

Capability Overview

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Introduction

Vmarsh Healthcare is a specialised Healthcare consulting focusing in areas of **Business Strategy, Quality/Operational 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 & Riyadh-KSA** 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 & Operational 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

SUMMARY OF OUR OFFERINGS

1. Consulting Services
2. Facilitation Services



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

Academics and Capacity Building Services



Certification Programs & Observer-ship

- Certifications Programs - For Skill upgradation & Knowledge transfer such as CPHQ, CPPS, CDI
- Observer-ship Program - We will assess key areas like culture, safety, quality, and operations. Based on this, an observer-ship program will be planned with top institutions



Masterclasses & Error Management Programs

- Bespoke Courses & Masterclasses: Quality Officer Mentorship Program/ Strategic Governance/ Financial Healthcare/Leadership, Quality/Patient Safety, Branding, Data/Tech Integrations, Nursing, Accreditation Compliance & Process Improvement, Risk Management and IVF
- Error management program –
 - Medication Management
 - RCA, Retention of Staff, and Enhancing Clinical Audit



Accreditation

- Accreditation Referral - International Accreditation Attainment Referrals
- Travel Referral - Medical Travel Based Accreditation Referrals
- Telemedicine – Telemedicine Based referral
- Data - Integration - Data Governance and Integration based Accreditation Referrals
- Smart Hospital - Smart Hospital and Sustainability based Programs



WHY VMARSH

Business Strategy | Quality & Operational Improvement | Transaction Advisory
Chicago | Dublin | Riyadh | Dubai | Mumbai | Kuala Lumpur



Sandeep Sharma

CEO & Founder

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



Lynda Mikalauskas

Senior Director and Head of Quality Improvement Services

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



Dr. Thomas Kozlowski

Head of Americas & Chicago Office; Senior Director of Quality Improvement Services

| Audits & Accreditation || Patient Services || Quality Assurance | Patient Experience Optimization || Patient Focused Care |
| Patient Safety Improvement |



Paula Wilson

Senior Director of Leadership, Governance & Business Risk Advisory

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



Ilan Geva

Senior Director and Head of Academics

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



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 |



Dr. Vladimir Mozetic

Senior Director and Head of Central European Business

| Wellness and Medical Tourism || Patient Experience Optimization || Patient Focused Care || Quality & Patient Safety Improvement| Risk Management |



Eng. Sarry Wael AlBuraik

Senior Partner for Kingdom of Saudi Arabia

| Revenue Cycle Management | Accreditation & Quality Management | Health Informatics |
Strategic Planning & Change Management | Public Private Partnership | | Value Based Care |



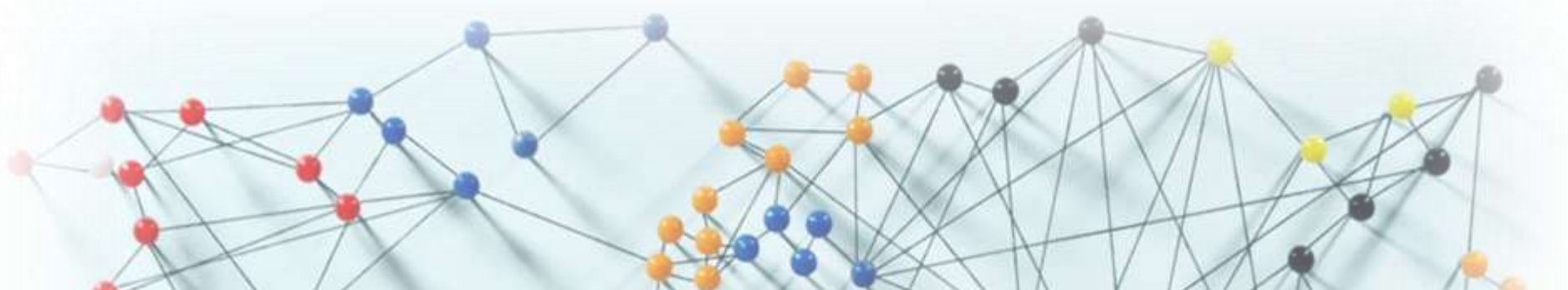
Sarah Jane O Dwyer

Head of Western European Region & Dublin Member Firm

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



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>Riyadh, Kingdom of Saudi Arabia</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					
Americas	Europe	Eurasia	Middle East & Africa	APAC & Oceania	
<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	<ul style="list-style-type: none">• 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

