

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 & Academic Services

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1. [Consulting Services](#)
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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 & Academic 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

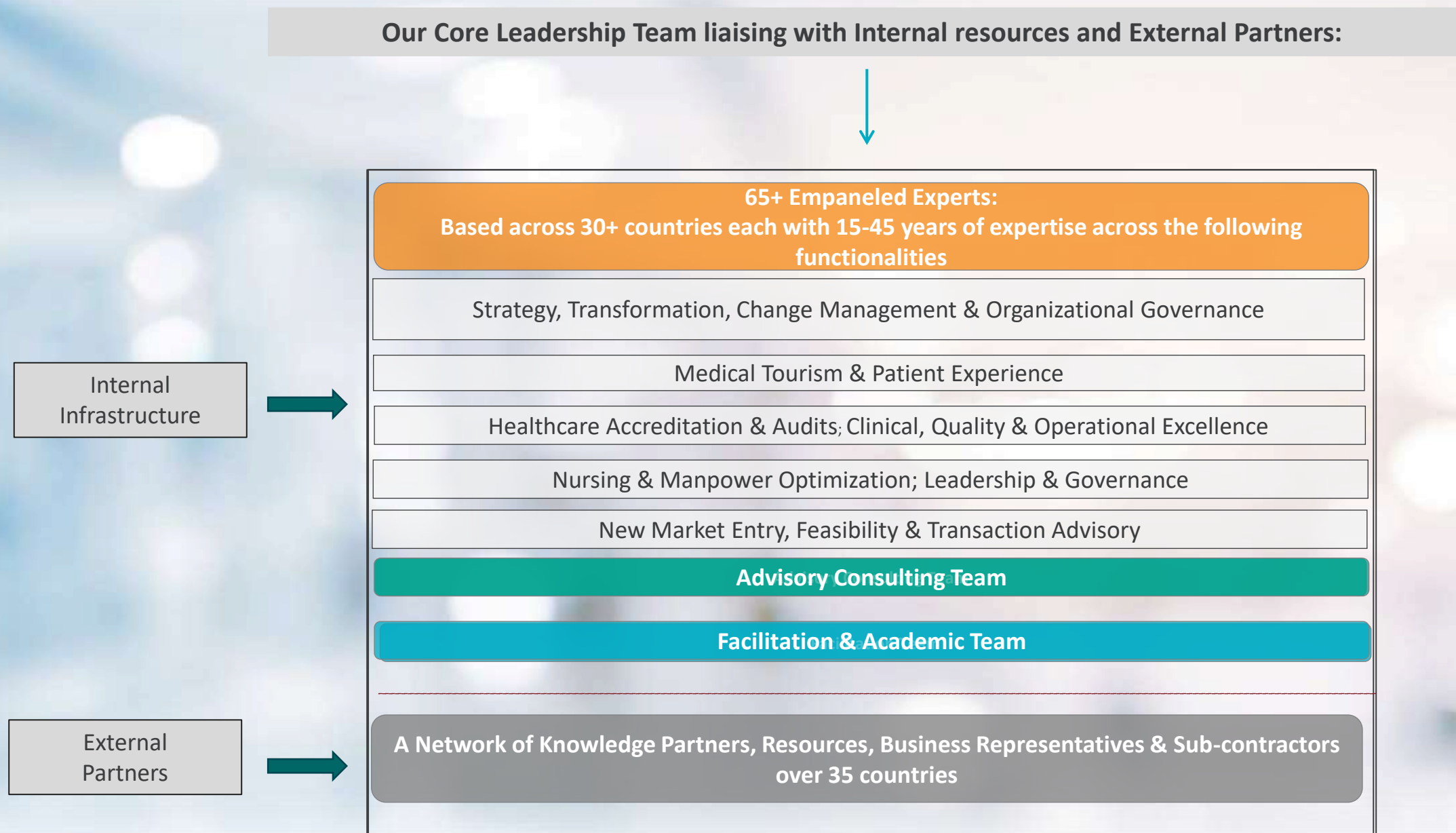
| Revenue Cycle Management | Accreditation & Quality Management | Health Informatics | Strategic Planning & Change Management | Public Private Partnership | Value Based Care |



