

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](#)

SUMMARY OF OUR OFFERINGS

1. [Consulting Services](#)
2. [Facilitation & Academic 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 & 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



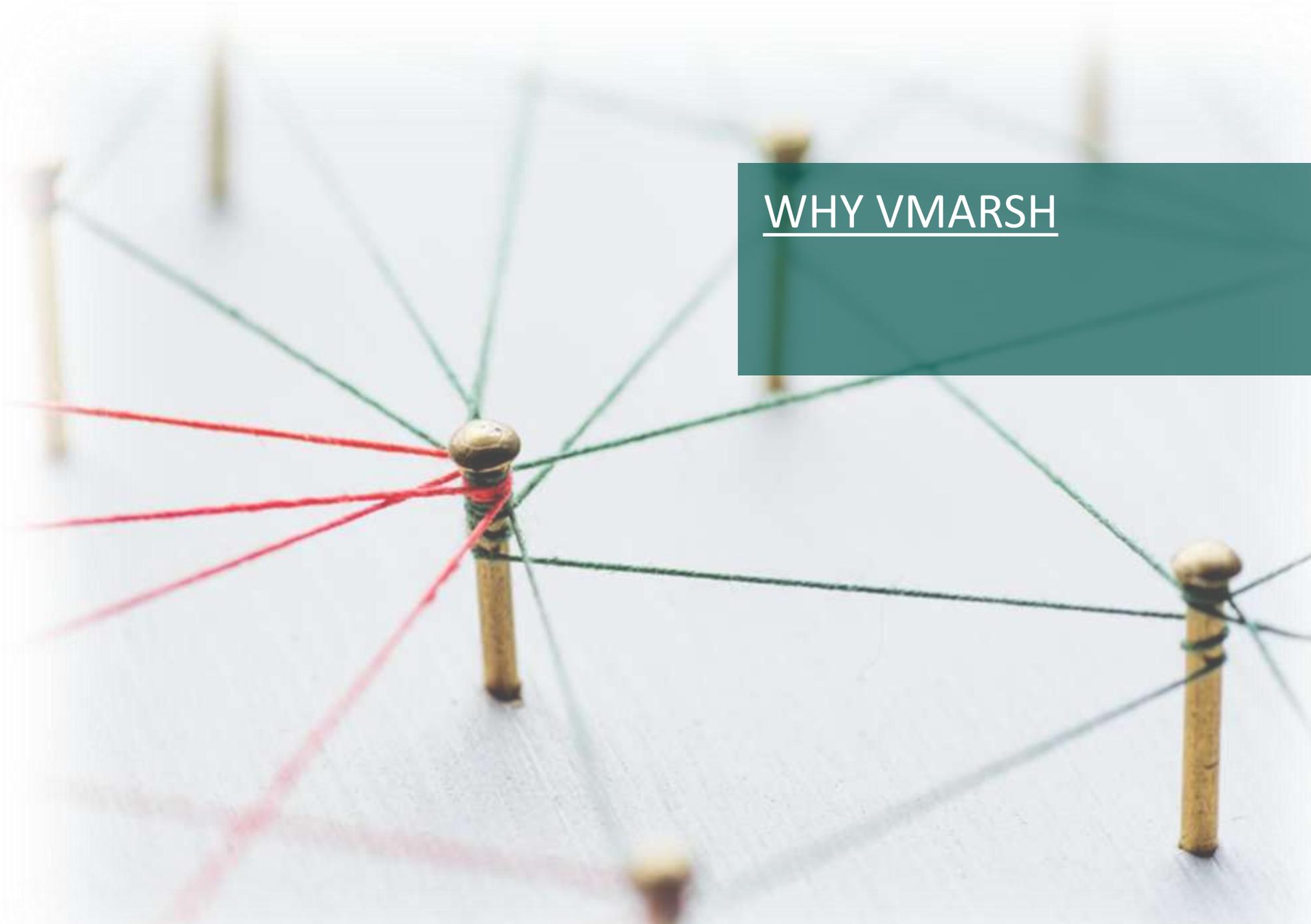
Masterclasses & Error Management Programs

