

# Capability Overview 2024



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## Introduction

Vmarsh Healthcare is a specialised Healthcare consulting focusing in areas of **Business Strategy, Quality Improvement & Transaction Advisory**.

With offices across **Dubai-UAE; Chicago-US, Dublin- Ireland; Mumbai-India; Kuala Lumpur-Malaysia & Cairo-Egypt** and **partner offices** in about 12 countries across **Europe, LATAM and Oceania**.

**Vmarsh consist of 65+ specialised experts** and consultants based all over the world, each with 20-45 years of expertise in an functional or geographical area or both, helping **Hospitals, Public Sector, Pharma, Healthcare Academic, MedTech** and related entities

## 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.**

## Business Strategy

- 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

## Quality Improvement

- 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

## Transactions Advisory

- Profitability Assessment
- Revenue Cycle Management
- Asset Management & Valuation
- Investor Search, Sell & Buy side Advisory
- Franchise Expansion Evaluation
- Capacity Assessment Exercises

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



## SUMMARY OF OUR OFFERINGS

1. Consulting Services
2. 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

- Expert Engaged & Bespoke Courses including Masterclasses on areas such as: Governance/Leadership, Quality/Patient Safety, Medical Tourism, Branding, Data/Tech Integrations
- Certifications Programs for Skill upgradation & transfer such CPHQ, CPPS, CDI
- University Affiliated Courses

Accreditation Referral

- International Accreditation Attainment Referrals
- Medical Travel Based Accreditation Referrals
- Telemedicine Based Accreditation Referrals
- Data Governance and Integration based Accreditation Referrals

Capacity Building based Products/Services Referrals

- HRMS (HR Management System)
- HIS (Health Information System)
- Smart Hospital and Suitability based Programs
- Revenue Cycle Management & Claims Management Systems

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





## WHY VMARSH

**Business Strategy | Quality Improvement | Transaction Advisory**  
Chicago | Dublin | Cairo | Dubai | Mumbai | Kuala Lumpur



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



**Sandeep Sharma**

**Executive Director & Founder**

| Strategy & Business Leadership |  
| Organizational Transformation |  
| New Market Entry |  
| Medical Tourism |  
| Marketing and Branding |  
| Patient Experience |



**Ilan Geva**

**Senior Director of Academics & Head of Americas & Chicago Office**

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



**Lynda Mikalauskas**

**Senior Director of Quality Improvement Services**

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



**Paula Wilson**

**Senior Director of Leadership, Governance & Business Risk Advisory**

| Business Risk Advisory |  
| Leadership & Governance |  
| Financial Strategy |  
| Public Health |  
| Academics and L&D |



**Dato Dr. Jacob Thomas**

**Senior Director and Head of APAC Regions**

| Accreditation Standard Compliance |  
| Quality & Patient Safety |  
| Medical Tourism |  
| Patient Focused Area |



**Sarah Jane O Dawyer**

**Head of Western European Region & Dublin Member Firm**

| Organizational Development |  
| Accreditation Standards Compliance |  
| Strategic Marketing |  
| Quality & Patient Safety Improvement |



**Dr. Mahmoud Mansi**

**Director of Manpower Advisory & Egypt Office Head**

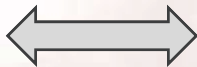
| Human Capital Strategist |  
| Workforce Advisory |  
| Agility, HR Innovation |  
| Employee Engagement |  
| L&D & CSR |



**Dr. Natalia Kalandarishvili**

**Head Of Eurasian Region & Associate Director For Quality Improvement Services**

| Hospital Operations |  
| Patient Safety Strategy |  
| Quality Management and Process Improvement |  
| Accreditation Compliance |



**65+ Empaneled Experts:**

Based across 26 countries each with 15-45 years of expertise across the following functionalities