Maria McCann

Empaneled Consultant & Head of Dublin Member Firm

| Organizational Development | Digital Transformation Strategy | Workforce Development & Change Management | Data & AI strategy for Operational 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

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	Brand & Marketing Strategy, United States
			
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, UAE
			
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*

Our Functional Credentials: In Business Strategy

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



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, UAE



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

Our Functional Credentials: In Quality & Operational Improvement (1/2)

 St. Maarten Medical Center				
Accreditation Preparation, Sint Maarten	Education Program to enhance Quality & Patient Safety Standards, UAE	Masterclass & TOT Program, Georgia	Academic Masterclass on Patient Safety & Medication Management, Uzbekistan	Senior Leadership for Credentialling, Accreditation Programs, United States
				
MSA**- For Advisory Services and Accreditation Preparation, United States	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	Accreditation Preparation, Belgium	Accreditation for Medical Travel Service, Saudi Arabia

****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**



Individual and Departmental KPI Development, UAE



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, UAE



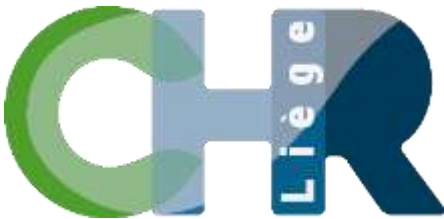
Organizational Assessment Education for Accreditation Preparation of Facilities, UAE



Senior Leadership for Credentialling, Accreditation Programs, UAE



Accreditation Preparation, Japan



Accreditation Preparation, Belgium



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, UAE



Audit of Procurement Process, Saudi Arabia



Commercial Launch Strategy, Luxembourg

Confidential:

A Home Healthcare entity in Abu Dhabi, UAE

Sell side Advisory and Valuation, UAE



Corporate Governance and Restructuring, Saudi Arabia



Governance and Risk Assessment, Saudi Arabia



Risk Assessments, UAE



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, UAE

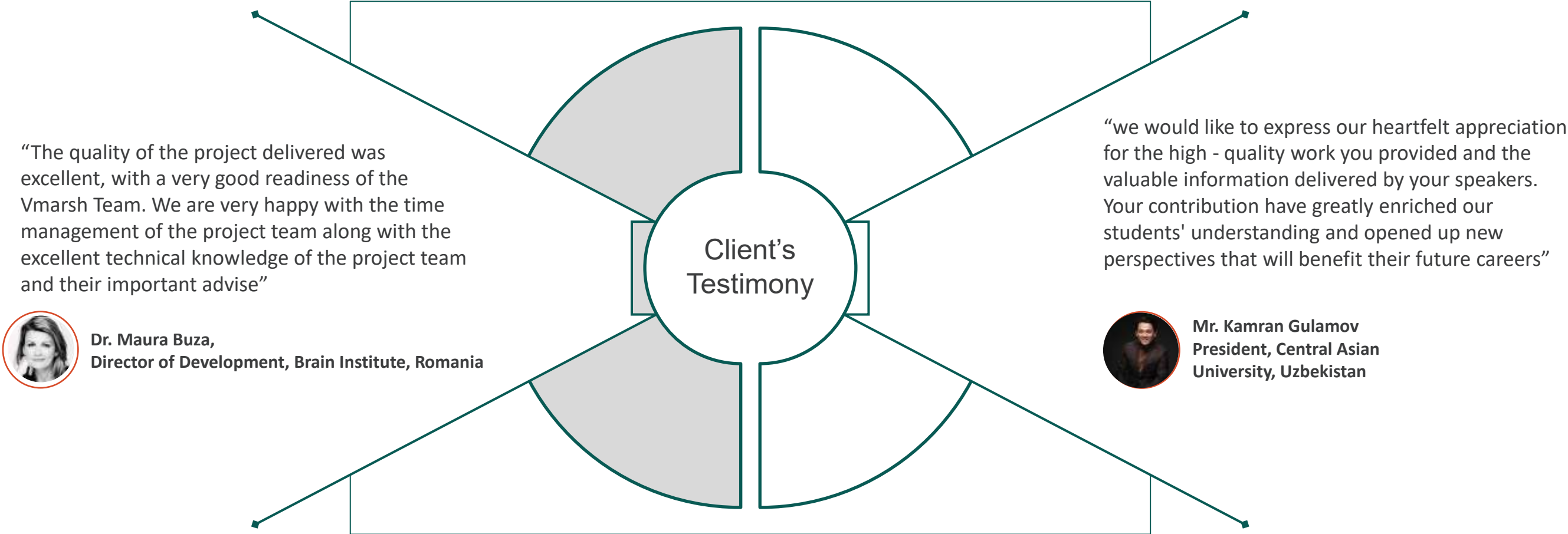


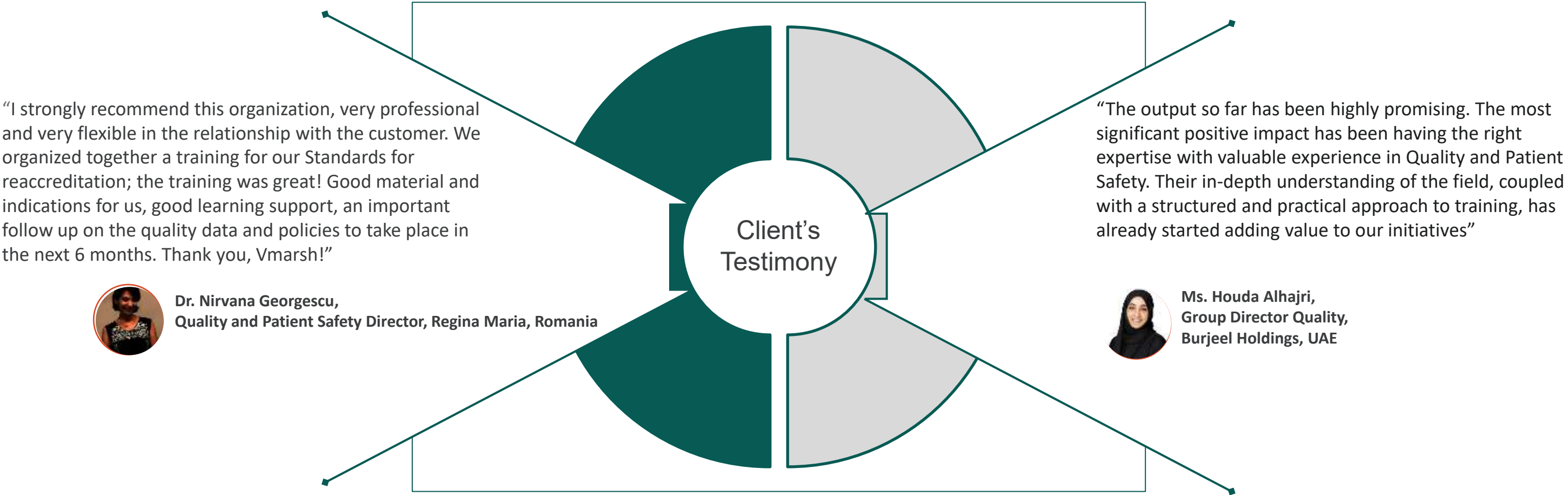
Cost Optimization, India

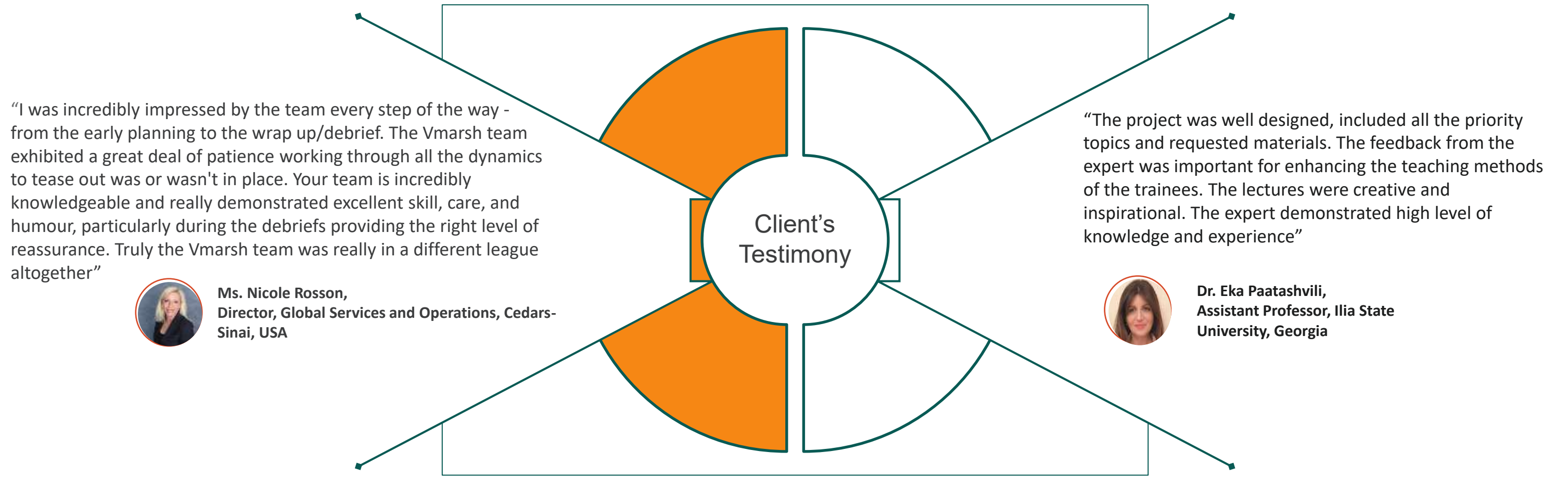


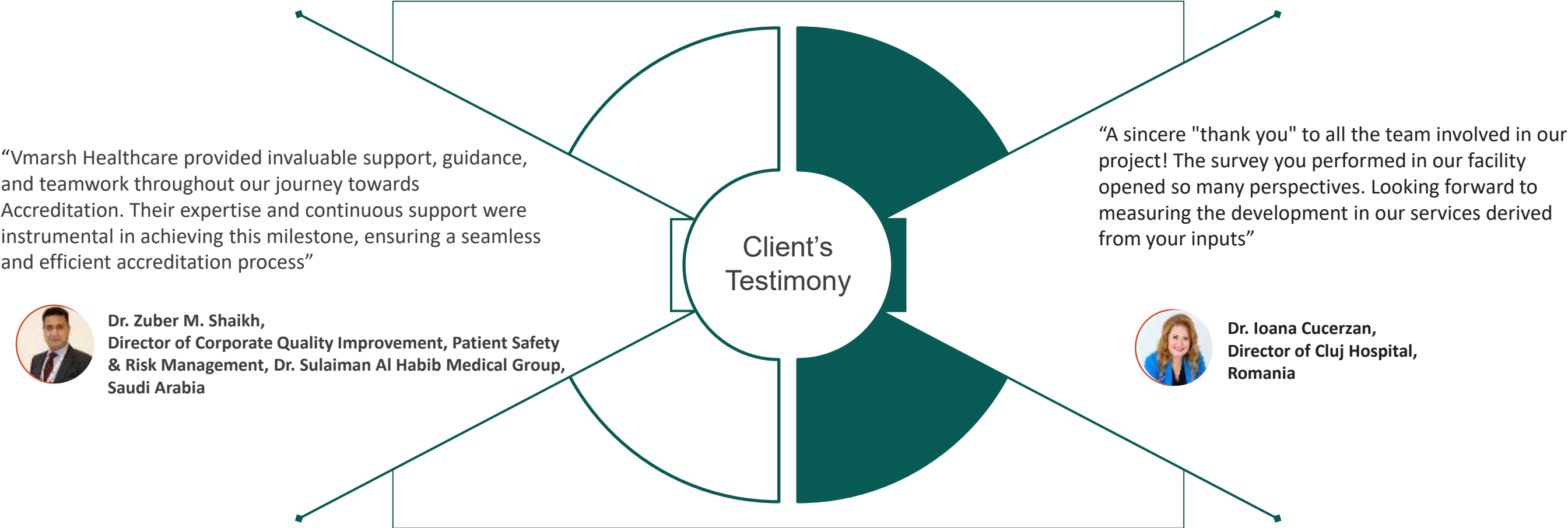
Internal Audit Review, India

*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









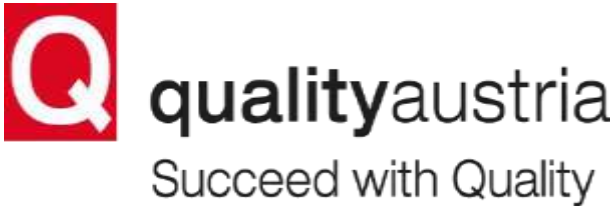
Some of Our Key Knowledge Partners: Specialized & Well-Established Global Conglomerates (1/4)



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:

Oman Health 2025	Smart Health Summit 2025	EMT Romania 2025	Global Med Brands 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	