- 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

Our Core Leadership Team



Sandeep Sharma

CEO & Founder

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

Dubai, UAE



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 |

Quebec, Canada



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 |

Chicago, US



Paula Wilson

Senior Director of Leadership, Governance & Business Risk Advisory

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

New York, US



Dato Dr. Jacob Thomas

Senior Director and Head of APAC Regions

| Accreditation Standard Compliance | Quality & Patient Safety | Medical Tourism | Patient Focused Area |

Kuala Lumpur, Malaysia



Dr Theresa Morrison

Lead for Nursing Services

| Nursing Management & Leadership | Oncology Management | Hospital Acquired Infection Prevention | Process Improvement | ANCC Magnet Program | Accreditation Compliance |

Barcelona, Spain



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 |

Zagreb, Croatia



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 |

Riyadh, KSA



Dr. Edwin A. Villalobos C.

Head of LATAM Region

| Physician's Relationship | Clinical Management & Leadership | Crisis Management | Board Governance | Change Management & Clinical Operations |

Panama, Panama



Maria McCann

Empaneled Consultant & Head of Dublin Member Firm

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

Dublin, Ireland

Our Core Leadership Team liaising with Internal resources and External Partners:



Internal Infrastructure



External Partners



65+ Empaneled Experts:
Based across 30+ countries each with 15-45 years of expertise across the following functionalities

- Strategy, Transformation, Change Management & Organizational Governance
- Medical Tourism & Patient Experience
- Healthcare Accreditation & Audits; Clinical, Quality & Operational Excellence
- Nursing & Manpower Optimization; Leadership & Governance
- New Market Entry, Feasibility & Transaction Advisory

Advisory Consulting Team

Facilitation & Academic Team

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

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"> • 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)



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



TERME SELCE
— HEALTH CLINIC —

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



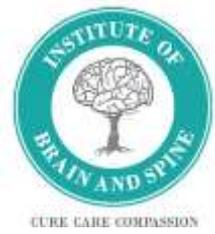
Masterclass on Medical Tourism Strategy, Uzbekistan

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)

				
<p>Accreditation Preparation, Sint Maarten</p>	<p>Education Program to enhance Quality & Patient Safety Standards, UAE</p>	<p>Masterclass & TOT Program, Georgia</p>	<p>Academic Masterclass on Patient Safety & Medication Management, Uzbekistan</p>	<p>Senior Leadership for Credentialing, Accreditation Programs, United States</p>
				
<p>MSA** - For Advisory Services and Accreditation Preparation, United States</p>	<p>Accreditation Preparation, Ecuador</p>	<p>Gap Assessment & Compliance, Romania</p>	<p>Organizational Assessment for Accreditation Preparation and Provision of Education, Qatar</p>	<p>Gap Assessment & Compliance, Romania</p>
				
<p>Accreditation Preparation and Attainment Training, Romania</p>	<p>Organizational Assessment and Improvement, Development of Culture of Safety, Accreditation, Saudi Arabia</p>	<p>Organizational Assessment and Improvement, Development of Culture of Safety, Accreditation, Panama</p>	<p>Accreditation Preparation, Belgium</p>	<p>Accreditation for Medical Travel Service, Saudi Arabia</p>

**MSA- Master Service Agreement

*Above depicted organizations include: Vmarsh's clients, sub-contractors as well as past employers that Vmarsh's experts have been or are currently engaging with

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



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 Credentialing, Accreditation Programs, UAE



Accreditation Preparation, Japan



Accreditation Preparation, Belgium



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



Senior Leadership for Credentialing, 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

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“I was incredibly impressed by the team every step of the way - from the early planning to the wrap up/debrief. The Vmarsh team exhibited a great deal of patience working through all the dynamics to tease out what was or wasn't in place. Your team is incredibly knowledgeable and really demonstrated excellent skill, care, and humour, particularly during the debriefs providing the right level of reassurance. Truly the Vmarsh team was really in a different league altogether”



Ms. Nicole Rosson,
Director, Global Services and Operations,
Cedars-Sinai, USA



“We would like to express our heartfelt appreciation for the high - quality work you provided and the valuable information delivered by your speakers. Your contribution have greatly enriched our students' understanding and opened up new perspectives that will benefit their future careers”



Mr. Kamran Gulamov,
President, Central Asian University,
Uzbekistan



“I strongly recommend this organization, very professional and very flexible in the relationship with the customer. We organized together a training for our Standards for reaccreditation; the training was great! Good material and indications for us, good learning support, an important follow up on the quality data and policies to take place in the next 6 months. Thank you, Vmarsh!”



