

A man in a dark suit stands with his back to the camera on a balcony, looking out over a dense city skyline. The balcony has a metal railing. The city buildings are in various shades of blue and grey, and the sky is a pale, hazy blue. A large, semi-transparent teal triangle is on the left side of the image, pointing towards the center. The overall scene is bright and clear, suggesting a high-rise office environment.

THE NEW **ERA** OF HEALTHCARE BUSINESS

CEO Message

COMMITTED TO EXCELLENCE

Since the establishment of FoundR in the last decade as a global consultancy firm in Canada, the Gulf and now in Egypt, we have been providing comprehensive consultancy and management services, that assisted our clients in reaching their targets, from improving business operations, improving medical outcomes, improving business outcomes and many more.

Every consultant in FoundR offers consultancy services as a partner, which gave our clients trust in the commitment, devotion, knowledge and confidence of FoundR team.

We pave the way for our clients taking them through the journey to success via innovative solutions specifically tailored for each.

Together we face the challenges of our clients, demolish obstacles and write together their story of success.

Together...WE CAN



Dr. Mohamed AYYAD



The company was founded in 2015 in Canada to give consultancy services to hospitals and centres. It soon spread to the Middle East where the opportunities in Gulf area was huge as the need was enormous. Many brands sought our consultancy services for the kickoff of their hospitals and centres as well as improve their financial outcomes.

In 2021 a new brand was developed under the name FoundR for Healthcare Management with a sophisticated scope to cover all aspects in healthcare management from consultancy to operation, and even investment.

In Egypt the company is focusing on establishment of tertiary care hospitals as well as chains of centres of excellence. As the healthcare investment in Egypt is very lucrative, many investors seek our fund management services to invest safely in this new field to them. Egypt is also very good base for highly advanced training courses for nurses and doctors, thus a nursing academy is in the pipeline.

What makes FoundR capable of spreading in different countries is the diversity of its team members, yet all work together for one thing, namely "The FoundR way to YOUR TARGET".



FOUNDR is an independent healthcare consulting and healthcare premises Development Company based in Ontario, Canada and extended to Dubai, Qatar and Egypt.

FOUNDR team is comprised of qualified experts with a wealth of experience in all aspects of healthcare service delivery in GCC and MENA.

FOUNDR specialize in healthcare facility planning and design, refurbishment projects, equipment procurement, recruitment, training, and integrated hospital commissioning. The above services are offered as a full package, or as sub-components, dependent on the client's requirements.

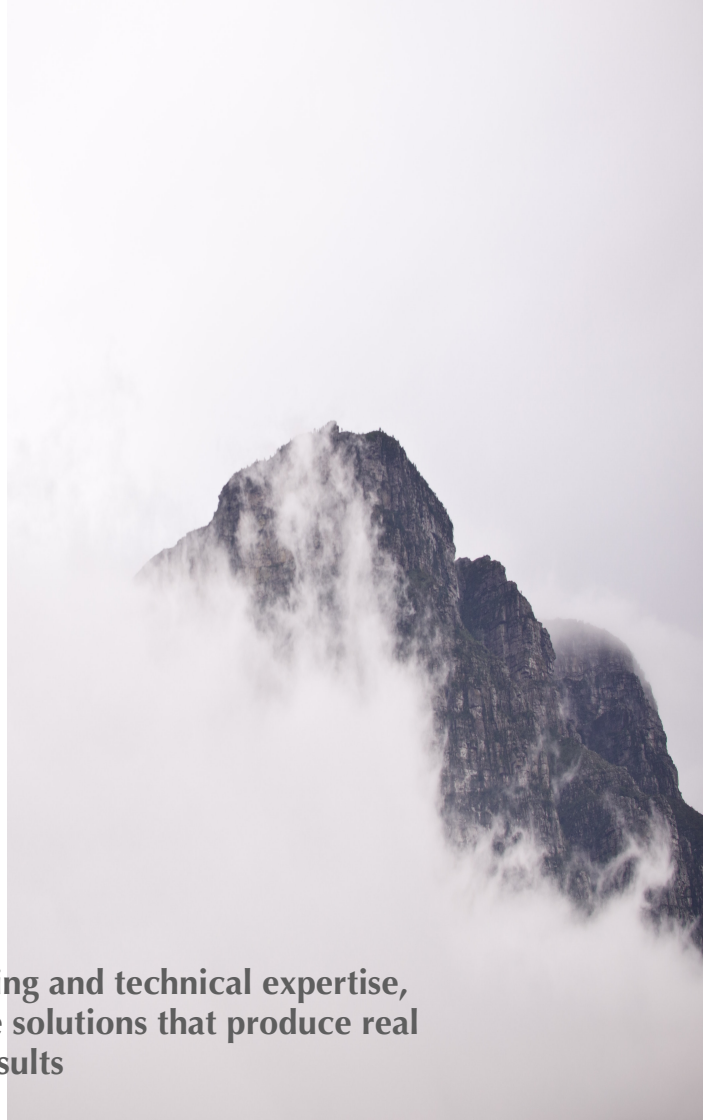
FOUNDR also offers a wide range of other healthcare consulting services from medical insurance setup and deals, audits, and business process re-engineering to strategic planning and hospital licensing applications.

