class healthcare services in the region; a number of investment opportunities exist across a variety of healthcare niches.**

### 01. Hospitalization

Nearly 86% of the Jordanian population is covered by health insurance originating from either public, private, military, or United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) schemes - which is a high percentage compared to the MENA region.<sup>4</sup> Moreover, the large influx of Syrian refugees during the last seven years demand suitable, sustained healthcare infrastructure and services. To accommodate this growing healthcare market demand, a need exists for new private/public hospitals and medical centers in Jordan in the next five years, thereby particularly focusing on the larger cities of Amman, Zarqa, and Irbid. The construction of new hospitals will also trigger demand for both professional services and medical products. The hospitalization segment does not only include basic healthcare infrastructure (such as hospitals

<sup>3</sup> Export.gov, 2016

<sup>4</sup> The National Strategy for Health Sector in Jordan 2015 – 2019

and medical centers), but also provide investment opportunities in more high-end segments. This concerns companies looking to establish specialized therapeutic or medical centers that offer all specialties or specific therapeutic ones, as well as medical centres and hospitals with 5-star services.

	Number of Hospitals	Number of Hospital Beds
Private	62	4,496
Public	48	9,235
Total	110	13,731

Sources: Ministry of Health, 2017

## 02. Pharmaceuticals & Medical Devices

The pharmaceutical sector in Jordan grows at a rate of 25% per year.<sup>5</sup> The demand for pharmaceuticals, medical devices, and medical supplies evolves with the increasing demand for new hospitals, medical centers, and healthcare facilities. The pharmaceutical industry in Jordan has positively contributed to the adjustment of the trade balance of Jordan. Due to its high quality and reputation, 80% of pharmaceutical production is exported to more than 70 countries.<sup>6</sup> The pharmaceutical sub-sector of Jordan's healthcare sector harbors promising investment opportunities as it is a significant contribution to the growth seen in the overall Healthcare sector. Prospects include the manufacturing and production of human medicine, pharmaceutical drugs from medicinal plants, and medical supplies.

Jordan's existing medical and therapeutic industries comprises more than 100 domestic factories, generating about 8,000 employment opportunities, covering all administrative and technical levels. Jordan has become a center for Good Manufacturing Practices (GMP) in the MENA region and expanded its pharmaceutical exports to more than 60 countries worldwide, including the Gulf, the US and Europe, all due to their high quality, excellent reputation and affordable prices. The Jordanian medical device market is projected to grow at an above-average rate of 9.3% per annum, the size of the pharmaceutical market in Jordan is estimated at \$ 1.3 billion.<sup>7</sup> The pharmaceutical sector in Jordan has benefited from the growth in MENA economies (mainly the Gulf countries) in recent years and is expected to do so in the near future, henceforth resulting in an increased government spending on the healthcare sector. Indeed, one of the main drivers for growth in Jordan's healthcare sector includes the continuing high-volume of medical export activity generated by the country's domestic drug manufacturers.

## 03. Medical Education & Services

Jordan hosts a rapidly growing laboratory segment, which is increasingly applying more sophisticated capabilities. The number of physicians in Jordan is 28.6 doctors per 10,000 populations, that percentage is one of the highest rates in the world. The number of nurses in Jordan is 32 nurses per 10,000 population.<sup>8</sup> Investment opportunities emerge in education and services related to healthcare as the sector progresses. Examples of such services relate to consulting in hospital administration, education and training in quality control and certification standards, laboratory and hospital administration software, and laboratory reagents and diagnostics.

<sup>5</sup> Jordan Investment Commission Investment Opportunities, 2017

<sup>6</sup> Medxjordan.com, Healthcare System Overview, 2018

<sup>7</sup> Export.gov, 2016

#### 04. Medical Tourism & Cosmetics

Medical tourism in Jordan, including patients' expenditure on medical procedures, accommodations, transportation and other types of services, attracts at least 250,000 patients to Jordan per year, generating 40% of the country's overall tourism revenues.<sup>9</sup> Medical tourism is expected to grow over the coming years, due to global ageing and the increasing expenditures on healthcare and tourism. As such, investment opportunities, such as medical tourism facilitators, health spas, wellness centers, physiotherapy, Dead Sea cosmetics, and mud processing and refining are prevalent in order to accommodate medical tourists and cater to their needs.