Dr. Nirvana Georgescu,
Quality and Patient Safety Director,
Regina Maria, Romania



“The output so far has been highly promising. The most significant positive impact has been having the right expertise with valuable experience in Quality and Patient Safety. Their in-depth understanding of the field, coupled with a structured and practical approach to training, has already started adding value to our initiatives”



Ms. Houda Alhajri,
Group Director Quality, Burjeel Holdings,
UAE



“The quality of the project delivered was excellent, with a very good readiness of the Vmarsh Team. We are very happy with the time management of the project team along with the excellent technical knowledge of the project team and their important advise”



Dr. Maura Buza,
Director of Development, Brain
Institute, Romania



“The organization has a very skilled engagement team, vast knowledge and experience. Survey report was very comprehensive and thorough”



Ms. Dionne Williams,
Quality & Safety Project Manager, St. Maarten
Medical Center,
Sint Maarten



“Vmarsh Healthcare provided invaluable support, guidance, and teamwork throughout our journey towards Accreditation. Their expertise and continuous support were instrumental in achieving this milestone, ensuring a seamless and efficient accreditation process”



Dr. Zuber M. Shaikh,
Director of Corporate Quality Improvement,
Patient Safety & Risk Management, Dr.
Sulaiman Al Habib Medical Group, Saudi Arabia



“A sincere "thank you" to all the team involved in our project! The survey you performed in our facility opened so many perspectives. Looking forward to measuring the development in our services derived from your inputs”



Dr. Ioana Cucerzan,
Director of Cluj Hospital,
Romania



“The project was well designed, included all the priority topics and requested materials. The feedback from the expert was important for enhancing the teaching methods of the trainees. The lectures were creative and inspirational. The expert demonstrated high level of knowledge and experience”



Dr. Eka Paatashvili,
Assistant Professor, Ilia State University,
Georgia



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)



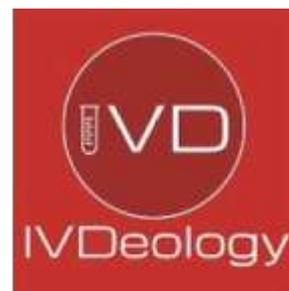
World Continuing Education Alliance, United Kingdom:

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:

- [Forbes Medical Tourism Summit 2025](#)
- [Oman Health 2025](#)
- [ITIC America 2025](#)
- [Wellness Odyssey Conference 2024](#)
- [ADGH – Abu Dhabi 2024](#)
- [HTDC Dubai 2024](#)

- [ITIC Global 2025](#)
- [Smart Health Summit 2025](#)
- [Arab Health – Dubai 2025](#)
- [HMA, BALI 2024](#)
- [ITIC America 2024](#)
- [Qualinn Conference 2023](#)

- [GHE Riyadh 2025](#)
- [EMT Romania 2025](#)
- [Qualinn Conference 2024](#)
- [PSC, Georgia, 2024](#)
- [IPSC India 2024](#)
- [Arab Health – Dubai 2023](#)

- [CIHT Croatia 2025](#)
- [Global Med Brands 2025](#)
- [ISQua Istanbul Conference 2024](#)
- [ITIC Bangkok 2024](#)
- [Arab Health – Dubai 2024](#)



- 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.



2. Articles and Newsletters by our Experts:

- A. “Benefits of implementing ISO Standards for Healthcare Organizations” by Ms Helen Crisp
- B. “Why Public-Private Partnerships must lead the future of Medical Tourism in 2026” by Ioana Vasilescu
- C. “Planting the seeds of a Quality Culture in a Medical Laboratory“ by Mr Nael M Soudi
- D. “Overdoing it' in healthcare quality?” by Dr Ruba Al Wajeih
- E. “Importance of Academics and Physician Leadership in Driving Accreditation Success” by Dr Richard Molteni
- F. “The Human Factor in Medical Leadership and Clinical Governance” by Dr. Georges M Feghali.
- G. “From Operating Rooms to Strategy Rooms: Bridging Clinical Excellence with Academic & Governance Leadership” by Dr. Alexandre Nehme.
- H. “Learning from Adverse Events” by Dr. Mary E. Geary.
- I. “Challenges in the Health Industry & Health Tourism – The Modern Healthcare Model” by Dr. Vladimir Mozetic.
- J. “Safe and Responsible Adoption of AI in Healthcare – The Trends and Issues Around the World” by David Qu.
- K. “The Powers and Pitfalls of Computerized Provider Order Entry (CPOE) in Patient Safety” by Dr. Rabih Dabliz.
- L. “Laboratory Accreditation and why does it matters” by Rachel Simpson.
- M. “Importance of Leadership & Governance: Driving Improved Patient Outcomes” by Debbie Barnard.



