



Vmarsh[®] Healthcare

Your healthcare needs, our commitment

Healthcare Consulting & Facilitation Services



CONTENTS

A	<u>About US</u>	03
B	<u>Summary of Our Offerings</u>	04
C	<u>Why Vmarsh</u>	09
H	<u>Contact US</u>	28

Introduction

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

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

Vmarsh consist of 55+ 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

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

Tools & Tech Products

- HRMS (HR Management System)
- HIS (Health Information System)
- VR based Physiotherapy & Mental Wellness Tools

Medical Travel Referral

- Provider & Air Ambulance Search
- Telemedicine Based Referrals

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



WHY VMARSH

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 Strategy & 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 |



Mahmoud Mansi

Director of Manpower Advisory & Egypt Office Head

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



Dr. Maria Cecilia

Associate Director of Healthcare Strategy & Quality Improvement

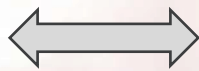
| Medical Tourism |
| Accreditation Standards Compliance |
| Marketing & Branding |
| Professional Education & Training |



Sophia Bouayad

Associate Director of Healthcare Strategy & Operational Excellence

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



56 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

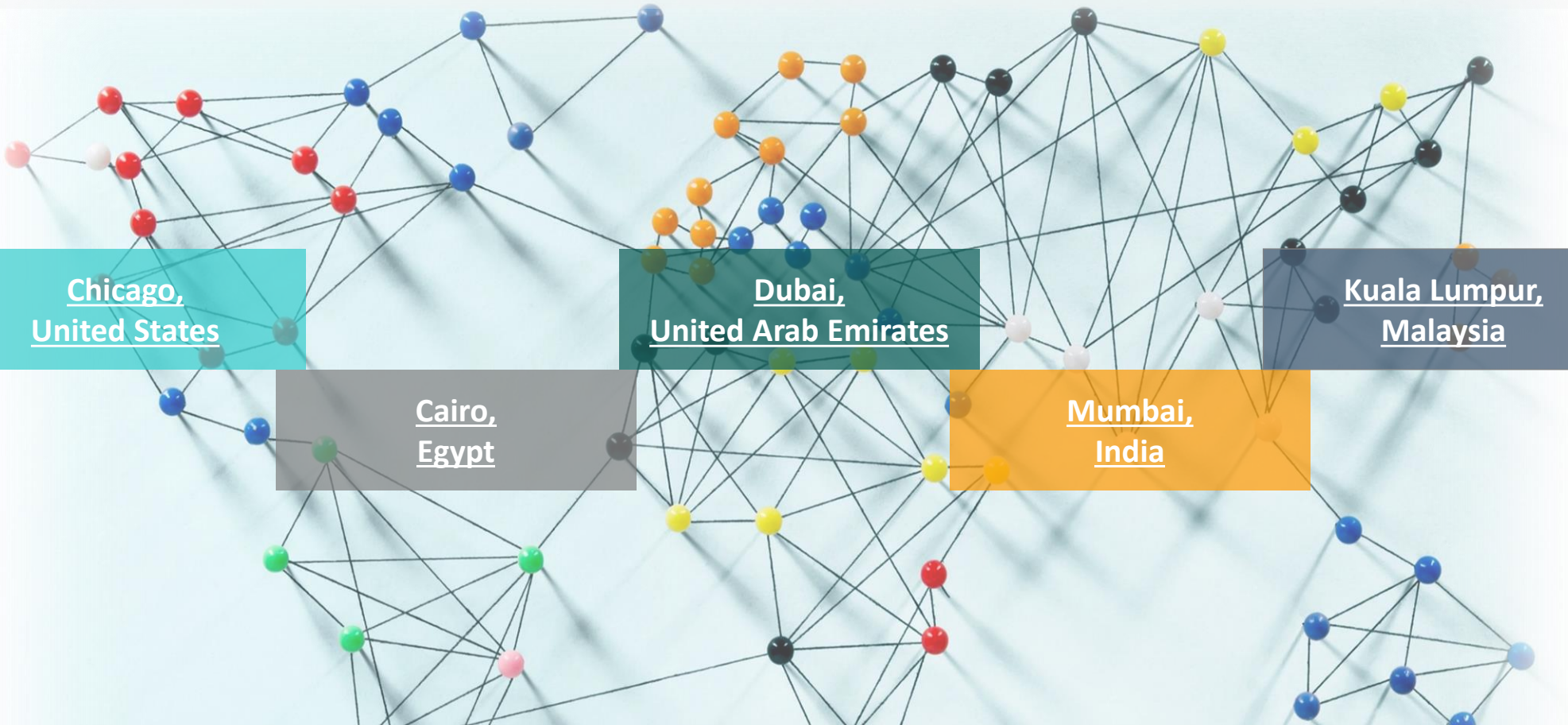
Internal infrastructure

External Partners

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

Our Presence: Spread Over Yet Connected

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



Empaneled Experts, Partner and Representatives			
Americas	Europe		APAC & Oceania
<ul style="list-style-type: none">• Canada• United States• Panama• Columbia	<ul style="list-style-type: none">• Ireland• United Kingdom• Portugal• Spain• France• Germany	<ul style="list-style-type: none">• Austria• Italy• Croatia• Poland• Georgia	<ul style="list-style-type: none">• India• Thailand• Malaysia• Indonesia• South Korea• Australia
Middle East & Africa			
<ul style="list-style-type: none">• UAE• KSA• Egypt• Oman• Nigeria			

