

# COMPANY PROFILE

"In the business world, everyone is paid in two coins:  
cash and experience. Take the experience first; the  
cash will come later."

*Harold Geneen*

# TABLE OF CONTENT

Welcome to the core of **ISQS** – a journey through our dedication to revolutionizing healthcare management.

Who We Are?	2
<b>ISQS</b> Journey	3
CEO Message	4
Our Vision, Mission, and Values	5
Scope	6
<b>ISQS</b> Services	7
<b>ISQS</b> Tailored Programs	14
Why Choose <b>ISQS</b> ?	19
<b>ISQS</b> Board	20
<b>ISQS</b> Professionals	21
<b>ISQS</b> Strategic Partners	22
<b>ISQS</b> Clients	23
Contact Us	24

# WHO WE ARE?



ISOS Innovative Solutions for Organizational Sustainability is a leading company established in 2019 to provide healthcare management consultation services.



We are seeking to revolutionize the healthcare industry in MENA region through management solutions which will become the future of the industry.



We carefully select our consultants and solutions in order to offer our customers the foremost quality of expertise together with extensive experience of industry practices.

# ISOS Journey

## Our Signatures



- 1. Cairo
- 2. Giza
- 3. Alexandria
- 4. Gharbia
- 5. Beheira
- 6. Suez
- 7. Qena
- 8. Kafr ElSheikh

**Start** ➤

TO MORE STEPS  
TOWARDS  
**EXCELLENCE**

**2 Clients**

2019

**5 Clients**

2020

**9 Clients**

2021

**17 Clients**

2022

**23 Clients**

2023

**30 Clients**

2024

2025

# CEO Message



“ I am proud to lead a company that stands at the forefront of - innovation. In a world where healthcare needs are evolving rapidly, We are committed to providing solutions that meet as well as anticipate these changes.

We believe in the power of collaboration, innovation, and excellence. Our team's expertise, coupled with our diverse range of services, positions us uniquely to address the complex challenges faced by healthcare providers today.

I am excited about the future we are building at ISOS a future where healthcare management is defined by efficiency, quality, and forward-thinking solutions. Join us on this journey as we continue to shape a healthier, more efficient world.

”

*Dr. Amr Abd Elhady*

# VISION, MISSION, AND VALUES

## VISION

To revolutionize the healthcare industry in the MENA region, setting new benchmarks of excellence and efficiency.



## VALUES

- Excellence
- Trust
- Confidentiality
- Sustainability

## MISSION

At **ISQS**, our mission is to deliver innovative, comprehensive, client - centered healthcare management solutions.

Our team of knowledgeable and dedicated professionals is driven by a singular goal – to elevate healthcare standards and enrich community well-being through our services.



# Scope

## HEALTHCARE ORGANIZATIONS

**WHO**



TYPE OF OWNERSHIP

Private

Governmental

Non-Profitable

**WHAT**



TYPE OF SERVICE

Hospitals

Specialized Medical Centers

Laboratories

Radiology Centers

Pharmacies

Polyclinics

Dental Clinics

Medical Insurance Companies

Pharmaceutical Companies

Home Care Companies

Medical Tourism Companies

Health Technology Companies

**WHEN**



TYPE OF BUSINESS

Idea Stage

Startup Stage

Growth Stage

Maturity Stage

# IS SERVICES

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“

Whenever you see a **successful business**,  
someone once made courageous decision

---

**PETER DRUCKER**



## CONSULTANCY



### Business Assessment

Comprehensive evaluations to identify growth opportunities.



### Business Planning And Modeling

A tailored integrated strategic plan that includes operational, marketing, and financial aspects to turn ideas into reality.



### Strategic Planning

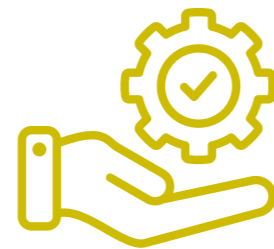
Tailored strategic frameworks for long-term success.



### Healthcare Projects Feasibility Consulting

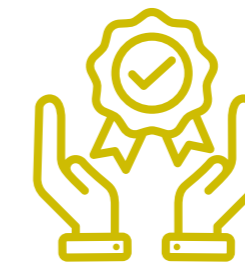
Guidance on healthcare regulations compliance and business modelling for new healthcare projects.

# QUALITY MANAGEMENT



## Accreditation Support

Assistance in achieving healthcare standards for obtaining GAHAR, CBAHI, JCI and ISO accreditation systems with regular monitoring and evaluation.



## Quality Systems With Regulatory Compliance

Establishment of healthcare quality management system based on operational and strategic plans in compliance with country regulations with continuous improvement.

# MARKETING



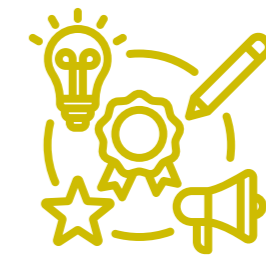
## Marketing Strategy

Combining digital and traditional marketing to create a comprehensive approach.