#### 05. E- Healthcare

The GoJ has implemented the e-health care initiative, which aims to ensure the accountability of the health care and shall operate the storage, retrieval, and updating of patients' electronic health records by all participating healthcare facilities in Jordan. One exemplary program is Electronic Health Solutions (EHS) which was founded in early 2009 as an innovative technology-driven, private, non-profit company that effectively provides automated solutions to enhance the quality and efficiency of Jordanian public healthcare services.<sup>10</sup> EHS is one of the drivers of a future in electronic health in Jordan. As the GoJ is implementing its e-health strategy, investment opportunities exist for a number of applications and services, including healthcare management systems, software modules for specific fields and applications, integrated medical insurance solutions, customer relations management, mobile healthcare applications, and online medical content providers.

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8 Medxjordan, Healthcare System Overview, 2018  
9 Medical Tourism Index, 2017  
10 [Ehs.com.jo/ehs](http://Ehs.com.jo/ehs)

# » Why Jordan

The Kingdom of Jordan is a stable, business-friendly, modern, and prepared location for your next engineering, manufacturing, information technology, or life sciences activities in the Middle East and North Africa (MENA) region. This dynamic nation provides a sound environment from which companies can find key talent, business assistance, and a willing Government partner who will help enable their growth into the MENA region and beyond.



## REGIONAL BUSINESS OPERATIONS HUB

Jordan offers a vibrant, innovative, and globalized business environment with a high ease of doing business at stable, competitive, and predictable costs, positioning Jordan as the region's prime hub for business operations requiring a highly skilled talent pool.



## DESTINATION FOR LEISURE & MEDICAL TOURISM

The Kingdom's widely recognized welcoming and hospitable lifestyle in combination with its diverse scenery, appealing landscapes, and comfortable climates, turn Jordan into a popular destination for all kinds of tourism.



## REGIONAL LOGISTICS & (RE)CONSTRUCTION HUB

A strategic location together with safety and stability, an unparalleled connectivity, and competitive logistics platform make Jordan the right place for regional logistics and (re)construction.



## CENTER FOR VENTURE CAPITAL & INNOVATION

The combination of an abundance of venture capital, innovative pool of tech-talent, and a sound financial sector turn Jordan into an innovative ecosystem ready for investors and start-ups.



## ACCESS TO REGIONAL & INTERNATIONAL MARKETS

Jordan's comprehensive network of free trade and bilateral investment agreements features privileged access to over 1.5 billion consumers in the largest markets around the world.

## QUICK FACTS

**Free Trade Agreements**  
7

**Direct Market Radius**  
1.5 billion consumers

**Development Zones**  
14 across Jordan

**Connectivity**  
12 seaports, airports, and land ports

**Economic Freedom**  
4th across MENA region (2018)

**Total GDP**  
US\$40.07 billion (2017)

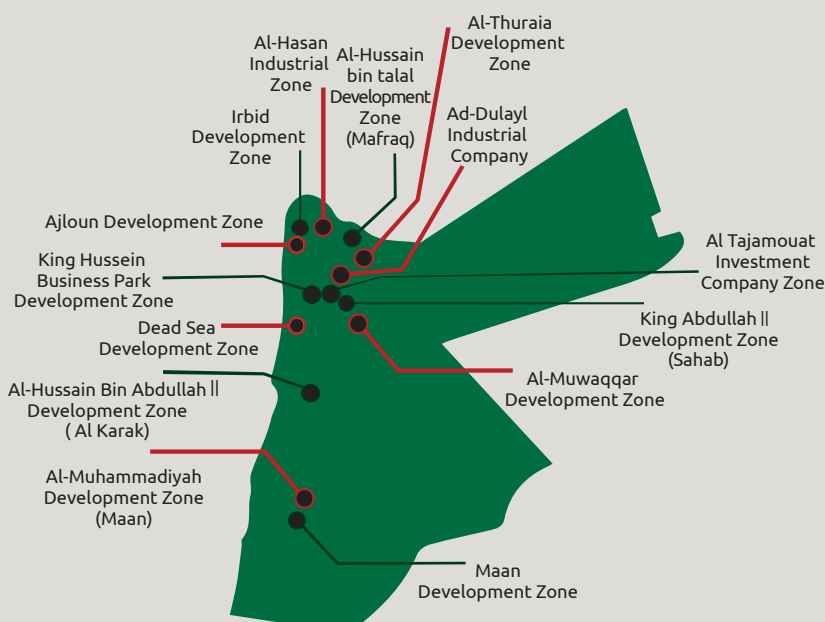
**GDP per Capita**  
US\$4,129.8 (2017)