Our Functional Credentials: In Business Strategy

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



Brand & Marketing Strategy



Marketing Strategy for Rehabilitation Center



Rehabilitation Institute of Chicago

Brand Building, Marketing, Advertising



Training to Global Teams on Internal & External Communications Policies



Marketing/Advertising Strategy & Campaign



THE PANAMA CLINIC

International Marketing Strategy



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)



KAISER PERMANENTE

B2C Marketing



IVF Brand Optimization and Franchise Expansion



Training Program in Communication



نيوم NEOM

Design Thinking Advisory



DENTIST®
TODAY
CREATING SOLUTIONS. INSPIRING MINDSETS

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



Strategic Planning and Global Networking



Brand Development/Positioning



TERME SELCE
— HEALTH CLINIC —

Brand Development and Marketing



Brand Development/Positioning

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Our Functional Credentials: In Business Strategy

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



Patient Journey Optimization



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

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Our Functional Credentials: In Business Strategy

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



Marketing &
Medical Tourism Strategy



Medical Tourism Expansion
and Rehabilitation Operation Strategy



Medical Tourism Business Expansion



Medical Tourism Business Expansion



Medical Tourism Business Expansion



Medical Tourism Strategy

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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



Bharat Serums & Vaccines Ltd.



Zydus

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*

Our Functional Credentials: In Quality Improvement (1/3)



MSA**- For Advisory Services
and Accreditation Preparation



Accreditation Preparation



Individual and Departmental KPI
Development



Gap Assessment & Compliance



Accreditation Preparation and Attainment
Training



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



Senior Leadership for Credentialling,
Accreditation Programs



Accreditation for Medical Travel Service



Accreditation Preparedness, Quality &
Operational Excellence

**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

Our Functional Credentials: In Quality Improvement (2/3)

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

السيدرة
Sidra
مركز السيدرة للطب والبحث
Sidra Medical and Research Center

Accreditation Assessment and Preparation

 **Pacífica Salud**
HOSPITAL PUNTA PACÍFICA
Afiliado a Johns Hopkins Medicine International

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

 **مستشفى الكورنيش**
Corniche Hospital

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

SEHA  **صحة**
شركة أبوظبي للخدمات الصحية - ش.م.ع.
Abu Dhabi Health Services Co. P.J.S.C.

Organizational Assessment Education for
Accreditation Preparation of Facilities

 **AL NOOR HOSPITAL**
THALAKKADATHUR, TRIPURA

Senior Leadership for Credentialing,
Accreditation Programs



Accreditation Preparation

 **CHL**

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

Our Functional Credentials: In Quality Improvement (3/3)



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



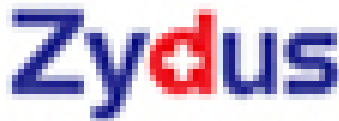
Commercial Launch Strategy



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)



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

Some Of Our Recent Activities:

1. Appointment of Dato Dr Jacob Thomas, as our Senior Director and Head of APAC Region. [Click here](#)
2. 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](#)
3. Strategic Partnership with Quality Associates International which provides high quality educational and training resources in healthcare quality across Middle East & North Africa. [Click here](#)
4. Vmarsh is the recipient of the [Medtop](#) Awards, Berlin, Germany on May 2023. [Click here](#)
5. 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.
6. **Interview Covers of our Leadership Members:**
 - Mr. Sandeep Sharma (our Executive Director & Founder)'s recent interview with [Total Croatia's News](#)
 - Mr. Sandeep Sharma (our Executive Director & Founder)'s recent interview with [HR Revolution Middle East Magazine](#) and [MedTourPress \(Medical East Medical Tourism Journal\)](#)
 - 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](#)
 - 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](#)

7. Online Workshops delivered by our Leadership Members:

- Mr. Ilan Geva (our Sr. Director of Strategy & Head of America Regions/US Office)'s recent workshop with [Health Tourism Development of Islamic Countries \(HTDC\)](#)
 - 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 \(HTDC\)](#)
- ## 8. Conferences Participation by Vmarsh: [Arab Health- Dubai](#), [CIHT-Croatia](#), [HTDC, Dubai](#), [NCHL-Chicago](#), [Hestourex-Baku](#) & [EMT, Italy](#)
- 9. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. [Click here](#)
 - 10. 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](#)
 - 11. 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](#)
 - 12. Appointment of Ms. Lynda Mikalauskas, (our Senior Director of Improvement Services) as Vice Chairwoman for the Certification Committee of European Fertility Society. [Click here](#)

Contact Us:

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