

Capability Overview

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Introduction

Vmarsh Healthcare is a specialised Healthcare consulting focusing in areas of **Business Strategy, Quality Improvement & Transaction Advisory** with emphasis on **Academics** – ranging from mainstream Advisory Consulting to Individual Expert Guidance & Mentorship Programs.

With offices across **Dubai-UAE; Chicago-US, Dublin- Ireland; Mumbai-India; Kuala Lumpur-Malaysia & Cairo-Egypt** and **partner offices** in about 30 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 a 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



SUMMARY OF OUR OFFERINGS

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 & Change Management
- 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
- Nursing Optimization & Excellence
- Policy, Gap & Risk Assessments
- Accreditation Attainment & Renewal Preparation

Transactions Advisory

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

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

SUMMARY OF OUR OFFERINGS

1. Consulting Services
2. Facilitation Services



Business Strategy | Quality Improvement | Transaction Advisory

Chicago | Dublin | Cairo | Dubai | Mumbai | Kuala Lumpur

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 & Knowledge transfer such as CPHQ, CPPS, CDI
- University Affiliated Courses

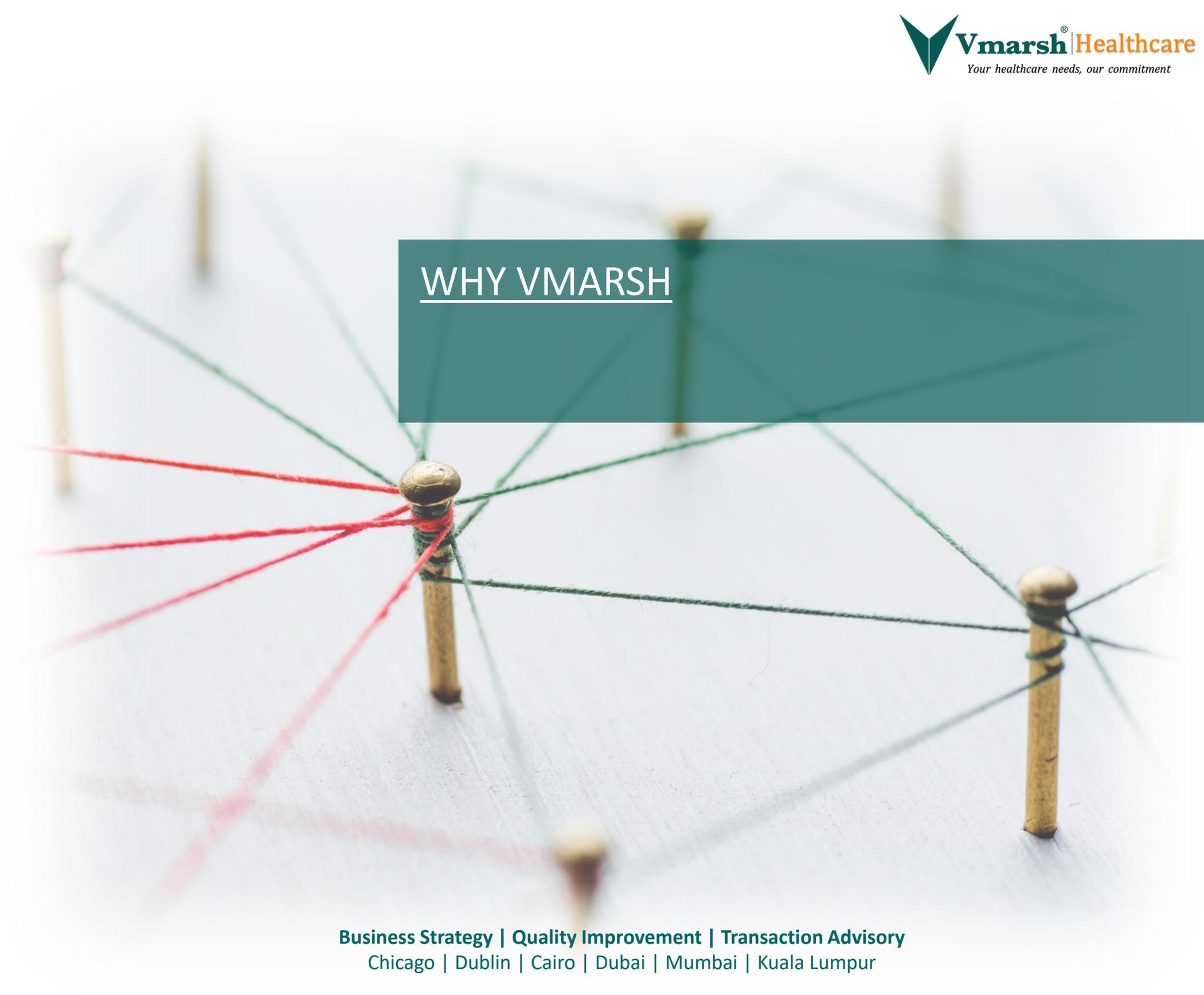
Accreditation Referral

- 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 Sustainability 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

CEO & 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 |



Dr. Zeina Khouri

Senior Director of Clinical and Operational Excellence

- | Nursing Management & Leadership |
- | Organizational Structure & Governance |
- | Implementation Nursing Science |
- | Clinical Operations & Hospital Management |



Sarah Jane O Dwyer

Head of Western European Region & Dublin Member Firm

