



	CONTENTS		
А	About US	03	
В	Summary of Our Offerings	04	
С	Why Vmarsh	09	
D	Contact US	30	A AC





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.

<u>Vision</u>

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









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.





Transactions Advisory

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





Our Service Offerings: Facilitation & Academic Services





 Accreditation Referral - International Accreditation Attainment Referrals

• Travel Referral - Medical Travel Based

• Data - Integration - Data Governance and Integration based Accreditation Referrals







Our Core Leadership Team



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 |





Ilan Geva

Senior Director and Head of Academics

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



Sarah Jane O Dwyer

Head of Western European Region & Dublin Member Firm

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

Our Extended Infrastructure and Resources







Our Presence: Spread Over Yet Connected





Our Functional Credentials : In Business Strategy

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



*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





Brand & Marketing Strategy, United States



Training Program in Communication, UAE



MALAYSIA HEALTHCARE TRAVEL COUNCIL

Strategic Planning and Global Networking, Malaysia





IVF Brand Optimization and Franchise Expansion, United Kingdom





Design Thinking Advisory, Saudi Arabia



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



*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



B2C Marketing, United States

Brand Development/Positioning, Saudi Arabia

Our Functional Credentials : In Business Strategy ii. Medical Tourism Strategy and Patient Experience (1/2)





Strategic Planning and Global Networking, Malaysia



Medical Tourism Strategy, Italy



Medical Tourism Strategy, Colombia



Wellness and Rehabilitation Tourism Strategy, Croatia



Medical Tourism Strategy Patient Experience Optimization Marketing Strategies, Colombia



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





Marketing & Medical Tourism Strategy, Colombia



CURE CARE COMPASSION

Medical Tourism Business Expansion, India



Medical Tourism Business Expansion, UAE

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, UAE



Medical Tourism Strategy, UAE

*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

16



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



*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





Senior Leadership for Credentialling, Accreditation Programs, United States

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, Qatar



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



Individual and Departmental KPI Development, UAE



Accreditation Assessment and Preparation, Qatar



Accreditation for Medical Travel Service, Saudi Arabia



Accreditation Assessment and Preparation, Qatar



Senior Leadership for Credentialling, Accreditation Programs, UAE



Accreditation Preparation, Japan

*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 Preparation Targeted Assessment of Provision Oncology Services, Jordan



Organizational Assessment Education for Accreditation Preparation of Facilities, UAE





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



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



Accreditation Preparation, Belgium



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



Our Functional Credentials : In Transaction Advisory

CENTRAL ASIAN UNIVERSITY

Masterclass on Healthcare Financial Management & Financial Governance, Uzbekistan

Confidential: A Home Healthcare entity in Abu Dhabi, UAE

Sell side Advisory and Valuation, UAE



Asset Management and Evaluation, Saudi Arabia



Fixed Asset Evaluation, UAE

<mark>سبيماكو الدوائية</mark> SPIMACO ADDWAEIH

Corporate Governance and Restructuring, Saudi Arabia



Revenue Cycle management, UAE



Audit of Procurement Process, Saudi Arabia



Governance and Risk Assessment, Saudi Arabia



Cost Optimization, 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





Commercial Launch Strategy, Luxembourg



Risk Assessments, UAE



Internal Audit Review, India

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



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: <u>Specialized & Well-Established Global</u> <u>Conglomerates (2/4)</u>



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: <u>Specialized & Well-Established Global</u> <u>Conglomerates (3/4)</u>



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: <u>Specialized & Well-Established Global</u> <u>Conglomerates (4/4)</u>



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







Our Recent Conference Participation and Workshops: 1.

EMT Romania 2025	ITIC America 2025	<u>Arab Health – Dubai 2025</u>	Qualinn Conference 2
ISQua Istanbul Conference 2024	Wellness Odyssey Conference 2024	<u>HMA, BALI 2024</u>	<u>PSC, Georgia, 20</u>
ITIC Bangkok 2024	<u>ADGH – Abu Dhabi 2024</u>	ITIC America 2024	IPSC India 2024
<u> Arab Health – Dubai 2024</u>	HTDC Dubai 2024	Qualinn Conference 2023	<u> Arab Health – Duba</u>
<u>CIHT – Croatia</u>			

- Vmarsh's Expert & Team Members Dr Tom, Mr Ilan, Ms Paula, Dr Natalia conducted Masterclass "Healthcare of the future" on 25th & 26th A. October 2024 in Central Asian University, Tashkent, Uzbekistan.
- Mr. Ilan Geva (our Sr. Director of Academics & Head of America Regions/US Office)'s recent workshop with Health Tourism Development of B. Islamic Countries (HTDC)
- Dr. Maria Cecilia Aponte (our Associate Director of Strategy and Quality Improvement based in Panama)'s recent workshop with Health Tourism C. **Development of Islamic Countries (HTDC)**











