Chapter 11
Entrepreneurship and Innovation in Lebanese Healthcare: Road to Employee Job Satisfaction

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ABSTRACT

In a world that is swiftly evolving, working life conditions are continuously changing too; this chapter will deal with changing environment and its impact on our lives; it will cover the historical background of healthcare in Lebanon, the entrepreneurial factors affecting the Lebanese hospitals stressing on the working life needs especially the skills needed to learn new things which will provide a better ability to adapt to changing working environments. This chapter also stresses on the role of core competences among entrepreneurs in special fields of social and health care. The healthcare industry has experienced a worldwide growth and proliferation of innovation aimed at improving our lives, its quality and providing better treatment in addition to creating a good working environment enhancing employee performance and self-satisfaction.
INTRODUCTION

It was in those dark days of those dark ages that humans had to give up on finding ways to help patients heal leaving them either in the hands of their gods or in the hand of fate, unable neither to assist them nor to provide support beyond the basic and primitive health and medical knowledge that was transferred to them from earlier generations.

The world kept advancing, the era of ignorance slowly vanished, and with the introduction of computer and technology, the 20th century came to be known as the time of innovation.

It has been said that innovation is to look at things and see what everybody has seen yet think of things that nobody has thought. Innovation is the key driver that affects our economic growth, provides standards for safety in our daily lives and most of all delivers better healthcare, better products and better quality leading for a better environment. With innovation, our productivity increased to the extent of creating what is known nowadays as the knowledge community and knowledge economy.

Never forget this mantra “Innovate or Die”; this applies to one of the top Lebanese organization: “Healthcare.”

BACKGROUND

Innovation in the healthcare domain mainly in Lebanon passed through several phases; the introduction of healthcare to the country was not easy; it passed through many difficulties. Historically, the existence of healthcare organization can be tracked back to the crusaders era.

Historical Background

The healthcare system in Lebanon can be tracked back to the nation’s existence where Phoenicians used to practice primitive healthcare indicators; this primitive knowledge was taken from the Egyptians through the trade they used to do together. Lebanon used to be an intermediate ground between the Crusaders’ and Salah el din’s armies where both armies introduced what was called the field hospitals. These hospitals were designated to deliver treatment and rest for the wounded soldiers (Punoose, 2004).

World War I and II played a role in the progress of the medical sector; however, it was only in the first fifteen years of independence (1943 – 1958) that we witnessed the birth of the primitive infrastructure of district and rural hospitals with a governmental policies aiming to create orders and rules to provide healthcare for the
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