



MODERN LUXURY SPOTLIGHT

DYNAMIC WOMEN

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Hana M. Ayoub believes the future of healthcare lies in preventing illness before it begins. As program director of Beverly Hills Concierge Health, she is helping shape a model centered on prevention, personalization and meaningful patient relationships, with the conviction that the best care starts by listening to each individual's story.

Ayoub describes her leadership style as compassionate, visionary and collaborative, qualities that guide both her team and the patient experience. "Exceptional healthcare begins with listening and understanding every individual's unique story before creating a personalized path forward," she says. Her focus is on building a culture where innovation, integrity and compassion come together to deliver a highly personalized patient experience.

Among her proudest accomplishments is her role in building Beverly Hills Concierge Health into a premier executive health and longevity program. By integrating advanced diagnostics, comprehensive preventive screenings, biological age assessments, genomics and personalized wellness strategies, the practice aims to help patients better understand their health and address concerns before they become serious. "Knowing our work can add healthier years, not just more years, to someone's life is what motivates me every day," she shares.

Working in Beverly Hills has reinforced Ayoub's belief that true luxury is exceptional health. She has embraced the community's emphasis on innovation and personalized service while helping redefine concierge medicine through a seamless, patient-centered experience.

Inspired by the compassion and resilience of her mother, the work ethic instilled by her father and the encouragement of her husband and two children, Ayoub measures success by the lives she impacts. Her advice to young women entering healthcare reflects that philosophy: Stay curious, embrace challenges and remember that "success is built through consistency, resilience and compassion, not perfection."

Photography by: Lisa Kelley Remerowski