

Building Mental Health and Cultivating Trust

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PARACELSUS RECOVERY



I am delighted to join the writers and contributors to Hia magazine, which I consider to be one of the most important women's publications in the Arab world. Today, I would like to tell you about the challenges I faced when establishing my healthcare venture, whose goal, then as now, has been to **help people improve their lives and overcome their health problems.**

Growth was gradual and very slow at first. We provide highly specialised services, and the cost of our treatment programme is high compared with what traditional centres offer.

This means that deciding to join us requires a considerable degree of trust.

At the time, our centre was not yet well known. It was therefore understandable that people would hesitate to travel from all over the world to Switzerland to attend a centre they had never dealt with before.

The first years were consequently filled with hard work to build credibility and establish trust. I spent a great deal of time meeting doctors, advisers to wealthy families and wealth-management specialists. I made a point of introducing them to our treatment philosophy and explaining the services we provide.

Over time, we began to build a strong reputation within these circles. After around five years, our name had become known among the groups we serve, and people began approaching us directly rather than us having to seek them out.

I can say that what we built during that period was not simply a centre, but **a foundation of deep-rooted trust.**

We began our work with a single residential unit and a team of five specialists for each patient. Today, we have **three dedicated residential locations**, with more than 15 experts and specialists involved in each patient's care.

Our range of services has also expanded to include addiction, mental health, eating disorders, and complex and chronic health conditions. Our medical and therapeutic capabilities have become more sophisticated and precise.

At the same time, however, we continue to admit only a very limited number of patients at any one time, in order to maintain the highest levels of privacy and individualised care.

I would also like to point out that there are many highly respected medical institutions around the world offering comprehensive, high-level health assessments. However, these are often completed within just a day or two.

We believe that a **thorough assessment requires more time.** That is why we designed a programme lasting an entire week, allowing us to conduct a wide range of specialised examinations and consultations and providing a more comprehensive understanding of a person's health.

The cost of the programme is approximately **CHF 120,000 for one week.**