

Healthcare Consulting & Facilitation Services

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Introduction

Vmarsh Healthcare focuses on providing an array of **consulting solutions and facilitation services** to clients across the Healthcare, Pharmaceutical & Life-science Industry; including Regulators, Providers, Manufacturers, Investors, Payers and Consumers.

Vmarsh Healthcare is led by professionals with global business exposure across EU, ME, Africa, SAARC & APAC in the **Healthcare, Biotechnology and Pharmaceutical** Industry, as well as Healthcare Advisory Consulting. It **operates** with an deep-rooted network across **35 countries**.

*For more than a decade, Vmarsh has been successfully serving clients internationally, across brand-building, merchandising, sourcing and consulting services. And now Vmarsh is harnessing its legacy and expertise across the Global Healthcare Ecosystem.

Mission

Vmarsh Healthcare aims to bridge the supply-demand gap by understanding its clients needs and connecting them to appropriate **solutions, resources, systems, facilities** for successful and collaborative outcomes.

Vision

Vmarsh Healthcare envisions to create an integrated **“Healthcare Ecosystem”** where all stakeholders are better connected and benefited from one another.



SUMMARY OF OUR OFFERINGS

1. Consulting Services
2. Facilitation Services

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1. **Consulting Services**
2. Facilitation Services



Our Consulting solutions include scalable and flexible services for your needs, such as: **Loan Staffing, Expert Advisory, Project Planning, Management, Execution and Quality Assurance; Proposal Management and Business Development Assistance.**

Strategy	Quality	Transactions
<ul style="list-style-type: none">• Medical Tourism Strategy• Patient Journey/Experience Optimization• Feasibility Studies & Market Research• New Market Entry & Line Extension Strategy• Brand Management & Sales Strategy Optimization• Transformation Strategy• Manpower Optimization Strategy• Supply Chain Improvement Strategy	<ul style="list-style-type: none">• Clinical, Operational & System Audits• Patient Safety Protocol• Quality & Process Improvement Plans• Clinical & Non Clinical Benchmarking• Governance & Compliance Frameworks• Risk Assessments• Policy & Gap Assessments• Accreditation Attainment & Renewal Preparation	<ul style="list-style-type: none">• Profitability Assessment• Revenue Cycle Management• Asset Management & Valuation• Investor Search, Sell & Buy side Advisory• Franchise Expansion Evaluation• Financial Audits• Capacity Assessment Exercises

Consulting solutions for Regulators, Providers, Pharma/Other Manufacturers, Investors, Payers



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1. Consulting Services
2. **Facilitation Services**

Our Service Offerings: Facilitation Services

Our Facilitation Services emphasizes on **Medical Value Travel** with a Consumer Centric approach and **Healthcare Transaction Services** with a Investor Centric approach, enabled by **our strong network across the Global Healthcare Ecosystem**

Academics

- Online, Expert Engaged & Bespoke Courses
- Certifications Programs for Skill upgradation & transfer

Tools & Tech Products

- HRMS (HR Management System)
- HIS (Health Information System)