- A. [Dr. Thomas Kozlowski](#) (our Senior Director of Quality Improvement Services) conducted the [Train the Trainer \(TOT\) Program](#) on Quality Management, Patient Safety, and Risk Management at Ilia State University, Georgia.
- B. 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.
- C. [Mr. Ilan Geva](#) (our Senior Director of Academics) recent workshop with [Health Tourism Development of Islamic Countries \(HTDC\)](#).



2. Articles and Newsletters by our Experts:

- A. “The Human Factor in Medical Leadership and Clinical Governance” by Dr. Georges M Feghali.
- B. “From Operating Rooms to Strategy Rooms: Bridging Clinical Excellence with Academic & Governance Leadership” by Dr. Alexandre Nehme.
- C. “Learning from Adverse Events” by Dr. Mary E. Geary.
- D. “Building a Brand in Medical Tourism” by Ilan Geva.
- E. “Challenges in the Health Industry & Health Tourism – The Modern Healthcare Model” by Dr. Vladimir Mozetic.
- F. “Safe and Responsible Adoption of AI in Healthcare – The Trends and Issues Around the World” by David Qu.
- G. “The Powers and Pitfalls of Computerized Provider Order Entry (CPOE) in Patient Safety” by Dr. Rabih Dabliz.
- H. “Laboratory Accreditation and why does it matters” by Rachel Simpson.
- I. “Importance of Leadership & Governance: Driving Improved Patient Outcomes” by Debbie Barnard.
- J. “Choosing The Right Hospital: Helping Medical Tourists Make Informed Decisions” by Dr. Sharon Kleefeld.
- K. “Empowering Nursing Capabilities in Today’s Healthcare World” by Dr. Theresa Morrison.
- L. “The Human Factor in Patient Safety” by Dr. Mary Geary.



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](#)





Vmarsh[®] | Healthcare
Your healthcare needs, our commitment

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. Appointment of Vmarsh advisory committee consisting of [Mr Sandeep Sharma](#), [Mr Ilan Geva](#), [Ms Lynda Mikalauskas](#), [Ms Paula Wilson](#) and [Dr Jacob Thomas](#).
- H. New products and services added as a part of Facilitation Offerings (Please visit Page number – 8)



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