## Digital Marketing

Enhancing online presence and visibility through targeted digital campaigns and search engine optimization.



## Brand Development and Management

Building and maintaining a strong healthcare brand identity.  
Market Research and Insights: Utilizing data-driven insights for strategic marketing decisions.

## HR MANAGEMENT



We anticipate and analyze the human capital needs, and provide solutions to serve those needs, assuring that you will have the right one in the right place.

- Formulation of HR department policies and procedures.
- Organization chart design.
- Manpower planning and workload analysis.
- Job analysis and formulation of job description.
- Recruitment and staffing.
- Performance management system development.
- Salary scale design.
- Compensation and benefits system development
- Training and development.

## FINANCE AND INSURANCE



### Financial Management

Offering strategic financial planning, effective budget allocation and cost control.



### Investment Analysis

Evaluating investment opportunities within the healthcare sector.



### Revenue Cycle Management

From patient registration and insurance verification to billing, collections, and revenue analysis.



### Corporate Medical Insurance System Evaluation

Evaluation and optimization of corporate medical insurance systems, ensuring they are robust, compliant, and cost-effective.

## SUPPLY CHAIN



### Logistics Management

Streamlining the supply chain for medical equipment, pharmaceuticals, and others.



### Vendor Partnerships

Establishing and managing relationships with key suppliers.



### Inventory Optimization

Implementing strategies for effective inventory management.

# ISOS TAILORED PROGRAMS

Turnkey Healthcare Program

Business Health Program

Accreditation Support Program

ISOS Training and Development Program

# ISOS Tailored Programs

TO START A HEALTHCARE PROJECT

Introducing

## Turnkey Healthcare Program

We offer a comprehensive Turnkey Healthcare Program designed to seamlessly integrate into organizations seeking holistic healthcare solutions. From initial business modeling and feasibility studies to full-scale implementation and ongoing monitoring, our program is tailored to address the unique needs of each client.



**1. Initial Consultation and Needs Assessment**



**2. Business Modelling and Feasibility Study**



**3. Strategic Planning**



**4. Project Quality Management System (QMS)**



**5. Implementation**



**6. Training and Capacity Building**



**7. Monitoring and Quality Assurance**



**8. Reporting and Continuous Improvement**



**9. Follow-up and Continuous Support**



# ISOS Tailored Programs

TO GROW YOUR HEALTHCARE BUSINESS

Introducing

## Business Health Program

A bundle of our comprehensive solutions are designed in one program to

- Increase profits to keep sustainability.
- Enhance your employees' performance and keep their efficiency.
- Maintain the Quality of service so we can ensure patient satisfaction.



**Business  
Assessment**



**Monitoring Of  
Financial Performance**



**Improve Operation  
And Quality Assurance**



**Strategic Planning  
And Training**



**Continuous Support  
And Evaluation**

# ISOS Tailored Programs

FOR HEALTHCARE ORGANIZATIONS SUSTAINABILITY

Introducing

## Accreditation Support Program

### Accreditation Benefits

- Decrease operating cost and increase profit.
- Increase the market share and patient satisfaction.
- Financial stability.
- Business stability as the operation depends on a quality system not individuals.

### Accreditation Approach

#### GAP ANALYSIS

##### PHASE ONE

- Data Collection
- Field Visits
- Document Review
- Staff Interview

#### POLICIES AND PROCEDURES DEVELOPMENT

##### PHASE TWO

- Organization Chart Formulation
- Detailed Workflow For All Processes
- Information System Update Based On Accreditation Standards
- Continuous evaluation and monitoring based on KPIs

#### STAFF PREPARATION

##### PHASE THREE

- New Forms Implementation
- Observation Audit
- Accreditation Simulation Visit
- Compliance With Standard Final Report

# ISOS Tailored Programs

Introducing

## ISOS Training and Development Program

ITDP specializes in providing innovative accredited training and development programs for individuals of different ages and healthcare organizations in MENA region.

### WHO IS ITDP FOR?



Healthcare Organizations.



Post Graduates.



Under Graduates.

### Service Delivery Approach

#### ORGANIZATIONS

- Training Need Analysis.
- Report Submissions and Course Design.
- Delivery and Evaluation.

#### INDIVIDUALS

- Identifying Needs.
- Pre-assessment.
- Planning and Program Design.
- Program Delivery.
- Post-training Evaluation.

# WHY Choose ISOS?

We took upon ourselves the responsibility of helping healthcare organizations grow and **maximize their profits** through our comprehensive, **tailored**, and **KPIs-based** services with a team of industry experts.