 <p>CAU CENTRAL ASIAN UNIVERSITY</p>	 <p>ANDERSON PODIATRY CENTER</p>	 <p>ALEXIAN BROTHERS Medical Center</p>	 <p>VIVAVOYA</p>
Masterclass on Branding, Uzbekistan	Brand & Marketing Strategy, United States	Marketing Strategy for Rehabilitation Center, United States	Brand & Marketing Strategy, United States
 <p>Rehabilitation Institute of Chicago</p>	 <p>MEDECINS SANS FRONTIERES DOCTORS WITHOUT BORDERS</p>	 <p>Mercy MEDICAL CENTER DES MOINES <small>A member of Mercy Health Network</small></p>	 <p>PDC</p>
Brand Building, Marketing, Advertising, United States	Training to Global Teams on Internal & External Communications Policies, United States	Marketing/Advertising Strategy & Campaign, United States	Training Program in Communication, U.A.E
 <p>الهيئة العامة للمعارض والمؤتمرات SAUDI CONVENTIONS & EXHIBITIONS GENERAL AUTHORITY</p>	 <p>Swank HealthCare <small>Tim Swank, Chairman</small></p>	 <p>الهيئة الملكية لمدينة الرياض ROYAL COMMISSION FOR RIYADH CITY</p>	 <p>MHTC MALAYSIA HEALTHCARE TRAVEL COUNCIL <small>An initiative by the Ministry of Health, Malaysia</small></p>
Strategy & Branding, Saudi Arabia	Brand Development/Positioning, United States	Brand Development/Positioning, Saudi Arabia	Strategic Planning and Global Networking, Malaysia

*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

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



Brand Building, Marketing, Advertising,
United States



IVF Brand Optimization and Franchise
Expansion, United Kingdom



B2C Marketing, United States



Design Thinking Advisory, Saudi Arabia



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



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

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



Marketing &
Medical Tourism Strategy, Colombia



Medical Tourism Strategy and Franchise
Expansion, India



Medical Tourism Strategy, Colombia



Medical Tourism Strategy
Patient Experience Optimization
Marketing Strategies, Colombia



Medical Tourism Business Expansion, India



Strategic Planning and Global Networking,
Malaysia



Medical Tourism Expansion, South Korea



Medical Tourism Strategy, Nigeria



Medical Tourism Business Expansion, 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

Our Functional Credentials : In Business Strategy

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



Medical Tourism Expansion
And Rehabilitation Operation Strategy,
Thailand



Wellness 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*

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



Confidential



Masterclass & TOT Program, Georgia



Academic Masterclass on Patient Safety & Medication Management, Uzbekistan



Senior Leadership for Credentialling, Accreditation Programs, United States



Accreditation Preparation Targeted Assessment of Provision Oncology Services, Jordan



Accreditation Preparation, Ecuador



Gap Assessment & Compliance, Romania



Organizational Assessment for Accreditation Preparation and Provision of Education, Qatar



Gap Assessment & Compliance, Romania



Accreditation Preparation and Attainment Training, Romania



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



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

**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, Belgium



Accreditation for Medical Travel Service,
Saudi Arabia



Individual and Departmental KPI
Development, U.A.E



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



Accreditation Preparation Targeted
Assessment of Provision Oncology Services,
Jordan



Accreditation Assessment and Preparation,
Qatar



Accreditation Assessment and Preparation,
Qatar



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 Credentiaing,
Accreditation Programs, U.A.E



Accreditation Preparation, Japan



Accreditation Preparation, Belgium

*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



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



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



Senior Leadership for Credentialling,
Accreditation Programs, Kenya

**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



Fixed Asset Evaluation, U.A.E



Audit of Procurement Process, Saudi Arabia



Commercial Launch Strategy, Luxembourg

Confidential:

A Home Healthcare entity in Abu Dhabi, UAE



Corporate Governance and Restructuring, Saudi Arabia



Governance and Risk Assessment, Saudi Arabia



Risk Assessments, 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



Cost Optimization, India



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

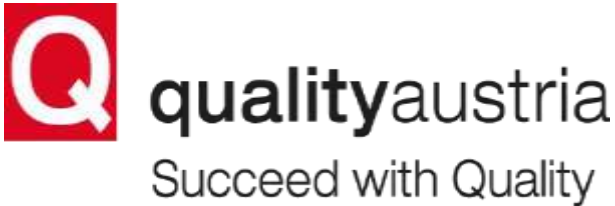
Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (1/4)



Lumina Health Tech, United Kingdom:
Our partner for Healthcare Academics, Health Tech & Clinical data mining



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



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



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



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



Tricare.sa, Saudi Arabia:
Our Regional Representative Partner for Kingdom of Saudi
Arabia



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



World Continuing Education Alliance, United Kingdom:
Our Academic partners in Healthcare Education & Specialized Certifications



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



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.

