



Sana Zaal Burgan Jordan

WOMEN IN BUSINESS AWARD



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Med Grant

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Med Grant



I started my business from my home in 2000 by launching the first website to help patients seeking to travel to Jordan for medical treatment. Two years later, I began a monthly newspaper to raise awareness of health issues. I also do a lot of charity work for disease prevention, dealing with many health issues like cancer, drugs and women's health. During five years working in a medical drugstore, I found out that here in Jordan we lack professional health service marketing and there are no offices to answer the questions of foreigners coming to Jordan for medical treatment.

The Empretec programme in Jordan offered training that helped me to improve my business in different ways. The training also helped me identify my weaknesses with a view to improving them and focus on my strengths. My idea is an entrepreneurial idea and was copied by another company. This affected me a great deal, reducing my customer base and income. To solve this problem, I launched new offers to attract customers and managed to stay in business. I outlasted my rivals, who closed in the end, leaving mine the only company in Jordan that offers such medical information services.

My dream is to open branches all over the Middle East and to be the number one company specializing in medical tourism and health marketing. I have succeeded in establishing a large office with many employees. I started my business with \$3,000, without any help or financial support. Now, my business is worth \$450,000.

I went through many ups and downs and many people tried to damage my business, but after each problem I got up stronger with more knowledge and experience. This gift from God has given my customers faith to work with me on whatever project I do in Jordan. One customer of mine told me: "If you say the sun rises in the West I will believe you". This is how much my customers believe in me.

My business has helped Jordanians nationwide by bringing more patients in from other countries, thus boosting national income. Moreover, I have saved the lives of many patients through the awareness articles I publish in my newsletter. I would also like to be involved in decision-making policies in Jordan regarding health issues, laws and planning. I deserve to win this prize in order to help and motivate all women of Jordan to follow through on their good ideas. It's never just about the money – it's all about the idea.

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THE BUSINESS AT A GLANCE

Med Grant is an electronic office founded in 2000 to promote medical services in Jordan. JoHealth.com, the main website of the enterprise, aims to provide accurate and trustworthy information about the Jordanian medical sector and scientific studies by Jordanian doctors. It also provides a marketplace where buyers of medical equipment can find suppliers, and patients from all over the world can find medical treatment in Jordan. The enterprise also does a lot of charity work, working for disease prevention, and dealing with many health issues like cancer, drugs and women's health.

Jordan has a well-developed health-care system with a high-quality medical infrastructure and world-class medical skills. Between 2002 and 2007, about 100,000 foreign patients sought medical services in Jordan each year. Medical tourism has the potential to become the country's leading foreign earnings generator. The goal has been set of reaching earnings of \$1 billion annually. There were about 19 million global medical tourism trips in 2005, with a value of \$20 billion.