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



Dr. Mahmoud Mansi

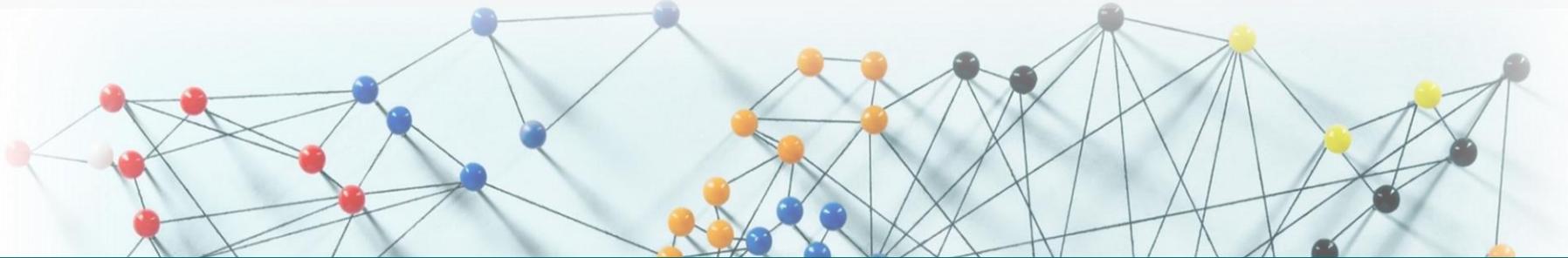
Director of Manpower Advisory & Egypt Office Head

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



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



<u>Chicago, United States</u>	<u>Dublin, Ireland</u>	<u>Cairo, Egypt</u>	<u>Dubai, United Arab Emirates</u>	<u>Mumbai, India</u>	<u>Kuala Lumpur, Malaysia</u>
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Empaneled Experts, Partner and Representatives across

<u>Americas</u>	<u>Europe</u>	<u>Eurasia</u>	<u>Middle East & Africa</u>	<u>APAC & Oceania</u>
<ul style="list-style-type: none"> • Canada • United States • Mexico • Panama • Columbia 	<ul style="list-style-type: none"> • Ireland • United Kingdom • Portugal • Spain • France • Germany • Austria 	<ul style="list-style-type: none"> • Italy • Croatia • Poland • Greece • Georgia • Turkey • Azerbaijan • Uzbekistan 	<ul style="list-style-type: none"> • UAE • KSA • Egypt • Oman • Nigeria 	<ul style="list-style-type: none"> • Thailand • India • Malaysia • Indonesia • South Korea • Australia • Japan

Our Functional Credentials : In Business Strategy

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



Masterclass on Branding, Uzbekistan



Brand & Marketing Strategy, United States



Marketing Strategy for Rehabilitation Center, United States



Rehabilitation Institute of Chicago

Brand Building, Marketing, Advertising, United States



Training to Global Teams on Internal & External Communications Policies, United States



Marketing/Advertising Strategy & Campaign, United States



الهيئة العامة للمعارض والمؤتمرات
SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY

Strategy & Branding, Saudi Arabia



Brand Development/Positioning, United States



Brand Development/Positioning, Saudi Arabia

*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)