3. Interview Covers of our Leadership Members:

- A. [Podcast by Central Asian University](#) on Healthcare, Leadership & Strategy with our Experts [Ms. Paula Wilson](#).
- 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 \(Medical East Medical Tourism Journal\)](#).



Some of Our Recent Activities (4/5):

4. Our Latest Consultants Onboarded:

- A. [Ms Hazel N Ramos](#), Empaneled Consultant for Quality Improvement and Governance at LATAM Regions.
- B. [Dr Silvia Rabadi](#), Empaneled Consultant for Quality Improvement, Accreditation and Nursing in MENA Region
- C. [Ms Rula Qasem](#), Empaneled Consultant for Pharmaceuticals and Life Science
- D. [Ms Helen Crisp](#), Empaneled Consultant for Evaluation, Standards Development, ISO, HSC Readiness and Implementation
- E. [Ms Antonia Vitori](#), Business Manager for Accreditation Service & European Region
- F. [Mr Nael M Soudi](#), Empaneled Consultant for Laboratory, Accreditation Compliance and Quality Management
- G. [Dr Fatma Ridene](#), Empaneled Consultant for Clinical Transformation and Strategy
- H. [Ms Jan Mackereth – Hill](#), Empaneled Consultant for Standard Development, ISO & ISQua Readiness and Implementation.
- I. [Ms Maria McCann](#), Empaneled Consultant & Head of Dublin Member Firm.
- J. [Dr Richard A Molteni](#), Empaneled Consultant for Healthcare Academics, Physician Leadership & Accreditation Management.
- K. [Dr Edwin A. Villalobos C.](#), Empaneled Consultant for LATAM Regions.
- L. [Dr Georges Feghali](#), Empaneled Consultant for Medical Leadership & Clinical/Operational Governance.



Welcome Aboard!

Ms Hazel N Ramos
Empaneled Consultant for Quality Improvement, Governance at LATAM Regions

(Patient Safety | Risk Management | Digital Health & Process Design | Healthcare Data & Performance Indicators | Governance, Audit & Compliance | Quality Improvement | ISO, IFRMS, PDMA)

Ms. Hazel is recognized for designing and implementing end-to-end patient safety and quality management systems that integrate governance, risk management, workflow stability, and data-driven decision-making. Hazel has extensive experience supporting large-scale, multi-institutional healthcare initiatives across public and private sectors, including the development of patient safety and quality management frameworks aligned with international standards (ISO-aligned). Her work spans the creation and implementation of robust reporting and risk management systems, root cause analyses (RCA), and proactive risk assessments (PRA), resulting in measurable improvements in patient safety outcomes. She has supported healthcare organizations in strengthening governance, performance monitoring, compliance, and continuous improvement processes, while leading process, standards, and regulatory audits.

Additionally, Ms. Hazel has designed and led robust training programs in quality, patient safety, risk management, and regulatory compliance for multi-institutional teams, complemented by digital transformation through structured, data-driven tools, and guided leadership in strategic decision-making related to patient safety, quality improvement, and organizational performance. Her professional goals include developing normative and regulatory frameworks, conducting diagnosis and knowledge-based audits to assess operational and staff readiness for accreditation, including the implementation and measurement of international patient safety goals across multiple public hospitals.



Welcome Aboard!

Dr Silvia Rabadi
Empaneled Consultant for Quality Improvement & Accreditation in MENA Region

(Quality and Accreditation | Patient Safety | Business Development | Health Systems Strengthening | Medical Tourism)

Dr. Silvia Al Rabadi is a senior healthcare quality, accreditation, and health systems strengthening expert with extensive national and international experience supporting ministerial of health, regulatory, insurers, and healthcare organizations. She has played a key role in large-scale national and international accreditation and health system strengthening initiatives, collaborating with organizations such as the Health Care Accreditation Council (HCAC), WHO-supported health systems strengthening programs, King Hussein Cancer Center (KHCC), the Jordan Healthcare Accreditation Project (JHAP), and the Jordan Red Crescent.