**Annual GDP Growth**  
2.0% (2017)

**No. of Universities**  
36

**No. of Engineers per 10,000**  
151.0 (2017)

**No. of Doctors per 10,000**  
28.6 (2017)



## » Why Jordan for Healthcare?

The healthcare sector in Jordan is featured with sound policies and enables regulations for business operators and investors alike. The Healthcare Sector in Jordan ranks 33rd in global ranking according to the Medical Tourism Index.<sup>11</sup> The infrastructure is solid and the national policies customized to healthcare operations and cutting-edge technologies both empower Jordan's business environment for guaranteeing a prosperous healthcare sector. The sector is highly sophisticated compared to the rest of the MENA region. Rising health expenditures elsewhere together with Jordan's position as the MENA's premier and preferred destination for quality, world-class healthcare seekers are helping to drive the need for expanding and investing in the Kingdom's healthcare sector.

### 01. Healthcare-Minded Human Capital Force

The competitiveness of Jordan's healthcare sector specifically revolves around the highly skilled workforce as the sector benefits from the availability of over 57,000 well-trained medical staff (high-density, relative to population), in combination with comparatively low treatment fees (which are lower than those in Europe and the US). Jordan has the largest pool of physicians, dentists, and nurses per capita compared to the region.

Occupation	Workforce presence in Jordan	Ratio per 10,000
Physicians	26,019	27.3
Dentists	6,806	7.1
Nurses	12,872	13.5
Pharmacologists	12,076	12.7
Total	57,773	60.3

Source: Ministry of Health, 2017

### 02. High-Quality Human Capital Market

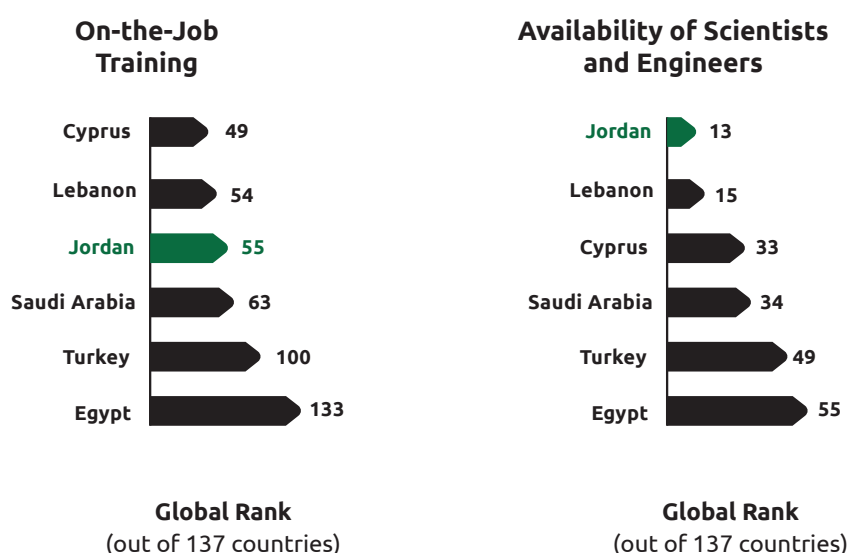
Jordan's key strength lies in its highly qualified, flexible, and cost-competitive workforce - one of the most essential elements needed for any global firm to establish a presence for its regional operations. A country with limited natural resources, Jordan recognized the importance of investing in its human resources and becoming more talent-driven. The Kingdom is now ready to reap this benefit, capitalizing on the excellent workforce to accommodate a multitude of technology-based industries.

Jordan's young and dynamic labor force is one of the most skilled, competitive, and productive in the region. The Kingdom's advantages are driven by relatively low redundancy costs, cooperative relations between employees and employers, flexibility in wage determination, and efficient hiring and firing practices, making it easy to attract and retain suitable staff.

11 Medical Tourism Index, 2016



The combination of high public investment in industry-specific education, and institutions that are strongly committed to vocational and on-the-job training, results in a multi-talented and bilingual human capital force. This in turn helps to explain the country's high availability of scientists and engineers.