Brand & Marketing Strategy, United States



KAISER PERMANENTE

B2C Marketing, United States



IVF Brand Optimization and Franchise Expansion, United Kingdom



Training Program in Communication, U.A.E



NEOM نيوم

Design Thinking Advisory, Saudi Arabia



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



Strategic Planning and Global Networking, Malaysia



Brand Development/Positioning, Croatia



TERME SELCE
HEALTH CLINIC

Brand Development and Marketing, Croatia

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Our Functional Credentials : In Business Strategy

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



Masterclass on Medical Tourism Strategy, Uzbekistan



Medical Tourism Strategy, Italy



Wellness and Rehabilitation Tourism Strategy, Croatia



Medical Tourism Strategy and Franchise Expansion, India



Medical Tourism Strategy, Colombia



Medical Tourism Strategy
Patient Experience Optimization
Marketing Strategies, Colombia



Medical Tourism Strategy
Medical Tourism Accreditation, Saudi Arabia



Medical Tourism Expansion, South Korea



Medical Tourism Strategy, Nigeria

*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 (2/2)



Marketing &
Medical Tourism Strategy, Colombia



Medical Tourism Expansion
And Rehabilitation Operation Strategy,
Thailand



Wellness Tourism Business Expansion, U.A.E



Medical Tourism Business Expansion, India



Medical Tourism Business Expansion, U.A.E



Medical Tourism Strategy, U.A.E

*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

iii. Pharma and Lifesciences



AstraZeneca

Procurement function review, U.A.E



Pfizer

Market Entry Strategy, India



Takeda

Compliance Support, India



NOVARTIS

Market Access Strategy Review, India



Dallah
Pharma

Governance and Risk Assessment,
Saudi Arabia



BSN[®] medical

Market Entry Strategy and
Commercial Launch, Luxembourg



Biocon

Portfolio and Brand Management,
India



سبيماكو الدوائية
SPIMACO ADDWAEIH

Corporate Governance and
Restructuring, Saudi Arabia



SUN
PHARMA

Supply Chain Review, India



Bharat Serums & Vaccines Ltd.

Market Entry Strategy, India



نوبكو
nupco

Audit of Procurement Process, Saudi
Arabia



Zydus
dedicated to life

Internal Audit Review, India

*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



Masterclass & TOT Program, Georgia



Academic Masterclass on Patient Safety & Medication Management, Uzbekistan



MSA** - For Advisory Services and Accreditation Preparation, United States



Accreditation Preparation, Ecuador



Gap Assessment & Compliance, Romania



Gap Assessment & Compliance, Romania



Accreditation Preparation and Attainment Training, Romania



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



Senior Leadership for Credentialing, Accreditation Programs, United States

**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



Accreditation for Medical Travel Service,
Saudi Arabia



Individual and Departmental KPI
Development, U.A.E



Organizational Assessment for Accreditation
Preparation and Provision of Education, Qatar



مركز الحسين للسرطان
King Hussein Cancer Center

Accreditation Preparation Targeted
Assessment of Provision Oncology Services,
Jordan



Accreditation Assessment and Preparation,
Qatar



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



Provision of Nursing / Midwifery Leadership
and Quality / Patient Safety oversight / Allied
Health Leadership, U.A.E



Organizational Assessment Education for
Accreditation Preparation of Facilities, U.A.E



Senior Leadership for Credentialing,
Accreditation Programs, U.A.E

*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, Japan



Accreditation Preparation, Belgium



Accreditation Preparation, Belgium



Education and Preparation of Public and Private Sector Survey Teams, Saudi Arabia



Accreditation preparation, Saudi Arabia



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



Governance Risk Assessment, Saudia Arabia



Senior Leadership for Credentialling, Accreditation Programs, Kenya



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

*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



Masterclass on Healthcare Financial Management & Financial Governance, Uzbekistan

Confidential:
A Home Healthcare entity in Abu Dhabi, UAE

Sell side Advisory and Valuation, U.A.E



Fixed Asset Evaluation, U.A.E



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

Asset Management and Evaluation, Saudi Arabia



Revenue Cycle management, U.A.E



Corporate Governance and Restructuring, Saudi Arabia

*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



Audit of Procurement Process, Saudi Arabia



Governance and Risk Assessment, Saudi Arabia



Commercial Launch Strategy, Luxembourg



Cost Optimization, India



Risk Assessments, U.A.E



Internal Audit Review, India

*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



qualityaustria
Succeed with Quality

Quality Austria, Austria:

Our knowledge partners in Audits, Integrated & Quality Management Systems



KVARNER
HEALTH

Kvarner Health Cluster, Croatia:

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



BookingsMed
bookingsmed.com

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



Insta By Practo, India:

Our Technology partners in Healthcare Information Management Systems



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



Mott Macdonald, United Kingdom:
Our Global Health partner for Capital Health Projects.