FOUNDR is a full-service healthcare consulting firm that provides financial, operations improvement, interim management, revenue cycle, and revenue recovery services. Our clients include hospitals, Medical Centres, and Insurance companies.

FOUNDR clients value the depth and breadth of our ability to address the most complex issues facing healthcare providers through client-centric, outcome-focused solutions that lead to sustainable results.



**FoundR provides consulting and technical expertise,
combined with innovative solutions that produce real
results**





OVERVIEW

FOUNDR is a full-service healthcare consulting firm that provides financial, operations improvement, interim management, revenue cycle, and revenue recovery services. Our clients include hospitals, Medical Centers, investors and Insurance companies.

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“ FoundR maintains a work environment based on trust, teamwork, and mutual respect ”





VISION

To be the leader in providing quality healthcare solutions, by establishing a network of medical facilities, healthcare management consultancy across MENA and Africa with a dedicated team of healthcare professionals

MISSION

To share our expertise in planning, commissioning and operating primary, secondary and tertiary healthcare facilities. To provide most up-to-date medical and scientific knowledge delivered through learner-friendly formats for the health professionals

VALUES

Availability & Teamwork
Ethics & Confidentiality
Reliability & Competency
Objectivity & Best Practice
Excellency & Efficiency
Professionalism & Transparency



“THE MEDICAL BUSINESS REVOLUTION”



Establishment

Centres of Excellence



i-Ortho

A specialized centre in orthopaedics with the most advanced supplies

Highly specialized doctors in Egypt and abroad, and most recent clinical protocols.

3 Centres



i-Scope

Create a branded centre of excellence in gastrointestinal endoscopies with the latest advances in gastroenterology

Reach out to many governerates in Egypt that lack basic but highly demanded gastrointestinal services including advanced endoscopies for the diagnosis and treatment of gastrointestinal diseases

Provide state of the art training to HCPs on latest technologies and field related updates aiming to optimize safe and effective patient-centred treatment and care.

12 Centres



i-Cardio

Create and develop a hub of high-quality medical services based on a patient-centred philosophy targeting patients and health care professionals

Offer customized patient services emphasizing on:

- Innovative techniques
- Excellence of tasks and processes
- Timely delivery
- Effective communication with all targeted segments at all vertical and horizontal levels
- Continuous follow up

9 Centres



i-Gene

Acquisition of a widely spread IVF centers group in Egypt

Affiliate with an international IVF centre abroad to get the latest medical protocols in IVF to Egypt

Compete on highest success rates in Egypt and MENA region
Expand horizontally to collaborate with IVF centers, OBGYNE hospitals and paediatric hospitals.

8 Centres



i-Wellness

Acquisition of shares of an international wellness centre abroad and take its franchise to Egypt

Class A and B+ will be the target segment. Latest equipment will be purchased via our supply chain arm to give our patients special care. The wellness revolves around all needs of a woman.