Strategy, Transformation & Policy Reform

Medical Tourism & Patient Experience

Healthcare Accreditation & Audits

Clinical, Quality, Operational & Nursing Excellence

Manpower Optimization & Customer Happiness

New Market Entry, Feasibility & Transaction Advisory

**Advisory Consulting Team**

**Facilitation Team**

*Internal infrastructure*

*External Partners*

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



# Our Presence: Spread Over Yet Connected

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

Chicago,  
United States

Dublin,  
Ireland

Cairo,  
Egypt

Dubai,  
United Arab  
Emirates

Mumbai,  
India

Kuala Lumpur,  
Malaysia

## Empaneled Experts, Partner and Representatives across

### Americas

- Canada
- United States
- Panama
- Columbia

### Europe

- Ireland
- United Kingdom
- Portugal
- Spain
- France
- Germany
- Austria
- Italy
- Croatia
- Poland
- Greece

### Eurasia

- Georgia
- Turkey
- Azerbaijan
- Uzbekistan

### Middle East & Africa

- UAE
- KSA
- Egypt
- Oman
- Nigeria

### APAC & Oceania

- Thailand
- India
- Malaysia
- Indonesia
- South Korea
- Australia
- Japan



# Our Functional Credentials: In Business Strategy

## i. Brand, Market Penetration and Market Entry Strategy (1/2)



Brand & Marketing Strategy



Marketing Strategy for Rehabilitation Center



Brand Building, Marketing, Advertising



Training to Global Teams on Internal & External Communications Policies



Marketing/Advertising Strategy & Campaign



Strategy & Branding



Brand Development/Positioning



Brand Positioning/Marketing



Brand & Marketing Strategy

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



# Our Functional Credentials: In Business Strategy

## i. Brand, Market Penetration and Market Entry Strategy (2/2)



B2C Marketing



IVF Brand Optimization and Franchise Expansion



Training Program in Communication



Design Thinking Advisory



Strategic advisory in Market Building and Segmentation to Start-up Business Model



Strategic Planning and Global Networking



Brand Development/Positioning



Brand Development and Marketing



Brand Development/Positioning

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



# Our Functional Credentials: In Business Strategy

## ii. Medical Tourism Strategy and Patient Experience (1/2)



Medical Tourism Strategy



Wellness and Rehabilitation Tourism Strategy



Medical Tourism Strategy and Franchise Expansion



Medical Tourism Strategy



Medical Tourism Strategy  
Patient Experience Optimization  
Marketing Strategies



Medical Tourism Strategy  
Medical Tourism Accreditation



Medical Tourism Expansion



Medical Tourism Strategy



Marketing &  
Medical Tourism Strategy

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# Our Functional Credentials: In Business Strategy

## ii. Medical Tourism Strategy and Patient Experience (2/2)



Medical Tourism Expansion  
And Rehabilitation Operation Strategy



Wellness Tourism Business Expansion



Medical Tourism Business Expansion



Medical Tourism Business Expansion



Medical Tourism Strategy

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



# Our Functional Credentials: In Business Strategy

## iii. Pharma and Lifesciences

**AstraZeneca**



Procurement function review

Market Entry Strategy

Compliance Support

Market Access Strategy Review



**سبيماكو الدوائية**  
**SPIMACO ADDWAEIH**

Governance and Risk Assessment

Market Entry Strategy and Commercial Launch

Portfolio and Brand Management

Corporate Governance and Restructuring



Supply Chain Review

Market Entry Strategy

Audit of Procurement Process

Internal Audit Review

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





MSA\*\*- For Advisory Services  
and Accreditation Preparation



Accreditation Preparation



Gap Assessment and Accreditation  
Preparation



Gap Assessment & Compliance



Accreditation Preparation and Attainment  
Training



Organizational Assessment and Improvement,  
Development of Culture of Safety,  
Accreditation