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:

EMT Romania 2025	ITIC America 2025	Arab Health – Dubai 2025	Qualinn Conference 2024
ISQua Istanbul Conference 2024	Wellness Odyssey Conference 2024	HMA, BALI 2024	PSC, Georgia, 2024
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			

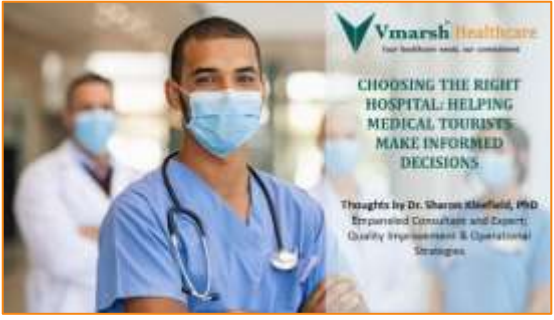


- A. Vmarsh’s Expert & Team Members – [Dr Tom](#), [Mr Ilan](#), [Ms Paula](#), [Dr Natalia](#) conducted [Masterclass](#) – “Healthcare of the future” on 25th & 26th October 2024 in Central Asian University, Tashkent, Uzbekistan.
- B. Mr. Ilan Geva (our Sr. Director of Academics & Head of America Regions/US 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. “Challenges in the Health Industry & Health Tourism – The Modern Healthcare Model” by Dr. Vladimir Mozetic
- B. “Safe and Responsible Adoption of AI in Healthcare – The Trends and Issues Around the World” by Mr David Qu
- C. “The Powers and Pitfalls of Computerized Provider Order Entry (CPOE) in Patient Safety” by Dr. Rabih Dabliz
- D. “Laboratory Accreditation and why does it matters” by Rachel Simpson
- E. “Importance of Leadership & Governance: Driving Improved Patient Outcomes” by Debbie Barnard.
- F. “Choosing The Right Hospital: Helping Medical Tourists Make Informed Decisions” by Dr. Sharon Kleefeld.
- G. “Empowering Nursing Capabilities in Today’s Healthcare World” by Dr. Theresa Morrison.
- H. “The Human Factor in Patient Safety” by Dr. Mary Geary.
- I. “From Landscapes to Healthscapes in Health Travel” by Dr. Laszlo Puczko.



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](#)



4. Our Latest Consultants Onboarded:
- A. [Ms Ioana Vasilescu](#), Associate Director for Business Development in Central and # Eastern European Regions (CEE)
- B. [Mr David Qu](#), Empaneled Consultant – Digital Transformation in Quality Improvement and Healthcare Strategy
- C. [Dr Rabih Dabliz](#), Empaneled Consultant – Medication Management, System Design Thinking & Patient Safety Outcomes
- D. [Ms Rachel Simpson](#), Associate Director – Quality Improvement Services.
- E. [Mr Michael Mitchell](#), Empaneled Consultant – Oceania & APAC Region Expert for Change Management & Organizational Governance.
- F. [Mr Kenta Ebisawa](#), MBA; Empaneled Consultant and Expert – Strategy and Quality Improvement, based in Japan.
- G. [Dr Theresa Morrison](#), PhD RN; Empaneled Consultant – Nursing, Accreditation Compliance and Process Improvement based in USA.
- H. [Dr Ahmed Algamal](#), MBBCh, MBA, TQMD; Empaneled Consultant and Expert – Governance, Risk Management, Compliance, and Quality based in Egypt

Welcome Aboard!