5 Centres

Establishment

TERTIARY CARE FACILITIES

FoundR Hospital Zayed City
FoundR Hospital New Capital

- 01** Women's Health
- 02** Heart Health
- 03** Diabetic Health
- 04** Oncology Health
- 05** Orthopaedic Health
- 06** Gastric Health
- 07** Allied Services
- 08** Training Academy
- 09** Pharmacies

344 bed
En-suite Rooms

62 VIP
suites

16 Ambassador
suites

7 Royal
suites

12 Operating
Rooms



“ STAY ON TOP,
STAY FOUNDR ”

MANAGEMENT OF MEDICAL FACILITIES

FoundR provides healthcare management solutions for hospitals, doctors, and other facilities in a different scope, bringing the latest abroad while fitting it into our market. Our results ensure maximization of the ROI.

This is done via strategic management solutions, medical management solutions, operational management solutions, HR & people management solutions, technology management solutions, revenue cycle management, marketing and sales solutions, contract management, supply chain management.

HEALTH INFORMATION MANAGEMENT

FoundR introduces comprehensive HIS solution for better healthcare management. The solution is internationally used in USA, Turkey, India, GULF and ME and is considered one of the top 5 in the healthcare IT market.



Patient-focused EHR

Control your business from anywhere!

Comprehensive solution

Instant web access & General Ledger

Accounts Payable, Accounts Receivable & Revenue Cycle Management

Inventory Control

Cash and Banks

“ BE INNOVATIVE,
BE **FOUNDR** ”