Senior Leadership for Credentialing,  
Accreditation Programs



Accreditation for Medical Travel Service



Individual and Departmental KPI  
Development

\*\*MSA- Master Service Agreement

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



مستشفى حمد العام  
Hamad General Hospital

عضو في مؤسسة حمد الطبية  
A Member of Hamad Medical Corporation

Organizational Assessment for Accreditation  
Preparation and Provision of Education



مركز الحسين للسرطان  
King Hussein Cancer Center

Accreditation Preparation Targeted  
Assessment of Provision Oncology Services



Accreditation Assessment and Preparation



Organizational Assessment and Improvement,  
Development of Culture of Safety,  
Accreditation



Provision of Nursing / Midwifery Leadership  
and Quality / Patient Safety oversight / Allied  
Health Leadership



Organizational Assessment Education for  
Accreditation Preparation of Facilities



Senior Leadership for Credentialing,  
Accreditation Programs



Accreditation Preparation



Accreditation Preparation

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





Accreditation Preparation



Education and Preparation of Public and Private Sector Survey Teams



Accreditation preparation



Organizational Assessment and Improvement, Development of Culture of Safety, Accreditation



Governance Risk Assessment



Gap Assessment



Accreditation Preparation



Senior Leadership for Credentialling, Accreditation Programs



Provision of Patient Safety Oversight for Primary Care Clinics and Urgent Care Centers

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



**Confidential:**

A Home Healthcare entity  
in Abu Dhabi, UAE

Sell side Advisory and Valuation



Fixed Asset Evaluation



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

Asset Management and Evaluation



Revenue Cycle management



Corporate Governance and  
Restructuring



Audit of Procurement Process

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





Governance and Risk Assessment



Commercial Launch Strategy



Cost Optimization



Risk Assessments



Internal Audit Review

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

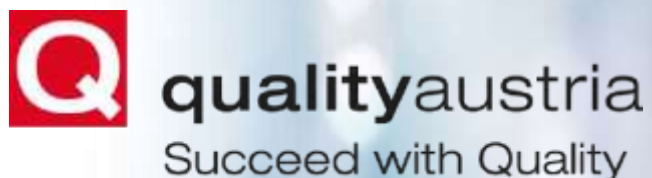


# Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (1/4)



## European Fertility Society, United Kingdom:

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



## Quality Austria, Austria:

Our knowledge partners in Audits, Integrated & Quality Management Systems



## Kvarner Health Cluster, Croatia:

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



## Bookingsmed, Italy:

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



# Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (2/4)



## Fidelum Health, United States:

Our Market Research and Benchmarking Studies partner for North/Central/South America regions.



## GRMC Advisory Services, United Arab Emirates:

Our Market Research partner in MENA regions



## Klaim Holdings Limited, United Arab Emirates:

Our Revenue Cycle Management Tech partners



## World Continuing Education Alliance, United Kingdom:

Our Academic partners in Healthcare Education & Specialized Certifications



# Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (3/4)



## Quality Associates International, United States:

Our Academic partners in Health Quality Improvement



## IVDeology, United Kingdom:

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



## International Venture & Consulting, Italy:

Our knowledge partners for Sourcing and Operational Support across the European Healthcare Landscape



## Ethics Plus Consulting, United Arab Emirates:

Our Healthcare Account and Finance Due-Diligence partner



# Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (4/4)



## Mott Macdonald, United Kingdom:

Our Global Health partner for Capital Health Projects.