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



A network of specialized Clinical/Operational Experts:
A network of knowledge partners, Resources, Business Representatives & Sub- Contractors over 35 Countries

1. Our Recent Conference Participation and Workshops:

[Qualinn Conference 2024](#)

[Wellness Odyssey Conference 2024](#)

[PSC, Georgia, 2024](#)

[ADGH – Abu Dhabi 2024](#)

[IPSC India 2024](#)

[HTDC Dubai 2024](#)

[Arab Health – Dubai 2023](#)

[HDTC Dubai 2023](#)

[ISQua Istanbul Conference 2024](#)

[HMA, BALI 2024](#)

[ITIC Bangkok 2024](#)

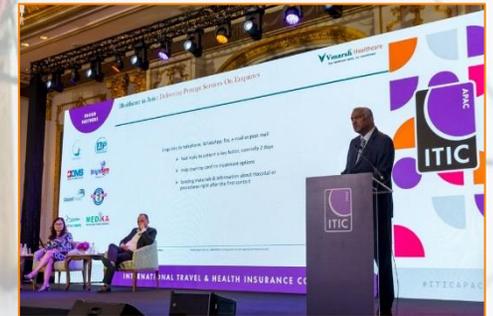
[ITIC America 2024](#)

[Arab Health – Dubai 2024](#)

[Qualinn Conference 2023](#)

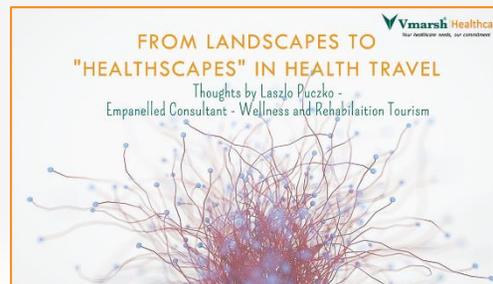
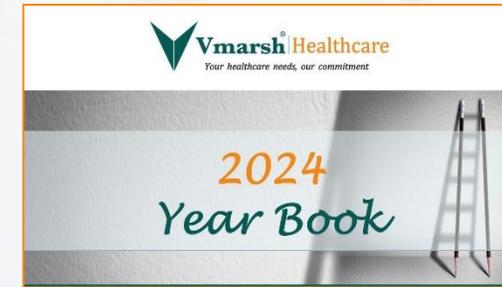
[CIHT – Croatia](#)

- A. Vmarsh’s Expert & Team Members – [Dr Tom](#), [Mr Ilan](#), [Ms Paula](#), [Dr Natalia](#) conducted [Masterclass](#) – “Healthcare of the future” on 25th & 26th October 2024 in Central Asian University, Tashkent, Uzbekistan.
- B. Mr. Ilan Geva (our Sr. Director of Academics & Head of America Regions/US Office)'s recent workshop with [Health Tourism Development of Islamic Countries \(HTDC\)](#)
- C. 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 \(HTDC\)](#)



2. Articles and Newsletters by our Experts:

- A. "Vmarsh Healthcare's 2024 Yearbook"
- B. "Importance of Leadership & Governance: Driving Improved Patient Outcomes" by Debbie Barnard.
- C. "Choosing The Right Hospital: Helping Medical Tourists Make Informed Decisions" by Dr. Sharon Kleefield.
- D. "Empowering Nursing Capabilities in Today's Healthcare World" by Dr. Theresa Morrison.
- E. "The Human Factor in Patient Safety" by Dr. Mary Geary.
- F. "From Landscapes to Healthscapes in Health Travel" by Dr. Laszlo Puczko.
- G. "Importance of Establishing a Medical Tourism Cluster; and Mexican Cluster in Perspectives" by Dr. David Vequist.
- H. "Healthcare: A Forever Improvement Journey" by Dr. M. Rashad Massoud.
- I. "Importance of Academic based Strategy for a Optimal Healthcare Ecosystem" by Kenta Ebisawa.
- J. "Patient Reported Outcome Measures" by Dr. Ahmed Algamal.



