



طبعة

**SEHAT**  
Health

**COMPANY PROFILE**



**Healthcare  
Management**



**Healthcare  
Marketing &  
Business  
Development**



**Medical  
Tourism &  
Wellness**

**Healthcare  
Verticals**



**Healthcare  
Insurance  
RCM**



**Healthcare  
Business Set-up  
& Feasibility**



**Pharmaceuticals  
& Medical  
Supplies**

## INTRODUCTION

**SEHAT** pledges to effectively serve the unmet requisites of Healthcare Providers, Professionals & Patients by providing premium services across within Healthcare domain to facilitate effective Medical Practice and Optimal Patient Care

- Established in **October 2015** in RAKEZ and partner office in Dubai
- In-house Business Development Team to generate and service marketing leads
- End-to-end solutions in Healthcare management – from market feasibility to Business Setup to Insurance RCM to Comprehensive Management of Healthcare Facilities

# HEALTHCARE Management



## HEALTHCARE Management

- Turnkey Executive Management
- Implement International Standards of Clinical Practice & Medical Care
- Implement Best Practice Financial & Operations Management Service
- Implementation Quality Improvement & Patient Safety Framework
- Management & Control of Daily Business Operations
- Recruitment, Training, Supervision & Retention of Healthcare Personnel

# HEALTHCARE

## Marketing & Business Development



## HEALTHCARE **Marketing & Business Development**

- Market Feasibility & Conceptualization
- Branding
- Digital Marketing
  - Website Design, Development & Maintenance. | Content Writing & SEO | Social Media. | PR Analytics
- Referral Marketing
- Physician Networking
- PR & Communications
- CSR & Wellness Campaigns
- Marketing Audit & ROI Metrics



**SEHAT**  
Health

# HEALTHCARE

## Insurance

### RCM





## HEALTHCARE **Insurance RCM**


- Contract Negotiations.
- Medical Coding & Review.
- Clinical Documentation & Audits.
- Claims Submission.
- Reconciliation of Claims & Sign offs.
- Denial Management & Recovery.
- Orientation.

# HEALTHCARE

## Business Set-up & Feasibility



## HEALTHCARE **Business Set-up & Feasibility**

- Assisting Professionals in application for Healthcare Licensing
    - Documentation.
    - Managing Application
    - Providing support for Exam preparation
  - Post Evaluation (getting Eligibility Letters) & provide Job Assistance Services
    - Visa and Logistics Support
    - Circulate Resume and schedule Interviews with Clients
    - Assist in relocation
  - Recruitment Contracts with Healthcare Providers in UAE (& GCC)
  - Licensing solutions for Providers – Facility & Professional
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- A decorative graphic at the bottom of the slide consists of several overlapping, wavy, translucent green bands that create a sense of movement and depth.

**Medical  
Tourism  
& Wellness**



## Medical Tourism & Wellness

- Management Contract for 3 Healthcare Providers in UAE.
- Marketing Retainers for major Specialty Clinics in UAE
- Referral agreements with Healthcare Providers within UAE.
- 10 Services Contracts for Insurance RCM Services.
- Strategic Partnership for recruitment services for Healthcare providers.
- Partnership in place for comprehensive Medical Tourism services in India and in process of referrals signoffs with Hospitals across the major Healthcare destinations globally.

**“Take Care Of The Patient  
&  
Everything Else Will Follow”**

– Thomas First, M.D.