Mr. David Qu
Empaneled Consultant – Digital Transformation in Quality Improvement and Healthcare Strategy
(Digital Transformation and Innovation | AI and Data Analytics | System Integration and Ecosystems | Healthcare Quality and Patient Safety | Process Improvement and Change Management | Healthcare Strategy and Organizational Growth)

Mr. David has over 10 years of experience in healthcare technology innovation and digital health transformation. He is a successful executive business leader, CEO, executive, speaker, board member, speaker, and executive coach. Globally, he has led partnerships, M&A, joint ventures, strategy, innovation, digital transformation, marketing, and sales. He has held a variety of roles, positions at 10+ Fortune 500, public, private, and not-for-profit organizations. Additionally, he speaks at international University's Faculty Center for Entrepreneurship & Innovation and Health Business School.

Mr. David is an accomplished leader in healthcare technology and digital transformation with a remarkable record spanning innovative and global impact. As the former Vice President of Joint Commission Resources (JCR) and Joint Commission International (JCI), he led the JCR's cloud and mobile software business, enabling over 3,000 healthcare organizations worldwide to enhance accreditation, compliance, and patient safety. Under his leadership, the business achieved 12 consecutive years of remarkable and profitable growth, exceeding \$100 million in 2019. As JCR's CEO, Mr. David led the JCR's strategic vision, driving the company's growth and innovation. He has held senior executive roles at Strategic Healthcare Solutions and Cofaris Technology, driving advancements in EMR, Electronic Prescriptions, Patient Engagement, Population Health Management, System Integration, and Health Data Analytics across a variety of the care continuum. Mr. David has managed over 100 strategic alliances and acquisitions during his career.

Mr. David is a Fellow of the American College of Healthcare Executives, a Fellow of the American College of Health Data Management, and a Certified Professional in Healthcare Quality. He is an Executive-in-Residence at MIT's Center for Healthcare Innovation and Acceleration. He sits on the board of digital health companies. Mr. David earned his undergraduate and graduate degrees in Computer Science and Engineering. He completed his Executive MBA program at Kelley Business School of Northwestern University. He is an author in the Forbes Business Council.

Welcome Aboard!

Dr. Rabih Dabliz
Empaneled Consultant – Medication Management, System Design Thinking & Patient Safety Outcomes
(Medication Management | Healthcare Accreditation | System Design Thinking | Pharmacy Substitution)

Rabih is a detail-oriented healthcare, patient safety, and communication specialist who integrates medication safety expertise, human factors, systems design, and visual communication into impactful safety solutions. With twenty years of experience in healthcare, Rabih has cultivated a deep understanding of the medication use process, risk mitigation strategies, error analysis, and the power of design thinking to improve patient safety outcomes. His work in strategic communication and visual design emphasizes the pivotal role of effective communication in fostering safer healthcare environments. Throughout his career, Rabih has demonstrated a commitment to advancing patient safety through innovative approaches to process design and education. He played a pivotal role in developing the medication safety center at Cleveland Clinic Abu Dhabi, successfully leading the organization through multiple accreditation and medication management certification cycles. Rabih also supported the design and implementation of "Just Culture" and "Language Culture" programs, creating frameworks that promote accountability, learning, and support across teams.

Rabih leverages visual communication to inspire and sustain cultural change within healthcare organizations. His production, including the ISMP Chapter Award-winning "Sick Medication Safety" video, translates complex technical concepts into engaging narratives that drive action. Rabih's "Just Culture" video, showcased by the WHO Asia Pacific 2023 Festival, continues to serve as a valuable training resource for patient safety organizations worldwide. Rabih's expertise extends beyond medication safety, encompassing the strategic use of graphic design and human-centered design to communicate safety concepts effectively. He believes that, ideally, engaging content can bridge the gap between data and decision-making, making safety principles more accessible to diverse audiences. He has proven his skill and expertise in Medication Management & Patient Safety, Strategic Communication, Healthcare Accreditation, Business Acceleration, System Design Thinking & Joint Management.

Welcome Aboard!

Ms Ioana Vasilescu
Associate Director – Business Development in Central and Eastern European Regions (CEE) Regions
(Public Private Partnerships | Business Development | KOL/IOE Strategies | Healthcare Policy & Stakeholder Engagement | Organizational Leadership & Operational Management | Medical Science)

With over 15 years of experience in business communication and operations, Ioana Vasilescu currently serves as Operations Director at IMKID – Romanian Association of Private Healthcare Providers, where she plays a central role in organizational strategy and institutional advocacy. She oversees strategic planning, internal and external communications, HR operations, and relationship management with public authorities and industry associations. Her leadership ensures effective coordination of the operational structure and alignment with the organization's mission to represent and promote the interests of private healthcare providers across Romania, and, through medical tourism, all over the world.