Some of Our Recent Activities (3/5):

3. Interview Covers of our Leadership Members:

- A. [Podcast by Central Asian University](#) on Healthcare, Leadership & Strategy with our Experts [Ms. Paula Wilson](#) & [Mr Ilan Geva](#).
- B. [Ms. Paula Wilson](#) (our Sr. Director of Leadership, Governance and Business Risk Advisory)'s recent interview with Chloe Fox of [ITIJ: International Travel & Health Insurance Journal](#).
- C. [Mr. Sandeep Sharma](#) (our CEO & Founder)'s recent interview with [Total Croatia's News](#).
- D. [Mr. Sandeep Sharma](#) (our CEO & Founder)'s recent interview with [HR Revolution Middle East Magazine](#) and [MedTourPress \(Medical East Medical Tourism Journal\)](#)
- E. [Mr. Ilan Geva](#) (our Sr. Director of Academics & Head of America Regions/US Office)'s recent interviews with [HR Revolution Middle East Magazine](#), [Total Croatia News](#) and [ITIJ Magazine](#)



Some of Our Recent Activities (4/5):

4. Our Latest Consultants Onboarded:

- A. Ms Rachel Simpson, Associate Director – Quality Improvement Services.
- B. Mr Michael Mitchell, Empaneled Consultant – Oceania & APAC Region Expert for Change Management & Organizational Governance.
- C. Dr Rashad Massoud MD, MPH, FACP, Empaneled Consultant for Public Health, Quality and Operational Excellence
- D. Mr Kenta Ebisawa, MBA; Empaneled Consultant and Expert – Strategy and Quality Improvement, based in Japan.
- E. Dr Theresa Morrison, PhD RN; Empaneled Consultant – Nursing, Accreditation Compliance and Process Improvement based in USA.
- F. Dr Ahmed Algamal, MBBCh, MBA, TQMD; Empaneled Consultant and Expert – Governance, Risk Management, Compliance, and Quality based in Egypt

Welcome Aboard!

Vmarsh Healthcare
Your healthcare needs, our commitment

Ms. Rachel Simpson
Associate Director – Quality Improvement Services

Healthcare Accreditation | Policy Development | Risk and Gap Analysis | Quality, Organizational & Patient Safety | Compliance & Regulatory Management | Pediatric Hospital Operations & Transformation | Person-Centered Care |



Rachel Simpson is an accomplished healthcare professional with over 10 years of experience across various healthcare environments, including recruitment, pediatric hospital project management, and quality improvement initiatives. In her most recent role at the International Society for Quality in Health Care (ISQua), Rachel managed four specialized international accreditation programs spanning six continents. This involved overseeing 75 clients and approximately 70 auditors, with her team conducting over 50 external assessments annually. Rachel led the recruitment of staff and auditors, developed training programs for both healthcare organizations and auditors, and provided technical guidance to ensure compliance with global best practices. She also played a key role in the development of international standards, aligning healthcare organizations with current World Health Organization (WHO) Guidelines, Regulations, and Quality Improvement Strategies to enhance Patient Care and Workforce Quality. Her work has contributed to improvements in Compliance, Risk Analysis, and Patient-Centered Care across diverse healthcare settings, while also equipping her with expertise in Corporate Governance and Financial Management.

During her tenure with Children's Health Ireland, Rachael collaborated with a multidisciplinary team of clinical and non-clinical professionals to establish an outpatient clinic and urgent care center in Dublin. She also supported the development of a national headquarters for pediatric referrals. Leveraging insights from both adult and pediatric healthcare, she contributed to the implementation of a standardized electronic healthcare record system, led policy development and standardization efforts, and guided change management initiatives. Her extensive knowledge of regulatory requirements, including contracts, service level agreements, and GDPR-compliant data-sharing agreements, further strengthened Governance and Management practices within Pediatric services. In addition to her operational experience, Rachael possesses deep expertise in Strategic and Financial Management, Marketing, and International Regulatory Compliance for Hospitals, Laboratories, and Medical Device Organizations.

Welcome Aboard!

