

Al Mokhtabar: Egypt's First CAP-Accredited Laboratory

Putting Quality and Patients First Brings Exponential Growth

OVERVIEW

Business comes because of the quality

Eager to elevate quality and grow their laboratories, Dr. Hend El Sherbini, CEO of Integrated Diagnostics Holdings (IDH) and Al Mokhtabar Labs, made a bold decision to pursue the College of American Pathologists (CAP) accreditation in 2007, something no other organization in Egypt has achieved to this day. Accreditation is not required in Egypt, but they were motivated by their patients and their desire to bring the 'best-in-class' quality.



AREAS OF IMPACT



Diagnostic Confidence

CAP accreditation has played a significant role in increasing patient confidence and trust aligning with the national vision of providing an efficient and safe healthcare system for all.



Operational Excellence

Al Mokhtabar integrates the CAP accreditation methods and checklist into their key performance indicators (KPIs), resulting in reproducible quality across all sites – established and new.



Business Growth

Al Mokhtabar serves as reference testing site for many. They are also the only laboratory in Egypt chosen by PureHealth, a Dubai-based integrated healthcare solutions provider, to provide pre-flight COVID-19 PCR tests to travelers into the United Arab Emirates.



Dr. Hend El Sherbini
Chief Executive Officer
Integrated Diagnostics Holdings (IDH)
Al Mokhtabar Labs

“CAP accreditation is a competitive advantage for Al Mokhtabar. We are known for our high quality and accurate results. This attracts more patients, creates more demand for outpatient tests, and drives revenue.”

Continuous Improvement Opens New Doors and Expands Business

BACKGROUND

Desire to Grow and Standardize

Among the biggest challenges the company faces as it grows is standardizing and replicating everything that make a business successful—including training, services, quality controls, and operations.

Dr. El Sherbini believed, if the company invests in quality, the business will follow. With that goal in mind, Dr. Marwa Mowafy joined Al Mokhtabar in 2007 to lead the CAP accreditation when the company had 40 laboratories. Today, along with their CAP accreditation, they have 226 locations and a portfolio of more than 1,400 clinical tests. According to Dr. Mowafy, “We are now the largest private medical laboratory testing company in the Middle East, providing diagnostic laboratory services, pathological and clinical tests for medical communities across Egypt.”

APPROACH

Partner with Peers and Empower Employees

When Al Mokhtabar started the accreditation process, there was resistance and skepticism to earning the accreditation. It was very difficult at first as they didn't know the requirements. Fortunately, Al Mokhtabar got help from CAP peers in the United States and Europe. The process was a learning experience for everyone. Working towards accreditation together gave Al Mokhtabar's employees a sense of ownership. Doing something different than any other laboratory in Egypt filled people with a sense of pride.

CONCLUSION

CAP Accreditation Provides Return on Investment in Many Ways

Dr. Mowafy believes CAP accreditation is essential and the investment is well worth it. “Continuous improvement opens doors to new ways to serve our patients, whether the improvement is service oriented or process oriented. With CAP accreditation, we have improved our KPIs, developed a comprehensive test menu, and expanded the breadth of our analytical instrumentation. It has also stimulated innovation, research and participation in clinical trials.”

Additionally, standardization of processes, largely driven by KPIs derived from CAP's checklists and other quality management systems, have allowed Al Mokhtabar to deploy a scalable business model that enables capital-efficient growth. Supported by the operational backbone of the central lab in Cairo, Al Mokhtabar can easily initialize a broad range of tests at each of its locations and ensure fast, accurate results, and positive patient experiences throughout Egypt.

FACTS AND FIGURES

Year Founded	1979
Headquarters	Cairo, Egypt
Number of Laboratories	1 Main, 7 Regional, 218 Clinics
Clinical Tests Offered	1,400+
Samples/Day	100,000

“We are the lab of choice of physicians to provide care for their patients. They appreciate rapid, accurate diagnostics, with reliable and actionable test results.”



Dr. Marwa Mowafy
Regional Accreditation and Certification Director,
Integrated Diagnostics Holdings (IDH) group



COLLEGE of AMERICAN
PATHOLOGISTS

Laboratory Quality Solutions

SCAN TO VIEW THE
FULL CASE STUDY