Previously, as Business Development Manager at Clariant pi Company, Ms Ioana was responsible for identifying growth opportunities, negotiating strategic partnerships, and supervising project teams. Earlier in her career, Ms Ioana held various roles in account and office management, both in Romania and abroad. Her international exposure and consistent involvement in large-scale projects and strategic initiatives have shaped a well-rounded professional profile, with strong capabilities in advocacy, communication, and leadership.

Welcome Aboard!

Mr. Kenta Ebisawa, MBA
Empaneled Consultant – Strategy and Quality Improvement
(Business Development | JMA 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 20 years. Using the Japanese quality improvement process, he completed 15 hospitals for international accreditation programs in Japan's largest medical group and another private hospital. He also spent four years at Tokyo Metropolitan 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 of a 400-bed hospital that is one of the group's hospitals. He has also worked abroad on international accreditation programs 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 in Europe. He has also worked in Quality and Patient Safety Improvement, and he is experienced in Revenue and Cost optimization in Japan. He has worked in Tokumachi for 10 years for Quality improvement and Patient Safety, also with business development experience in Africa. He has worked in Mochizuki Medical General Hospital for 10 years. He has experience in Japan's Medical Insurance, he developed new business for 2 years. He has taken a medical supply dealer for supply issuing and connecting. Mr. Kenta has also given Multiple consultations for international hospital accreditation in Japan and Bulgaria.

Welcome Aboard!

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 & Collaboration)

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 create long-term success. He has a proven ability to achieve revenue growth by increasing EBITDA through financial strengths, operational efficiencies, and cost management initiatives that reduce profitability.

Michael's expertise is multi-faceted, covering business operations management, healthcare delivery, risk and compliance strategy, and strategic development. He is adept at integrating 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 driving superior results. He is driven by a deep passion for improving the quality of care, and he 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 adopting 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, Data Management & Efficiency Measurements, Leadership & Team Development and Strategic Planning & Growth Initiatives.

Welcome Aboard!

Ms. Rachel Simpson
Associate Director – Quality Improvement Services
(Healthcare Accreditation | Policy Development | Risk and Compliance | Quality, Organizational & Patient Safety | Compliance & Regulatory Management | Healthcare Regulatory Expectations & Transformation | Patient-Centered Care)

Rachel Simpson is an accomplished healthcare professional with over 10 years of experience across various healthcare environments, including multi-site, pediatric hospital projects, management, and quality improvement initiatives. In her most recent role at the International Society for Quality in Health Care (ISQH), Rachel managed four specialized international accreditation programs spanning six continents. This involved overseeing 70 clients and approximately 70 auditors, with her team conducting over 100 patient safety audits annually. Rachel led the development of staff and auditors, developed training programs for health 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 various 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 supporting her work in Corporate Governance and Financial Management.

During her tenure with Children's Health Institute, overseeing four pediatric hospitals and clinics, Rachel collaborated with a multidisciplinary team of clinical and non-clinical professionals to establish an enterprise-wide and urgent care center in Dublin. She also oversaw the development of a national health-care system for patients who are, 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 standards, internal audit systems, and ISQH compliance, drives her commitment to ensuring governance and management practices within pediatric systems. In addition to her operational experience, Rachel possesses deep expertise in Strategic and Financial Management, Marketing, and International Regulatory Compliance for Hospitals, Laboratories, and Medical Device Organizations.

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

- A. Strategic Partnership with Tricare which is now the appointed representative partner of Vmarsh healthcare for Kingdom of Saudi Arabia. [Click Here](#)
- B. Strategic Partnership with Lumina Health Tech to strengthen our combined service offerings and provide furthermore value to our clients. [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. 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](#)
- E. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. [Click here](#)
- F. 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](#)
- G. Addition of [Dublin Office led by Ms Sarah Jane](#)
- H. Appointment of Vmarsh advisory committee consisting of [Mr Sandeep Sharma](#), [Mr Ilan Geva](#), [Ms Lynda Mikalauskas](#), [Ms Paula Wilson](#) and [Dr Jacob Thomas](#).
- I. New products and services added as a part of Facilitation Offerings (Please visit Page number – 8)



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