Her work spans public, private, and community-based healthcare settings, supporting accreditation readiness, governance strengthening, quality improvement, and patient safety across hospitals, primary healthcare facilities, and non-medical healthcare and long-term care institutions. She has contributed to operationalizing standards, strengthening governance and performance frameworks, and advancing sustainable quality systems across diverse healthcare environments.

Dr. Silvia is an IIGMA Fellow and Board of Directors Member, a Certified HCAAC Senior Consultant and Governor, a Certified ISO9001 Auditor, and a Certified Healthcare Quality Management Professional (CHQM). She is also an ASQ and CQIA member, reflecting active engagement in regional and global healthcare quality and accreditation networks, with a strong foundation in both clinical and system-level quality management.



Welcome Aboard!

Ms Jan Mackereth - Hill
Empaneled Consultant for Standard Development, ISO & ISQua Readiness and Implementation

(Healthcare Quality Improvement | Standards Development | Organization Readiness | ISO/International Accreditation)

Ms. Hill has over 35 years of experience in healthcare quality improvement, spanning hands-on implementation, international accreditation, and the development of global standards. Her career began with the implementation of a quality system in multi-hospital and academic teaching quality improvement activities with multiple tertiary hospitals. Her development activities and quality standards span a wide range of services, including oncology, and worked extensively with the International Society for Quality in Healthcare (ISQua) as a peer review manager, expert, mentor, and author. Her international experience includes designing and reviewing accreditation systems in Abu Dhabi, Bahrain, Qatar, Morocco, Italy, India, and Jordan, as well as serving as a technical author of healthcare standards for the World Standards Institute and contributing to ISO and European medical standards.

As an independent consultant, Jan has continued with governments, regulatory, and healthcare organizations to build sustainable quality frameworks, the support model in Turkey in creating a national accreditation agency, collaboration with WHO and ISO on strategic planning and accreditation processes, and worked with ISO on creating standards for quality in Spain. She also worked for the Department of Health in Abu Dhabi and the National Health Regulatory Authority in Bahrain through KHCC accreditation, while contributing to the implementation of the ISO 9001 certification and accreditation standards for National Patient Safety Alerts. Her professional goals include contributing to the development of standards, knowledge, and capacity to meet compliance with international quality standards and drive long-term engagement in patient safety.



Welcome Aboard!

Mr. Nael M. Soudi
Empaneled Consultant for Laboratory, Accreditation Compliance & Quality Management

(Healthcare Laboratory Expertise | Implementing Quality Culture | Quality Management | Accreditation Compliance | Certified TQT | Consulting)

Mr. Nael M. Soudi is a healthcare professional with over 25 years of experience, primarily in clinical laboratories across the USA, Jordan, and Saudi Arabia. His career spans laboratory practice, Teaching, Management, Healthcare Quality, Accreditation, and Consulting. He is currently the Chief Inspection Officer of Middle East Overseas Group, where he oversees the company's international projects. He also served as the Chief Quality Officer, leading the implementation of Quality and Safety systems across more than 50 labs in three countries. Nael has managed and supported several major accreditation projects, including the HCAAC Accreditation of 45 Molecular Diagnostics, the development of Saudi Lab Accreditation Standards, and Accreditation work under ISO (SIQR) and Bada (DQ). He is known for working closely with staff to build strong quality practices through mentoring and education. In addition to his work in healthcare settings, he is currently working as a Life Transition Coach & Mentor.

His academic background includes a Master's in Molecular Biology/Biotechnology from Johns Hopkins University, a Certificate in Cytotechnology, and a Bachelor's degree in Microbiology from SUNY Plattsburgh. He further holds certifications including CHCL, CAP Inspector, HCAAC Consultant and Surveyor, Lean Six Sigma Green Belt, and is also a member of the Institute for Healthcare Improvement (IHI) and the American Society for Clinical Pathology (ASCP). Nael has held roles at institutions such as Johns Hopkins Hospital, LabCorp, Johns Hopkins Aramco Healthcare, King Hussein Cancer Center, Carolan Diagnostics, New York Medical College, and King Fahad Medical Center. His regular speaking at conferences on topics including Cytology, Healthcare Quality, Accreditation, coaching, and Personal Development.