Vmarsh Healthcare
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Mr. Michael Mitchell
Empaneled Consultant – Oceania & APAC Region; Expert for Change Management and Organizational Governance

Strategic and Operational Leadership | Business Growth & Expansion | Risk & Compliance Management | Change Management | Entrepreneurship and Collaborations |



Michael Mitchell has over 13 years of senior leadership experience in the private healthcare sector across Australia and Thailand. He has established himself as a transformative leader known for driving operational excellence, improving patient outcomes, and significantly increasing profitability in every organization he has led. As a results-driven CEO, he has consistently delivered improvements in hospital operations, enhanced patient outcomes, and significantly increased profitability in every organization he has led. His strategic approach to healthcare management enables him to address complex challenges, streamline operations, and implement sustainable solutions that position hospitals for long-term success. He has a proven ability to increase revenue growth by improving EBITDA through financial strategies, operational efficiencies, and cost management initiatives that enhance profitability.

Michael's expertise is multi-faceted, covering business operations management, healthcare advisory, risk and compliance oversight, and strategic development. He is adept at navigating the intricacies of healthcare systems, ensuring both regulatory compliance and operational efficiency, while always keeping the patient experience at the forefront of his decision-making. His leadership style is anchored in collaboration and empowerment, consistently delivering superior care. He is driven by a deep passion for improving the quality of care, Michael is committed to enhancing staff well-being and patient safety. His leadership has led to significant advancements in clinical services, operational management, and financial health across multiple hospitals. By aligning strategic goals with a human-centered approach, Michael has demonstrated time and again his ability to lead hospitals to new heights of success. He has proven his skills and experience in Revenue Growth & Financial Optimization, Hospital Expansion & Capacity Building, Operational Excellence, Advanced Healthcare Technologies, Cost Management & Efficiency Improvements, Leadership & Team Development and Strategic Planning & Growth Initiatives.

Welcome Aboard!

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Dr. Theresa Morrison, Ph.D, APRN
Empaneled Consultant – Nursing, Accreditation Compliance and Process Improvement

Bedside Nursing | Oncology Management | Executive Healthcare Management | Process Improvement | ANCC Magnet Program | Accreditation Compliance | Hospital Acquired Infection Prevention |



Dr. Morrison has an extensive background in nursing and healthcare. She has held a variety of nursing roles throughout her career including bedside nurse, clinical nurse specialist, adjunct professor, and senior leader for nursing at multiple healthcare systems. Dr. Morrison has taught research methodology and analytic methods in the master's and doctorate level, as well as facilitating capstone projects. She previously received the Florida Nurses Association award for "Excellence in Nursing Research". She has solid leadership, communication, and interpersonal skills to establish rapport with all levels of staff and management.

Dr. Morrison, as Chief Nursing Officer, opened a 380-bed hospital February 2020 as a COVID facility in United Arab Emirates (UAE), later transforming the nursing team to provide a state-of-the-art acute care and market entry in advanced oncology treatments. Manpower procurement, development, allocation and utilization of nurses and technicians. Initiated supply chain and asset management, optimizing logistics and procurement to treatments and procedures not formally done in country.

She has developed and published on hospital acquired infections (HAI) reduction and patient safety throughout the United States and internationally. Dr. Morrison's posters have been presented at Institute of Healthcare Information (IHI) Annual Healthcare Symposiums, 2014, 2015, 2016, 2017 and at the Association for Professionals in Infection Control and Epidemiology (APIC) Conference, 2013. She is a peer reviewer, averaging four manuscripts a year for four to six publishers. Additionally, Dr. Morrison is a Health Resources Services Administration (HRSA) reviewer for grant applications, with expertise in health workforce training, primary care delivery, rural health, working with underserved communities, and social determinants of health.

Welcome Aboard!

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Mr. Kenta Ebisawa, MBA
Empaneled Consultant – Strategy and Quality Improvement

Business Development | MBA Process Management | Strategic Management | Accreditation Preparation | Quality and Patient Safety Improvement | Revenue and Cost Optimization |



Mr. Kenta Ebisawa has been working in the healthcare industry for 25 years. Using the Japanese quality improvement process, he conducted 13 hospitals for international accreditation processes in Japan's largest medical group and another private hospital. He then spent four years at Group Headquarters as head of the group's overall quality improvement and patient safety department to integrate the process rather than an accredited hospital in the group. Mr. Kenta also has experience working in medical administration, general affairs, human resources, and the international department at a 600-bed hospital that is one of the group hospitals. He has also worked abroad on international accreditation processes for hospitals in Bulgaria, new hospital projects in Africa, and business development in Indonesia. He also has experience in multiple MBAs in Japanese hospitals. He provides consultation for international hospital accreditation for multiple private hospitals in Japan.