2024 2024 24 bai 2023







- **Articles and Newsletters by our Experts:** 2.
- "Building a Brand in Medical Tourism" by Ilan Geva. A.
- <u>allenges in the Health Industry & Health Tourism The Modern Healthcare Model</u>" by <u>Dr. Vladimir Mozetic</u>. B.
- C. 'Safe and Responsible Adoption of AI in Healthcare – The Trends and Issues Around the World" by David Qu.
- e Powers and Pitfalls of Computerized Provider Order Entry (CPOE) in Patient Safety" by Dr. Rabih Dabliz. D.
- E. Laboratory Accreditation and why does it matters" by Rachel Simpson.
- Importance of Leadership & Governance: Driving Improved Patient Outcomes" by Debbie Barnard. F.
- oosing The Right Hospital: Helping Medical Tourists Make Informed Decisions" by Dr. Sharon Kleefield. 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. <u>Ms. Paula Wilson</u> (our Sr. Director of Leadership, Governance and Business Risk Advisory)'s recent interview with Chloe Fox of <u>ITIJ</u>: <u>International Travel & Health Insurance Journal</u>.
- C. Mr. Sandeep Sharma (our CEO & Founder)'s recent interview with Total Croatia's News.
- D. <u>Mr. Sandeep Sharma</u> (our CEO & Founder)'s recent interview with <u>HR Revolution Middle East Magazine</u> and <u>MedTourPress (Medical East Medical Tourism Journal)</u>
- E. <u>Mr. Ilan Geva</u> (our Sr. Director of Academics & Head of America Regions/US Office)'s recent interviews with <u>HR Revolution Middle East</u> <u>Magazine</u>, <u>Total Croatia News</u> and <u>ITIJ Magazine</u>















4. Our Latest Consultants Onboarded:

- A. <u>Dr Amena Malik</u>, Empaneled Consultant for MENA Region.
- B. <u>Dr Alexandre Nehme</u>, Empaneled Consultant for Governance, Clinical Leadership & Academics.
- C. <u>Ms Ioana Vasilescu</u>, Associate Director for Business Development in Central and # Eastern European Regions (CEE)
- D. Mr David Qu, Empaneled Consultant Digital Transformation in Quality Improvement and Healthcare Strategy
- E. Dr Rabih Dabliz, Empaneled Consultant Medication Management, System Design Thinking & Patient Safety Outcomes
- F. <u>Ms Rachel Simpson</u>, Associate Director Quality Improvement Services.
- G. <u>Mr Michael Mitchell</u>, Empaneled Consultant Oceania & APAC Region Expert for Change Management & Organizational Governance.
- H. Mr Kenta Ebisawa, MBA; Empaneled Consultant and Expert Strategy and Quality Improvement, based in Japan.
- I. <u>Dr Theresa Morrison</u>, PhD RN; Empaneled Consultant Nursing, Accreditation Compliance and Process Improvement based in USA.
- J. <u>Dr Ahmed Algamal</u>, MBBcH, MBA, TQMD; Empaneled Consultant and Expert Governance, Risk Management, Compliance, and Quality based in Egypt







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. <u>Click Here</u>
- B. Strategic Partnership with Lumina Health Tech to strengthen our combined service offerings and provide furthermore value to our clients. <u>Click Here</u>
- C. Strategic Partnership with Quality Associates International which provides high quality educational and training resources in healthcare quality across Middle East & North Africa. <u>Click here</u>
- 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. <u>Click Here</u>
- E. Our MoU signing with Bookingsmed in Italy, emphasizing on advisory services in the region focused on Wellness, Rehabilitation and Medical Tourism Investment. <u>Click here</u>
- 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. <u>Click here</u>
- G. Addition of <u>Dublin Office led by Ms Sarah Jane</u>
- H. Appointment of Vmarsh advisory committee consisting of <u>Mr Sandeep Sharma</u>, <u>Mr Ilan Geva</u>, <u>Ms Lynda Mikalauskas</u>, <u>Ms Paula Wilson</u> and <u>Dr Jacob Thomas</u>.
- I. New products and services added as a part of Facilitation Offerings (Please visit Page number 8)







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Riyadh Office (Member Firm): Servcorp Al Akaria Plaza, Level 6, North wing, Gate D, Al Akaria, Riyadh, KSA

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