World Economic Forum, 2018, "Global Competitiveness Report 2017-2018"

### 03. Innovation, Research, and Development

Jordan offers one of the region's most vibrant environments for innovation, research, and development. This is mainly a result of the high availability of venture capital and Jordan's globalized, liberal, and forward-thinking society, providing access to state-of-the-art technologies and fresh ideas. Jordan University of Science and Technology has its own health center, which not only provides healthcare according to international standards, but also operates as a training, teaching, and research center; holding the Health Care Accreditation Council (HCAC) since 2011. Nationwide, more than 30,000 students are currently undertaking courses in para-medical sciences, medicine, pharmacy, and physical education, underpinning a well-educated and experienced workforce in healthcare.

Rank (out of 128)	University & industry research collaboration	State of cluster development	Scientific & technical articles
Cyprus	73	55	15
Egypt	121	31	67
<b>Jordan</b>	<b>37</b>	<b>30</b>	<b>46</b>
Lebanon	48	53	48
Saudi Arabia	54	22	74
Tunisia	98	97	24
Turkey	60	54	43

Source: World Intellectual Property Organization, 2018, "Global Innovation Index 2018"

#### 04. Advanced Facilities

Healthcare facilities in Jordan are highly advanced. One of the largest private hospitals in the Kingdom was the first general specialty hospital to receive the Joint Commission on Accreditation of Healthcare Organizations' (JCAHO's) international accreditation in 2007, while another nine hospitals and cancer centers are currently accredited by the Joint Commission International (JCI).<sup>12</sup> The International Pharmaceutical Research Center (IPRC) is one Clinical Research Organization in Jordan that is approved by the Jordan Food and Drug Administration as well as by the Gulf Cooperation Council. With more than 100 professionals, IPRC has conducted more than 2000 bioequivalence, bioavailability and pharmacokinetics studies catered to US, EU, AU, India and MENA markets.<sup>13</sup> Moreover, the King Hussein Cancer Center is the only specialized cancer treatment center in the MENA region and ranks among the top cancer treatment facilities worldwide.

#### 05. Hub for Medical Tourism

Jordan is considered a regional leader in medical tourism and a regional medical treatment hub as 110 hospitals serve both its domestic population and over 250,000 foreign patients per year.<sup>14</sup> Jordan is ranked first in the MENA region as a best healthcare service provider and a top destination for medical tourism, according to the World Bank.<sup>15</sup> Further growth is likely to materialize in the upcoming years as a result of increased medical tourism from Yemen, Sudan, Saudi Arabia and other Gulf Cooperation Council (GCC) countries. Many of the visitors of Jordanian hospitals are international and come from various parts of the region (e.g. Palestinians, Iraqi's, Syrians) as well as from the Gulf countries and South-East Asia.

#### 06. Regulation and Medical Accountability Law

The GoJ has recently endorsed a medical accountability law that will establish an insurance fund affiliated with the Higher Medical Council. This insurance fund will cover medical malpractice, obliging "establishments licensed to present medical and health services". The bill also requires the Health Ministry to compile a database for licensed medical and health staff, creating a classification system by professional level in coordination with respective associations.

Finally, the King Hussein Business Park (in Amman) and Irbid Development Area, two of Jordan's Development Zones, focus on attracting healthcare opportunities and services, offering high quality infrastructure and a streamlined business operating environment, boosted by attractive incentive packages for businesses operating within these zones.

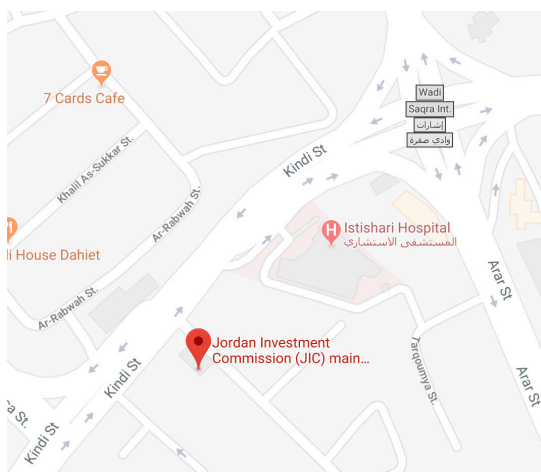
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12 Medical Tourism Index, 2017

13 [iprc.com.jo](http://iprc.com.jo)

14 Medical Tourism Index, 2017

15 Medical Tourism Index, 2017



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