

# CEO MONTHLY



Dr. Mohamad Hamade  
CEO | Amanat Holdings  
Board Member | CMRC

Follow me  



## CMRC IN FOCUS WITH DR. HOWARD PODOLSKY



Dr. Howard Podolsky MD JD MBA FCLM  
Group Chief Executive Officer of CMRC

Follow me 

In February this year Amanat invested 871 million dirhams to fully acquire Cambridge Medical and Rehabilitation Center (CMRC), a provider of specialized rehabilitation and long-term care, with facilities in Abu Dhabi and Al Ain in the UAE, and Dhahran in Saudi Arabia. CMRC provides multidisciplinary and intensive rehabilitation for individuals suffering from a range of medical conditions and is accredited by the Joint Commission International and Commission on Accreditation of Rehabilitation Facilities, the pre-eminent bodies for healthcare quality in the world. In this edition, we welcome Dr. Howard S. Podolsky to walk us through:

- The maturity of post-acute care in the region
- The demographics driving demand for post-acute care in the region
- CMRC's market positioning amidst potential growth
- What differentiates CMRC in its chosen markets
- The future of CMRC

### Highlights

- Dr. Howard has extensive experience in healthcare management, hospital administration, risk management, quality improvement and patient safety.
- He is a graduate from the Buffalo School of Medicine and Biomedical Sciences in the State University of NY, as well as from the St. Louis University School of Law. He has completed his MBA in Management and Finance from the Olin School of Business, Washington University in St. Louis.
- Dr. Howard is a member of the Gamma Beta Sigma, the International Business Honor Society, and also a fellow of the American College of Legal Medicine.

Friends,

Amanat invested in **Cambridge Medical and Rehabilitation Center** in February this year. Since then, it has already proved to be a **valuable asset** in our portfolio with solid returns having contributed 44 million dirhams to Amanat's 9M-2021 net income. CMRC's **business model** and focus on **specialized healthcare** illustrate the type of investments we are seeking in the future, and the **value proposition** goes beyond what meets the eye. There is more to narrate on the successful attributes of the business and the management, which is why I am pleased to feature **Dr. Howard Podolsky** in this month's edition to walk our readers through the various verticals of the business and the top-down fundamental drivers of its success.

## How mature is post-acute care in the region?

Since Cambridge Medical and Rehabilitation opened its doors in early 2014 the number of post-acute care providers has increased significantly. More specifically, in 2014 there were only 3 providers of **long-term care and post-acute rehabilitation**. Today, in 2021, we have more than a dozen providers of post-acute care services in the Emirate of **Abu Dhabi**. The **growth** of the additional providers has supported the **increasing demand** and the clear value proposition provided by post-acute care (PAC). This was further exemplified during the initial wave of the COVID-19 pandemic when government hospitals were struggling to **free-up blocked hospital beds**. Post-acute care facilities stepped up and accepted many of these patients who otherwise were languishing in precious hospital beds. As such, these patients received the post-acute care and rehabilitation needed, and many of these patients were successfully discharged to home and family. In short, **high-quality** post-acute care providers such as Cambridge Medical and Rehabilitation Center can provide post-acute care services (i.e., long-term care and post-acute rehabilitation) at **rates 40-50% less than most acute care hospitals**. This fact, combined with the **outstanding clinical outcomes** provided by world-class providers creates a very compelling narrative for the need for a vibrant, high-quality post-acute healthcare sector.

“ **CMRC's business model and focus on specialized healthcare illustrate the type of investments we are seeking in the future, and it has already proven to be a valuable asset in our portfolio** ”

-Dr. Mohamad Hamade-

## What do the current healthcare demographics in the region mean for the future of post-acute care?

It is estimated that **25% of the GCC population will be over the age of 60 by 2050**. Given the aging demographic in the region, the **prevalence of the chronic diseases of aging** (i.e., Type 2 Diabetes, Coronary Artery Disease, Congestive Heart Failure, Emphysema, etc....) will increase dramatically. Unfortunately, these conditions are often the precursors to debilitating strokes and heart attacks resulting in severe debilitation. Post-acute care is designed, by definition, to **manage these conditions** very effectively and efficiently to **restore function**, thereby allowing individuals to reengage family, community, and work. From the perspective of the government, high-quality post-acute care not only greatly **reduces the overall cost of healthcare** but provides an effective path by which individuals can re-enter the workforce thereby **creating additional value**.