# ISOS Board



**PROF. SALAH RAFIK ZAHER**

**CHAIRMAN**

- Is a globally recognized pediatric cardiologist and a leading healthcare management expert in Egypt. Born in London and educated in Egypt, He obtained a Master's and Doctorate in healthcare management and a Master's in Pediatric Cardiology.
  - Dr. Zaher's extensive roles include Vice Dean of the Faculty of Medicine at Alexandria University, Professor of Healthcare Logistics Management at AAST, and Professor of Pediatrics.
- As Chairman of ISOS and CEO of The Alexandria Pediatric Center, his influence extends from medical practice to pivotal healthcare management leadership.



**DR. AMR ABD ELHADY**

**CHIEF EXECUTIVE OFFICER**

- Dr. Amr is a healthcare management entrepreneur with over 8 years of experience in management and clinical settings. He holds a background in Surgery and Medicine and MBA in Hospital Management.
- As CEO of ISOS Healthcare Management Consultancy, He leads ISOS Healthcare Management Consultancy offering healthcare innovative management solutions in MENA region.
- He has impacted over 35 healthcare organizations through strategic partnerships and innovative solutions. Dr. Amr is also an elected board member of the Egyptian Medical Syndicate. His previous roles include Organizational Development and Training Manager at Alexandria Pediatric Center, Quality Director at El-Sherouk Hospital, and Co-founder of WEKAYA Company for Environmental Affairs. His leadership emphasizes excellence, integrity, and sustainability.

# ISOS Professionals



**Dr. Sally El Gohary**  
Quality Consultant



**Dr. Emad Korayem**  
Marketing & Business  
Development Consultant.



**Mr. Eslam Said**  
Financial Consultant



**Prof. Maha Adel**  
Strategic Management  
Consultant.



**Dr. Reham Saad**  
Quality Consultant



**Dr. Maysa Shams**  
Quality Consultant



**Prof. Hanan Galal**  
Quality Consultant



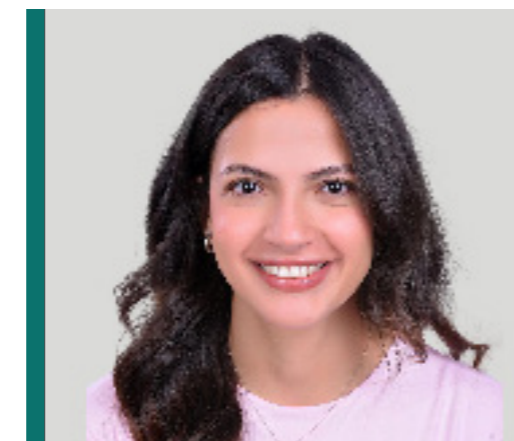
**Dr. Rasha Ashraf**  
RCM Consultant



**Dr. Salwa Hassan**  
Medical Lab Quality  
Consultant



**Dr. Tarek Amin**  
Healthcare Excellence  
Consultant



**Dr. Tarnim Hassan**  
Business Development  
Specialist



**Ms. Mirnaa Ehab**  
Business Analyst



**Ms. Sally Mourad**  
Digital Marketing  
Specialist

# ISOS Strategic Partners



**CHCI - Germany**



**GETS - Germany**



**CITADEL - UAE**



**MLATH LAW FIRM AND  
LEGAL ADVICE - KSA**



**THE HEALTHCARE  
PROVIDERS CHAMBER  
- Egypt**



**ADMEDICA - Egypt**



**GULF - MED ICON  
- EGYPT**



**IGAAT - Egypt**

# ISOS Clients



ALEXANDRIA DIABETES CENTER - PROF KAMEL HEMIDA



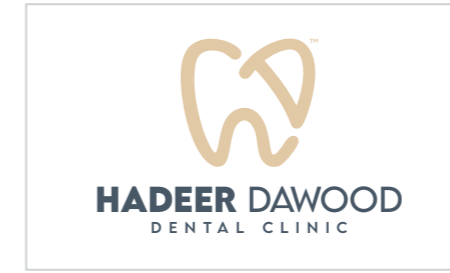
PHARCO PHARMACEUTICAL GROUP



AL-ALEM DENTAL CENTER



ALEXANDRIA PEDIATRIC CENTER



HADEER DAWOOD DENTAL CLINIC



LOURAN DENTAL Care



FAST CARE



EL MOSTAKBAL RADIOLOGY CENTER



IGENOMIX - DUBAI



DR. MOHAMED RAMADAN LABORATORY



Dr. Ahmed Galal Center



EL FANAR LABS



LIFE LAB



OKBA BIN NAFFA HOSPITAL



DAR EL OMOMA HOSPITAL



El- Hayah Labs



AVC HOSPITAL



IRIS Eye Hospital



DR. SHERIF GAAFAR CLINIC



EBN SENA LABORATORIES



DAMANHOUR CARDIOLOGY CENTER



Sehtak Tehmna



TALA CLINICS



ELHAYAH ELSANTAH LABS



DAR ELSHFAA HOSPITAL



U CARE LABORATORIES



ABLE CLINICS



ROYAL AESTHETIC CLINICS



ALEXANDRIA PLASTIC SURGERY CENTER



DAMANHOUR REGIONAL LAB



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