Welcome Aboard!

Ms Antonia Vitori
Business Manager for Accreditation Services & European Region

(Regulatory Compliance & Accreditation | Governance Framework | Risk Management | Digital Transformation | Data & Business Analytics | Leadership & Change Management | Business Development)

Antonia Vitori is a Healthcare professional with over eight years of experience in Compliance, Quality, Safety, and Clinical Governance across Audit, Regulatory, and Community Care settings. Her career has been defined by leadership in establishing and managing Compliance and Quality departments, overseeing International Accreditation processes, and driving Digital Transformation initiatives such as the implementation of ERP, TMS, and Risk management systems. She brings strong capabilities in Regulatory compliance, Risk management, GDPR adherence, and Policy development, complemented by data-driven reporting expertise using platforms like Power BI.

Her recent roles reflect a consistent focus on strengthening Healthcare Governance. At Cooper Care, she built the Compliance, Quality & Safety Department from the ground up, led a re-accreditation process, introduced organization-wide digital systems, and served as Data Protection Officer. At The Royal Hospital Group, she enhanced Governance structures by introducing Electronic Incident and Audit reporting systems and launching the Serious Incident Management Group in line with HCL Transcuro. At Highfield Healthcare, she supported compliance monitoring, inspections, and board-level reporting frameworks. In 2023, she became an International Healthcare Surveyor with the American Accreditation Association, contributing to Global Compliance reviews and Healthcare engagement efforts. Her foundation in Nursing supports a practical and strategic approach to Leadership, Change Management, and Stakeholder Engagement at the executive level.



Welcome Aboard!

Ms Helen Crisp
Empaneled Consultant - Evaluation, Standards Development, ISO and HSC Readiness and Implementation

(Qualitative Evaluation | Standards Development | Surveyor Training | Implementation of ISO Standards | Healthcare Sustainability Standards)

Ms Helen has over 20 years of experience in healthcare quality improvement, accreditation, and patient safety. She has been instrumental in developing healthcare quality standards and accreditation methodologies, including the CHS accreditation programs in the UK, and has worked on the design of national accreditation frameworks in Denmark, Portugal, Bosnia Herzegovina, and Mexico. Her practice spans qualitative evaluation, patient-outcome care, facilities, and culture development, with a strong focus on enhancing the safety and quality of healthcare delivery. Helen has led and contributed to projects evaluating national patient safety initiatives, implementing ISO 15189 healthcare quality management standards, and developing corporate quality strategies for independent healthcare providers.

She has partnered with leading organizations such as HCA, BMJ, NHS England/NHS Improvement, PRIMO, and Dyalac Carew. Additionally, she has supported large-scale evaluation, training, and improvement programs. Her experience also includes managing research projects, setting performance targets, designing and evaluating evidence-based clinical interventions with the University of Cambridge, and overseeing surveys and review programs for international accreditation bodies. Currently, Helen serves as the Editor-in-Chief of BMJ Open Quality, an international journal dedicated to publishing and advancing healthcare quality improvement research and practice.



Welcome Aboard!

Ms Rula Qasem
Empaneled Consultant for Pharmaceuticals & Life Science

(Pharma Regulatory | Strategic Communication | Global Thinking | Market Development | Market Access)

Ms Rula is a seasoned healthcare executive with extensive experience leading multinational and regional pharmaceutical companies across diverse markets. She is recognized for shaping growth strategies, driving market expansion, and creating organizational potential across different stages of maturity. With a strong track record in sales and marketing, innovation, operational excellence, and strategic partnership, she has successfully led complex regulatory, supply chain, operations, regulatory engagement, and government relations to achieve sustainable business results.

Based on her leadership roles at Eli Lilly, AbbVie, Amgen, and Pfizer, Rula has consistently delivered impact. She established market leadership in specialty care, drove double-digit growth and major portfolio launches across MENA, transformed organizations by enabling revenue and EBITDA, and expanded manufacturing and specialty capabilities through international partnerships. Recently, she has advised the creation initiatives and multinational healthcare cooperation on market entry, regulatory alignment, and investment strategy, providing regional market-particularly, Arab-world strategic leads for pharmaceutical manufacturing and innovation.

Some of Our Recent Activities (5/5):

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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