The Specialty Hospital is a private teaching hospital that offers a full range of medical and surgical services. Since its opening in 1993, its capacity has grown from 88 beds to 265, with 1100 employees and 700 consultants. It is known for having the latest technology and is a recognized teaching institute for a number of physician specialization programmes.

Name: The Specialty Hospital  
Country: Jordan  
Industry: Medical  
Number of employees: 1100

What are the benefits of ISO 26000 for The Specialty Hospital?

Key benefits to date include:

• A revised vision, mission and strategic plan embedding sustainability-related objectives (the social responsibility strategy has been integrated within the hospital’s core business strategy)
• Increased patient satisfaction from 87.4 % to 91 %
• Increased staff satisfaction from 66 % to 74 %
• A 5 % increase in number of patient admissions
• Reduced paper consumption by 39 %
• A 17 % reduction in electricity consumption, 11 % reduction in water consumption and 9 % reduction in fuel consumption
• Revenue savings of 86 000 Jordanian dinars through expanded use of an autoclave machine for medical waste
• Various certificates and awards:
  › Arabia Corporate Social Responsibility Award
  › Product Authentication Certificate
  › Best Organization in Implementing the Recycling Programme 2014
How did ISO 26000 lead to these benefits?

Using ISO 26000 allowed The Specialty Hospital to gain a better understanding of its stakeholders and their needs. A social responsibility committee was set up, which undertook an in-depth mapping of stakeholders, including their relationship with the hospital and their interest in hospital decisions and activities. The ISO 26000 flash assessment tool helped identify the most material issues, highlight gaps in its social responsibility strategy and stakeholder engagement, and develop actions to fill those gaps.

A wide range of policies and procedures, notably those for human resources and external suppliers, were reviewed and updated. One example of this is that the codes of conduct for subcontractors now require fair working conditions for employees. In addition, awareness-raising sessions around social responsibility and sustainability were conducted, a social responsibility activities booklet for stakeholders was published and recycling containers were installed throughout the hospital.

“We encourage other organizations to integrate ISO 26000 in their activities since resources are becoming scarcer and we need to use them wisely and effectively without waste or greed.”