Medical Travel Referral

- Provider & Air Ambulance Search
- Telemedicine Based Referrals

Pharma Sourcing

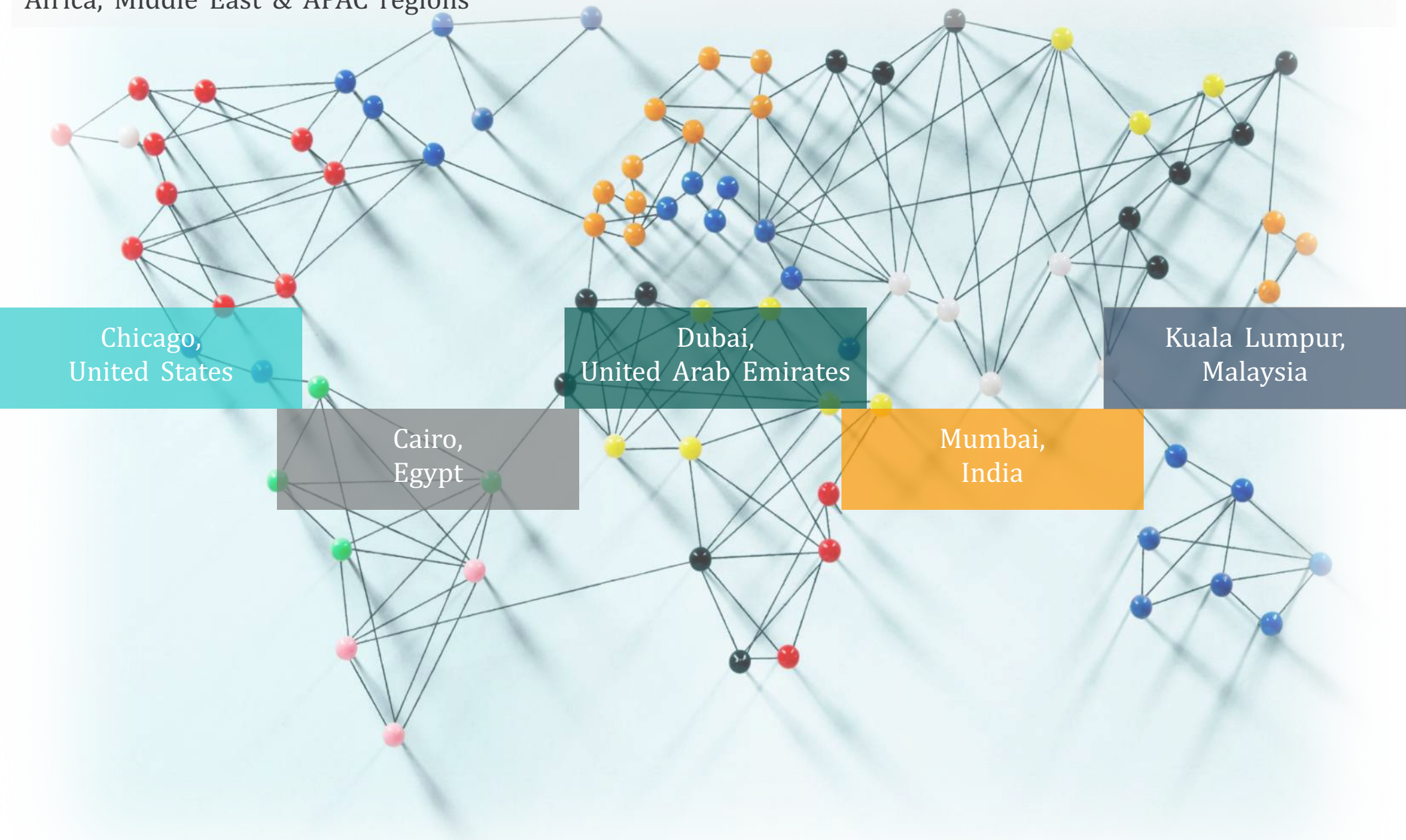
- Over The Counter Drugs
- Nutrition and Wellness Based Products/Supplements

Facilitation services for Regulators, Providers, Pharma / Other Manufacturers, Investors, Consumers

WHY VMARSH

Our Presence: Spread Over Yet Connected

Our five offices are strategically present to cover our client service locations across the Americas, Europe, Africa, Middle East & APAC regions



Our Leadership: Subject Matter Experts with Strong Global Network & Unique Backgrounds



Sandeep Sharma
Executive Director & Global Lead

| Strategy & Management Consulting |
| Transformation | New Market Entry |
| Organizational Governance |
| Medical Tourism | Marketing Strategy |
| Patient Experience |



Ilan Geva
Senior Director of Strategy & Head of Americas & Chicago Office

| Brand Revitalization |
| Transformation Strategy | Marketing Strategy | Medical Tourism | Market Research | Feasibility Studies |



Mahmoud Mansi
Director of Manpower Advisory & Egypt Office Head

| Human Capital Strategist |
| Workforce Advisory |
| Agility, HR Innovation |
| Employee Engagement, L&D & CSR |



Sherene Azli
Director of Healthcare Transformation Head of Malaysia Office & APAC Regions

| Public-Private Partnership | Strategic Business Development | Organizational Leadership Transformation |
| Medical Tourism | Marketing Branding | International Patient Experience |



Lynda Mikalauskas
Senior Director of Quality Improvement Services

| Accreditation Standard Compliance & Survey Process | Quality, Organizational & Patient Safety | Risk Mitigation |
| Organizational Improvement | Patient Centered Care |



Dr. Maria Cecilia Aponte
Associate Director of Healthcare Strategy & Quality Improvement

Medical Tourism | Project Management |
| Accreditation Standards Compliance |
| Strategic Marketing & Branding |
| Professional Education & Training |



