

Corporate Social Responsibility: Hospital Innovation in Governance



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Corporate Social Responsibility (CSR), much talk and speculation exists concerning this topic. After having talks with several key figures in industries and specifically in healthcare, CSR is seen as an obligation of an organization towards the society, defined as the population or community in which the organization serves or may serve at a point of time. Despite this general understanding, CSR has a deeper meaning than the surface title it mirrors. Corporate social responsibility (CSR) is defined by the World Business Council for Sustainable Development (2000) as “The continuing commitment by business to behave ethically and contribute to economic and social development while improving the quality of life of the workforce and their families as well as the local community and society at large”.

ISO 26000 (2010), which has developed international standards to help organizations to achieve and practice social responsibility, elaborates a little more on the definition of CSR, defining it as “The obligation of an organization for the impacts of its decisions and actions on society and the environment, through transparent and principled behavior that contributes to sustainable

change which include the health and welfare of society and the workforce within the organization; accounting for the expectations of stakeholders; compliance with pertinent regulation and alignment with international norms of behavior”. From the latter statements, one can attest that CSR is the responsibility of a firm towards anyone (internally as well as externally) who can or has the potential to be influenced by its decisions and actions. Furthermore, it is noteworthy that CSR practices can be applied in any setting, from manufacturing and production industries, to the healthcare sector (ISO, 2009).

According to ISO 26000, CSR has core subjects which are: organization governance, human rights, labor practices, fair operating practices, consumer issues, community involvement and development, the environment (ISO, 26000, 2014). The latter core subjects have both aspects touching upon the organization from within and externally. Porter and Kramer (2006) have stated that if CSR was to be approached strategically, it should start by identifying links between an organization’s objectives and societal needs; this would create positive outcomes and returns for both the society and the organization. Therefore, CSR would serve as a mean for winning and retaining the trust of customers and the community. Furthermore, the commitment of instilling social responsibility within organizations governance and operations would serve to increase staff morale and give hospitals the ability to enhance retention and attract more qualified professionals. Moreover, it will improve relationships with stakeholders (employees, patients, accreditation bodies, health regulators, and surrounding community) who would view the hospital in a more positive manner as a result of its socially responsible behavior.

In conclusion, CSR in developing countries is characterized by being less formal, cause-specific, linked with philanthropy, and engrained in personal/religious motivations (Visser, 2008); therefore, a fundamental change is needed. There has to be a shift from traditional

philanthropy to CSR strategic plans with clear targets and metrics for monitoring and evaluation (Visser, 2008; Porter & Kramer, 2006).

Acknowledgment

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References

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Award

“Al Sahel” Wins Best Hospital in the Arab World Award in the 2017 Social Responsibility Program: “Excellence Award in CSR 2017”



Dr. Alame receiving the award in the presence of his Excellency the Lebanese Deputy Prime Minister and Minister of Public Health Mr. Ghassan Hasbani and his Excellency the Egyptian Minister of Health Dr. Ahmad Imad El Din Radi

Under the patronage of his Excellency the President of the Republic of Egypt Abdel Fattah Al Sisi represented by The Egyptian Health Minister Dr. Ahmad Imad El Din Radi and in the presence of the ministers of health from different

Arab countries, the 18th annual gathering of the Union of Arab Hospitals “Medhealth Cairo 2017” took place in Cairo between the 28th of February and the first of March 2017 with the following slogan: “your health, our priority”.

Al Sahel Hospital took part in this event which also hosted the launching of Cairo’s 2017 initiative for women’s health. Al Sahel Hospital won the Best Hospital in the Arab World Award in the 2017 Social Responsibility Program: Excellence Award in CSR 2017. Dr. Alame, Chairman of Al Sahel Group received the award in the presence of his Excellency the Lebanese Deputy Prime Minister and Minister of Public Health Mr. Ghassan Hasbani and his Excellency the Egyptian Minister of health Dr. Ahmad Imad El Din Radi. This award came as part of a yearly acknowledgment from the Union to Arab personalities who invested themselves a lot in the Arab healthcare sector. The Annual meeting discussed the challenges related to women’s health such as non contagious diseases, early detection of breast cancer and obesity related illnesses in the purpose of achieving the objectives set in the 2030 sustainable development program.