## 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



## 1. Our Latest updates:

- A. Addition of Dublin Office led by Ms Sarah Jane
- B. Appointment of Vmarsh advisory committee consisting of [Mr Sandeep Sharma](#), [Mr Ilan Geva](#), [Ms Lynda Mikalauskas](#), [Ms Paula Wilson](#) and [Dr Jacob Thomas](#).
- C. Updates in core team – Sarah Jane appointed as Head of Dublin Office and Dr Natalia appointed as Head of Eurasia Region
- D. Mr Ilan appointed as Head of Academics.
- E. New products and services added as a part of Facilitation Offerings (Please visit Page number – 8)

## 2. Our Latest Consultants Onboarded:

- A. [Dr Rashad Massoud](#) MD, MPH, FACP, Empanelled Consultant for Public Health, Quality and Operational Excellence
- B. [Mr Kenta Ebisawa](#), MBA; Empanelled Consultant and Expert – Strategy and Quality Improvement, based in Japan.
- C. [Dr Theresa Morrison](#), PhD RN; Empanelled Consultant – Nursing, Accreditation Compliance and Process Improvement based in USA.
- D. Dr Ahmed Algamal, MBBCh, MBA, TQMD; Empanelled Consultant and Expert – Governance, Risk Management, Compliance, and Quality based in Egypt
- E. [Dr Zeina Khouri](#), PhD RN; Empanelled Consultant – Nursing and Operational Excellence Services based in Dubai
- F. [Dr Mary Geary](#), PhD RN; Empanelled Consultant – Quality Improvement Services based in USA.
- G. [Mr Ayman Ibrahim](#); Empanelled Consultant – Financial Transformation and Strategy for MENA Regions based in Egypt.



### 3. Our Recent Conference Participation and recent activity

[ITIC Bangkok 2024](#), [ADGH - Abu Dhabi 2024](#), [ITIC America 2024](#), [IPSC India 2024](#),  
[Arab Health-Dubai 2024](#), [HTDC Dubai 2024](#), [Qualinn Conference 2023](#), [Arab Health- Dubai 2023](#)  
[CIHT-Croatia](#), [HTDC Dubai 2023](#), [NCHL-Chicago](#)

- A. Appointment of Dato Dr Jacob Thomas, as our Senior Director and Head of APAC Region. [Click here](#)
- B. Mr. Sandeep Sharma (our Executive Director & Founder and Ms. Paula Wilson (our Sr. Director of Leadership, Governance & Business Advisory Risk) joined CIHT conference as speakers and panel members. [Click here](#)
- C. Strategic Partnership with Quality Associates International which provides high quality educational and training resources in healthcare quality across Middle East & North Africa. [Click here](#)
- D. Vmarsh is the recipient of the [Medtop](#) Awards, Berlin, Germany on May 2023. [Click here](#)
- E. Appointment of Mr. Sandeep Sharma as the Member of Board for the [European Fertility Society \(EFS\)](#) in addition to his role as Chairman of Global Strategy Committee.

### 4. Interview Covers of our Leadership Members:

- A. Mr. Sandeep Sharma (our Executive Director & Founder)'s recent interview with [Total Croatia's News](#)
- B. Mr. Sandeep Sharma (our Executive Director & Founder)'s recent interview with [HR Revolution Middle East Magazine](#) and [MedTourPress \(Medical East Medical Tourism Journal\)](#)
- C. Mr. Ilan Geva (our Sr. Director of Strategy & Head of America Regions/US Office)'s recent interviews with [HR Revolution Middle East Magazine](#), [Total Croatia News](#) and [ITIJ Magazine](#)
- D. 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](#)



## 5. Online Workshops delivered by our Leadership Members:

- A. Mr. Ilan Geva (our Sr. Director of Strategy & Head of America Regions/US Office)'s recent workshop with [Health Tourism Development of Islamic Countries \(HTDC\)](#)
- B. Dr. Maria Cecilia Aponte (our Associate Director of Strategy and Quality Improvement based in Panama)'s recent workshop with [Health Tourism Development of Islamic Countries \(HTDC\)](#)

## 6. MoU Signing and Partnerships

- A. Our MoU Signing with Medical Tourism Cluster in Greece, emphasizing on several capacity building exercises including development Medical Tourism Strategy and Brand Enhancement plans. [Click Here](#)
- B. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. [Click here](#)
- C. 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](#)



## **Sandeep Sharma - Executive Director and Founder**

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