Sophia Bouayad
Associate Director of Healthcare Strategy & Operational Excellence

| Operational Strategy and Excellence |
| Public-Private Partnership | Strategic Business Development | Organizational Transformation |



Aly Hassan
Senior Manager of Healthcare Economics & Transactions and GM of Egypt Office

| Economic analysis & Modeling | Macro-econometric Forecasting | Strategic Management | Business & Financial Analysis |

Advisory Consulting Team

A pool of in-house & outsourced consultants specialising in Healthcare, Biotechnology, Pharmaceuticals. As well as functional & regional experts from Europe, Americas, APAC & GCC with diverse set of backgrounds to successfully plan & deliver an array of advisory requisites

Facilitation Team

Dedicated in-house specialists to cater to each of our niche facilitation services in areas of Medical Travel, Healthcare Tech, Medical Education & specialised sourcing/representation services



Internal infrastructure

External Sub Contractors

A Network of Knowledge Partners, Resources, Business Representatives & Sub-contractors over 35 countries:

Patient Experience & Medical Travel Experts
C-suite level experts with 4 decades of Quality Experience
A leading EU based Audit & Quality Assessment Firm
Healthcare Tech & Med. Tech Partners from US, EU & GCC
Medical Academicians & Educational Institutes
Healthcare Commissioning & Capital Project Partners
Transaction Advisory & Revenue Cycle Management experts

RELEVANT PROJECTS MANAGED

- ✓ In-bound Medical & Wellness Tourism strategy for a governorate in KSA
- ✓ Pre-feasibility study for home healthcare in UAE
- ✓ Asset Management & Evaluation of Capital Projects for one of the largest public healthcare provider in KSA
- ✓ Clinical/Operational Risk Assessments, Accreditation Prep & Audits performed for regulators & providers in GCC & EU

DEDICATED HEALTHCARE SPECIALISTS WITH SECTORIAL EXPERTISE

- ✓ Experts who are biotechnologists with business exposure across EU, MEA, SAARC & APAC in the Pharmaceutical, Healthcare, Life-sciences & Wellness Industry successfully serving clients across the MEA region with emphasis on KSA & UAE

SPECIALISED IN BRAND LAUNCH & NEW MARKET ENTRY/ACCESS STRATEGIES

- ✓ Successfully launched services & products in new markets backed by robust marketing strategies including set-up of Satellite centers, Provider Franchising, etc.

TRANSFORMATION STRATEGY & PERFORMANCE IMPROVEMENT AT THE VERY FOUNDATION

- ✓ More than an decade of experience in delivering Operational Strategy, Transformation, Business Risk & Advisory engagements across Europe, Middle East, Africa, APAC & SAARC

DEEP ROOTED INTERNATIONAL NETWORK WITH THE RIGHT STAKEHOLDERS ACROSS THE HEALTHCARE VALUE CHAIN

- ✓ A deep rooted network of Clients, Knowledge Partners, Resources, Business Representatives over 32 countries. Ensuring a strong global presence to assist with the right set of needs.

Our Associations: Leading Brands Across Geographies

*Some Key Brands Vmarsh & it's experts have been associated with:

د. سليمان الحبيب
DR SULAIMAN AL HABIB
المجموعة الطبية
medical group



REGINA MARIA
RETEAUA PRIVATĂ DE SĂNĂTATE

هيئة الصحة بدبي
DUBAI HEALTH AUTHORITY



SEHA
شركة أبوظبي للخدمات الصحية
Abu Dhabi Health Services Co. P.J.S.C



مستشفى الملك فيصل التخصصي ومركز الأبحاث
King Faisal Specialist Hospital & Research Centre
مؤسسة عامة Gen. Org.



โรงพยาบาลราชพฤกษ์
Ratchaphruek Hospital

SNUH

서울대학교병원
SEOUL NATIONAL UNIVERSITY HOSPITAL



مستشفى المملكة
والعيادات الاستشارية



THE PREMIER SPECIALISTS'
MEDICAL CENTRE (PSMC)



PRIME
HOSPITAL

أفيفو غروب
AVIVO GROUP
...a bond of care



DENTIST
TODAY



thumbay
THUMBAY HOSPITAL

NOVA IVI
FERTILITY



CURE CARE COMPASSION



جمعية أصدقاء مرضي جراحات
الأطفال و التشوهات الخلقية
FAPS CAP



MEDECINS SANS FRONTIERES
DOCTORS WITHOUT BORDERS



Bharat Serums & Vaccines Ltd.