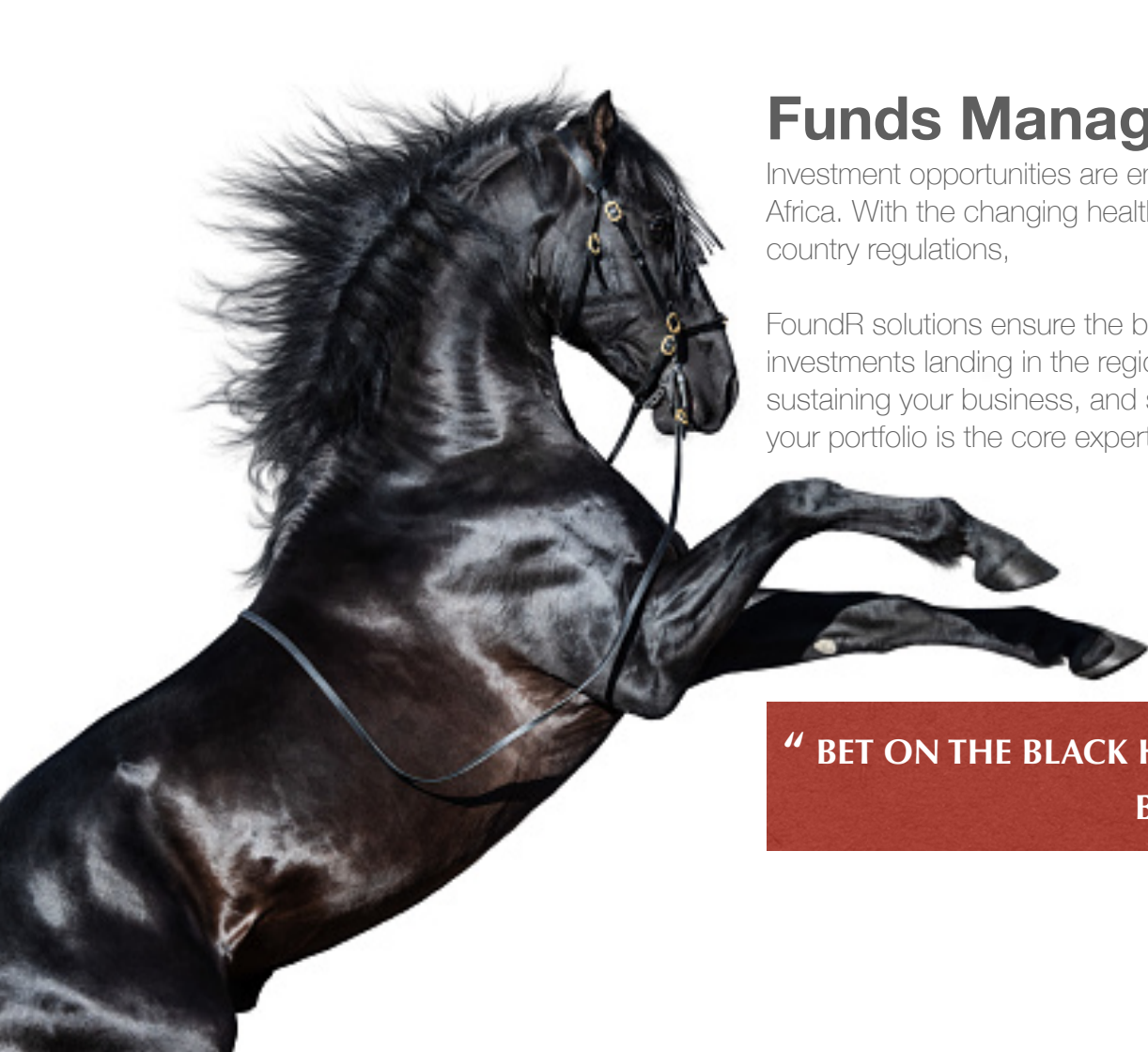
CONSULTANCY

FoundR advises, healthcare facilities, health insurance companies, governments, and investors on the most effective and efficient ways in delivering healthcare.

FoundR is involved in hospitals under construction, to guide through the construction phase (esp. regarding pathways for accreditation), followed by management by FoundR.



“ YOUR INTEGRATED WAY TO
MEDICAL SUCCESS ”



Funds Management

Investment opportunities are enormous in Egypt & Africa. With the changing health economics and country regulations,

FoundR solutions ensure the best choice for investments landing in the region. Securing your fund, sustaining your business, and successfully managing your portfolio is the core expertise of FoundR.

**“ BET ON THE BLACK HORSE,
BET ON FOUNDR ”**

Training & Development

FoundR is establishing a nursing academy providing specialized and accredited nurses to the Egyptian and African market. The academy is managed and lead by highly qualified nurses team from the region.

FoundR is also minded with the professional medical development of our doctors. Accredited training will be provided by very distinguished faculty from Egyptian and international institutions.



Conferences & Exhibitions

Through partnerships with prestigious international bodies, institutes and medical colleges across the world, we organize CME and CNE accredited medical conferences.

This not only offers information on the latest practices and technologies, but also helps delegates earn valuable CME and CNE credits.

HOW WE DO IT...

- **Strategic Planning**
 - Healthcare Market Survey
 - Financial Feasibility Report
 - Business Plan Conceptualization
- **Project Solutions**
 - Health facility licensing services
 - New Health Facility Setup
 - Health Accreditation Support
 - Gap Analysis Assessment
 - Comprehensive Regulatory Compliance Onsite Assessment
 - Detailed Project Report
 - Space Planning
 - Project Funding Strategies
 - Facility Planning
 - Functional Program
 - Medical Equipment Planning
- **Human Resources Planning**
 - Healthcare Professional Registration & Licensing Services
 - Healthcare Accreditation Support
 - Training & Development Conferences
 - Branding, Marketing & Reputation Management
 - Focus Assessment for Specific Areas to Ensure Compliance
- **Financial Solutions**
 - Revenue Cycle Management
 - Business Office Management
- **Outsourcing**





COMPETITIVE EDGE

Consultants with over 25 years experience in the healthcare sector

Fast management as “fast eats BIG”

Innovative methodologies in healthcare management

National & international experience of the team

Strong connectivity with physicians as well as insurance and contracted companies

Unique ideas for centres of excellence

Outreach in Egypt & Africa

Interoperability of all projects

PARTNERS



Optimus.





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