He has consulting experience in Business Development in Japan and South East Asia, MBA Process Management in Japan and Strategic Management in Japan. He has experience in Accreditation preparation for 15 hospitals in Japan and 1 hospital East Europe. He has also worked in Quality and Patient Safety improvement, also he is experienced in Revenue and cost optimization in Japan. He has worked in Tokushukai HQ 10 years for Quality improvement and Patient safety, also with business development experience in Africa. He has worked in Shounan Kaihara General Hospital for 10 years. He has experience in Japan Asia Medical Investment, he developed new business SEA for 2 years. He has been a medical supply dealer for supply sourcing and contracting. Mr. Kenta has also given Multiple consultations for international hospital accreditation in Japan and Bulgaria.

Welcome Aboard!

Vmarsh Healthcare
Your healthcare needs, our commitment

Dr. Mr. Rashad Massoud MD, MPH, FACP
Empaneled Consultant – Public Health, Quality and Operational Excellence

Public Health & Policy | Healthcare Sustainability | Clinical & Operational Excellence | Emergency Response | Quality Management | Patient Safety |



Dr. Rashad Massoud is a globally recognized leader in improving healthcare and strengthening systems to deliver better outcomes, efficiency, and sustainability. Inaugural Member of the Quality & Safety Academy of the International Society for Quality (ISQua). Worked with over 100 countries. Fluent in Arabic, English, and Russian. Strong cross-cultural competencies. He is a visiting faculty in Harvard T.H. Chan School of Public Health. He is former Senior Vice President and Chief Program Officer at AmeriCare where he oversaw the organization's health programs worldwide including in the United States, Emergency Response, and distribution of \$1.25 billion in medicine and supplies to over 90 countries. Dr. Rashad was the Chief Medical and Quality Officer and Senior Vice President of the Quality and Performance Institute at University Research Co., LLC where he was Director of the USAID Applying Science to Strengthen and Improve Systems (ASSIST) Project - \$210 million over 7 years in 46 countries, and the USAID Healthcare Improvement (HCI) Project - \$150 million over 6 years in 38 countries.

Dr. Mr. Rashad has shown leadership in quality management and health systems strengthening being elected as an Inaugural Member ISQua Academy Advisory Board Member, World Organization Global Report on Quality and Safety. He has improved health care and reduced inequities for example, he worked with American Indian Foundation and he improved blood pressure control in 8 mobile health centers in India from 63% to 90% and reduced the gender inequity gap from 18.4% to 2.5%. He has managed multiple projects in 40 countries at a time. Dr. Rashad has received USAID's highest Contractor Performance Assessment Reporting System (CPARS) of "Exceptional" on every evaluation criterion for the USAID Healthcare Improvement (HCI) Project. He has managed a budget of \$140 million/year, overseas distribution of \$1.25 billion gifts-in-kind to 92 countries. He is skilled in staff management and oversight covering 80 HQ, and 600 staff in 40 countries. Dr. Rashad has been a key player in generating funds from solicitations, philanthropies, NGOs, high net worth individuals and private companies. He is a Member of the Board of Directors of the Harvard Alumni Association, former President of the Harvard T.H. Chan School of Public Health Alumni Association. Dr. Rashad also has experience in working with Boards of Directors of Institute for Americas, University Research Co., LLC (URC), the Institute for Healthcare Improvement (IHI).

Some of Our Recent Activities (5/5):

5. Other Updates - MoU Signing, Partnerships & More Activities:

- A. Strategic Partnership with Quality Associates International which provides high quality educational and training resources in healthcare quality across Middle East & North Africa. [Click here](#)
- B. 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](#)
- C. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. [Click here](#)
- D. 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](#)
- E. Addition of [Dublin Office led by Ms Sarah Jane](#)
- F. Appointment of Vmarsh advisory committee consisting of [Mr Sandeep Sharma](#), [Mr Ilan Geva](#), [Ms Lynda Mikalauskas](#), [Ms Paula Wilson](#) and [Dr Jacob Thomas](#).
- G. New products and services added as a part of Facilitation Offerings (Please visit Page number – 8)
- H. Vmarsh is the recipient of the [Medtop](#) Awards, Berlin, Germany on May 2023. [Click here](#)
- I. 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.



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