

Dr. Eisa Nabeel Al-Eisa

Asnan Tower, The largest Dental Clinic in the Middle East

Name:	Dr. Eisa Nabeel Al-Eisa
Major:	Dentistry in Pittsburgh University
Trademark:	Asnan Tower
Occupation:	Co-Founder & CEO

The reason that Asnan Tower project became a famous success story among a wide range of people is that the story is based on two elements, which are: First, there is the importance of accurate and correct reading of the sector or the market and working on devoting efforts on enhancing the quality of the services and caring about customers. All of this resulted in rendering Asnan Tower the largest dental clinic in the Middle East. Nevertheless, ambition did not stop at this point; there was a plan to take this modal to new countries in GCC, aiming to move the concept of specialized hospital to a new level.

Dr. Eisa Nabeel Al-Eisa's decision to enter the field of dentistry was a decision he made when he was in the public high school, emerged in a desire to travel to study in the USA. This desire was the result of an advice by one of his relatives who was the President of the Clinics Management Council in Al-Midan. And so, once Al-Eisa stepped in the USA, particularly in the Faculty of Dentistry in 1994, he realized that he was in the environment that he had aspired to. There, he found out that dentistry is an art as much as it is a science field; therefore, he understood that it concurs with his inclination to science as much as it coincides with his love for the art of drawing. Once he passed his first academic year, the idea of establishing his own clinic began to take shape in his head, encouraged by his university's professors. Consequently, Al-Eisa set his eyes on his new aim. Al-Eisa summarizes the features of that stage stating, "The environment was very encouraging, and encouragement is the cause for innovation."

The Integrated Clinic

Al-Eisa came back to Kuwait in 2002, in a time the laws forced dentistry graduates to work in the public sector for 5 years to gain experience; at the same time, he took the time to go over the private clinics there. Thus, he realized that the local market is lacking the vital element of 'quality' and that there is a significant distinction in standards between Kuwait and what is applied in the USA. All of this made Al-Eisa discern that the local market lacks the concept of the integrated clinic. Hence, he made the decision of founding an integrated clinic that includes graduate doctors from the USA. There are now in doctors that cover all sectors known in this field. In addition to this vital element, Al-Eisa ensured to make marketing the second, most-important element in his project in addition to first and most important element which establishing an integrated clinic.

Indeed, long time did not pass until Al-Eisa opened his own personal clinic, which occurred in the last quarter of 2008. He describes his feelings during that period saying, "We were dead scared." The source for this fear is, of course, the high rates of the USA graduate-doctors. When the clinic's operational activity began, results exceeded expectations. Al-Eisa elucidates, we had been exactly prepared for this

phase by concentrating our presence through the various media. The market seemed to have been yearning for such level of service, and Al-Eisa's decisions and precise readings of the market seemed correct. The proof for this is that the project attained the financial break-even point. Al-Eisa adds, the patient would invite another, and the other would attract another two patients, and so on and so forth. All of this was based on the two elements of quality and marketing; in short, it is a story of servicing the clients according to high standards. From there, the project began to head towards success and attract a large number of customers and patients, so much that a wide range of them would wait for hours before they could enter the clinic.

Asnan Tower

Facing the high demand for the services and the significant loyalty that many customers have developed, Al-Eisa was forced to expand. Accordingly, he states that he faced one of the most difficult decision of his professional and practical life, because of the need to evaluate two difficult options. Either he would expand geographically through enlarging the network, or he would expand vertically. Naturally, either of them had its different percentages of merits and shortcomings. The first would render the targeted range of individuals wider; however, choosing this options would mean that the project would require to double its current staff number of doctors, according to their different specializations. Al-Eisa continues, "In the end, we realized that our strength lies in our unity whether technically or practically." Thus, when we are present at one place, the whole medical staff would be present all the time; hence, the service would be provided directly to the customer.

Accordingly, Al-Eisa chose vertical expansion, and moved his clinic since 2012 to an integrated tower, in which he established seven different medical clinics, each specialized in a separate medical stage and need of the clients. Hence, his journey reached a new main milestone. After that, the size of the staff began to grow according to the requirements of work. Asnan Tower, in real life, was not a mere success story, it paved the way for a new style in the world of dentistry to flourish in Kuwait and the GCC. One of the examples for this is the success in attracting a wide range of customers who used to head for European countries for treatment, because an alternative service with parallel quality has become available nearby. At this point, the concept of the largest dentistry clinic in the Middle East-which incorporates currently 55 treatment chair-began to bloom

Taking Care of the Staff

It is enough for you to move between the floors that comprises Asnan Tower for you to realize that the emphasis on quality was not limited to the client. In coincidence with the care and attention given to the operational details, the patient's privacy, the presentation of specialized services for all classes of the society, and the introduction of new terms such 'Asnan Kids,' you can realize the founders of the project made sure to care about the slightest details concerning the staff. In this regard, Al-Eisa states, "As it is known, the new approaches in business calls for taking care with the staff so that they would feel luxury in the work environment, and we have adapted this approach in our work environment." He indicates that providing the staff with the aspects of relaxation was an important factor for several unpredicted companies to reach great success and growth in the size of their businesses.

Futuristic Expansions

Al-Eisa's ambition is not limited to this, for there is a plan to achieve more futuristic expansions, whether it is on the local market level or in the foreign markets. Locally, there is a plan to move from an

integrated clinic to a specialized hospital; nevertheless, the details of this concept is still undergoing careful and precise study in order for it to guarantee success. As for the approach of heading towards other countries, the plan is still ongoing; however, the regression in the international oil prices has slowed this process, because the company intends to buy empty lands and build on them, taking into consideration the nature of the activity and the requirements for it; he points out that the GCC are the target in this approach.