## How well is CMRC positioned to capture market share?

In three words: **Exceptional quality outcomes**. Cambridge Medical and Rehabilitation Center is focused on providing outstanding, clinical outcomes for our patients and their families. In short, **“quality is job one” for CMRC**. All our facilities are **Joint Commission International (JCI) accredited** as well as **CBAHI accredited in KSA**. In addition, we are **the only organization to be designed by the Commission on Accreditation of Rehabilitation Facilities (CARF)** as accredited for both inpatient and outpatient rehabilitation for pediatrics, adolescents, and adults, within the GCC. Similarly, our **affiliation with Planetree International** supports our mission whereby CMRC places the patient and their family at the center of our **clinical focus**. Everything we do at Cambridge Medical and Rehabilitation Center is designed to **improve the quality of life** for our patients and their families. Our **Transitional Ventilator Management Program** is an outstanding example: Through the innovative work provided by our Intensive Care Physicians, Respiratory Therapists, Critical Care Nurses, and our Therapy Team, we have successfully **liberated more than 87% of patients from mechanical ventilation**. Moreover, every patient admitted to CMRC receives a discharge plan in coordination with the patient and their family. As such, we have successfully discharged more than 85% of all patients admitted to Cambridge Medical and Rehabilitation Center, to home, family, and community.

Cambridge Medical and Rehabilitation Center focuses on individually oriented “**high-touch**” and “**high-quality**” care. Each patient is assigned a **Patient Experience Officer** who is tasked with meeting and exceeding the needs of our patients and their families. In addition, each one of our patients is has a personal **Clinical Case Manager** who supervises their **care journey** through CMRC and works with the patient and their family before discharge to help coordinate all care and support needed once the patient returns to home. In many cases, we further support patients following their discharge by providing **outpatient rehabilitation services** as well as **home healthcare services** when clinically indicated. Cambridge focuses on the “**continuum of care**” whereby we support patients and their families throughout their **entire healing journey**.

“**CMRC is the only regional provider of post-acute care services within the GCC with facilities in the UAE and KSA providing inpatient, outpatient and home care services with world-class clinical outcomes**”

**-Dr. Howard Podolsky-**

### What differentiates CMRC from other providers?

Cambridge Medical and Rehabilitation Center is unique as we are **the only post-acute care provider that provides inpatient, outpatient, and home care services**. Moreover, we are the only regional provider of post-acute care services within the GCC with facilities in the UAE and KSA. Our unique **accreditations and affiliations** serve as testimony to our **commitment to world-class clinical**

**outcomes**. As the leader of post-acute care services in the region, we have been privileged to provide care for more than **1,200 inpatients**, and more than **120,000 outpatients**. Further differentiating CMRC from our competitors is our **broad scope of clinical services**. We developed **the first Transitional Ventilator Weaning Program** in the region, and our clinical services extend to a comprehensive Post-Stroke Program, Pediatric Rehabilitation, Long-Term Care, Comprehensive Wound Care, Spinal Cord Injury Rehabilitation, Hydrotherapy, as well as our **world-class Post-Acute Rehabilitation Services** for joint replacements, pelvic floor therapy, hand therapy, and lymphedema therapy. It should be noted that Cambridge Medical and Rehabilitation Center is the only post-acute care provider in the region to **partner with the preeminent Professor Volodymyr Kozyavkin** to provide the **world-renowned Kozyavkin Method** of intensive neurophysiological rehabilitation for the treatment of spasticity disorders related to patients suffering from Cerebral Palsy. Professor Kozyavkin has partnered with CMRC to provide his **more than 30 years of clinical expertise** working to improve the quality of life for children and young adults suffering from **Cerebral Palsy**.

In short, at the very essence of Cambridge Medical and Rehabilitation Center, we are family. Our more than 650 staff members combined with the many patients and families for which we have had the privilege to provide care represent the extended “**Cambridge Family**.” And even after being successfully discharged from CMRC, patients and their families will always remain under the care and love of the extended “**Cambridge Family**.”

### What is in store for the Future of CMRC?

As we look to the **future**, Cambridge Medical and Center is focused on providing post-acute care services to many **more patients** and their families **throughout the region**. Having the privilege of being supported by **Amanat**, CMRC plans to **expand its geographic footprint** throughout the GCC.

Similarly, we intend to **expand our clinical offerings** to include such needed services as mental health and a greater array of **outpatient services**. Cambridge has been and will remain a **highly flexible, innovative, and diversified post-acute care provider** focused on meeting and exceeding the needs of our patients and their families. Together, with Amanat, we believe there is a very exciting and busy future ahead.