*Above depicted organizations include: past employers as well as clients, sub-contractors that Vmarsh's experts have been or are currently engaging with

Some of Our Key Knowledge Partners : Specialized & Well Established Global Conglomerates (1/3)



Global Healthcare Accreditation (GHA), United States:

Our knowledge Partners in Patient Experience & Medical Value Travel



qualityaustria
Succeed with Quality

Quality Austria, Austria:

Our knowledge Partners in Audits, Integrated & Quality Management systems



The World Continuing
Education Alliance

World Continuing Education Alliance, United Kingdom:

Our Academic partners in healthcare education & specialized certifications



GRMC Advisory Services, United Arab Emirates:

Our Market Research Partner



KVARNER
HEALTH

Kvarner Health Cluster, Croatia:

Our regional partners for Investment & Advisory services in Croatia/Central Europe

Some of Our Key Knowledge Partners : Specialized & Well Established Global Conglomerates (2/3)



European Fertility Society, United Kingdom:

Our partners for Investment & Advisory services in Fertility/IVF/Reproductive Medicine



Bookingsmed, Italy:

Our regional partners for Medical/Wellness/Rehabilitation Investment & Advisory services in Italy/ Europe



International Venture & Consulting, Italy:

Our knowledge Partners for sourcing and operational support across the European Healthcare landscape



IVDeology, United Kingdom:

Our knowledge Partners for Quality, Regulatory, Technical Expertise in the Invitro Diagnostics Industry



Klaim Holdings Limited, United Arab Emirates:

Our Revenue Cycle Management Tech Partners

Some of Our Key Knowledge Partners : Specialized & Well Established Global Conglomerates (3/3)



Ethics Plus Consulting, United Arab Emirates:
Our Healthcare Accounts and Financial Due-diligence Partner



Ensaan HR Technologies, United Arab Emirates:
Our knowledge Partners in Workforce, HR, Talent & Payroll Management Tools & Softwares



Insta by Practo, India:
Our Technology Partners in healthcare Information Management Systems



A network of specialized Clinical/Operational Experts:
A Network of Knowledge Partners, Resources, Business Representatives & Sub-contractors over 35 countries

**Accreditation services offered in association with a globally leading medical travel accrediting body based in US*

Some Of Our Recent Activities:

1. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. [Click here](#)
2. Our MoU signing with Kvarner Health Cluster in Croatia, emphasizing on exclusive advisory services in the region focused on Wellness, Rehabilitation service expansion and Medical Tourism. [Click here](#)
3. Appointment of Mr. Sandeep Sharma (our Executive director & Global Lead) as the Chairman of Global Strategy Committee as well as Chairmen of MENA regions for European Fertility Society, and Vmarsh's MoU with the society. [Click here](#)
4. Appointment of Mr Ilan Geva, (our Senior Director of Strategy and Head of Americas/US Office) as Co-chair for the Strategy Committee of European Fertility Society. [Click here](#)
5. Appointment of Ms Lynda Mikalauskas, (our Senior Director of Improvement Services) as Vice Chairwoman for the Certification Committee of European Fertility Society. [Click here](#)
6. Ms Sherene Azli's appointment to [G100: Mission Million club](#) with the aim to empower women leaders
7. Mr. Ilan Geva (our Sr. Director of Strategy & Head of America Regions/US Office)'s recent interviews – One with [Total Croatia News](#) and other with [ITI Magazine](#) emphasising on importance of branding in Medical Tourism
8. Dr. Mahmoud Mansi (our Director of Manpower Advisory & Head of Egypt Office)'s recent interviews with [Medtop](#) on AI for HR in Healthcare. And judging [Stevie Awards](#) as well as [Gulf Sustainability Awards](#)
9. Vmarsh's Participation in [Arab Health- Dubai](#), [CIHT-Croatia](#), [HTDC, Dubai](#), [NCHL-Chicago](#), [Hestourex-Baku](#) & [EMT, Italy](#)

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Mumbai, India - 400 072

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2252 Washington Drive Northbrook, IL 60062, USA

Cairo Office (Member Firm):

Office 910, 9th Floor, Pagoda, Downtown, The New Capital,
Egypt

Kuala Lumpur Office (Member Firm):

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Malaysia

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