



# PLEXUS

THE HEALTHCARE NETWORK NEWSLETTER



## THE PIVOT

*Basem Abu Dagga, CEO, The Healthcare Network*

### Getting under the weather: The Issues

*Every business has a cycle that is intertwined with the economic activity that dictates the health and prosperity of the sector's near future.*

*The HEALTHCARE space is no different. There is a strong correlation between the economic health and the business of health, with a large gravitational pull increasing the strain on the system. The outcome is usually a handful of winners that rise above a bottomless pit of losers.*

*Independent providers have been greatly affected by the spiralling economic activity that has shattered their immune systems, exploited their resources, compounded stress levels and their ability to cope with the ever-diminishing bottom line. As the humidity levels continue to rise during these slow summer months, so will the anxiety around these providers.*

## WHAT'S INSIDE?

- 01 THE PIVOT - BASEM ABU DAGGA
- 04 NEW CLINICS
- 05 MEET THE NEW CMO
- 06 UAR TRAINING
- 07 SALES TRAINING
- 08 GET THE BEST OUT OF YOUR ACCOUNT MANAGER - CHRIS
- 09 IN FOCUS - NOOR AL WASL CLINIC
- 10 PARTNER CLINICS DIRECTORY

## THE PIVOT

*Basem Abu Dagga, CEO, The Healthcare Network*

### **At the triage point: The Diagnosis**

The world of healthcare is getting ever so complicated. We needed to understand the inherent challenges within the sector in far more depth and identify the key concerns of our Partner Clinics. This inspired us to interview over 100 polyclinic owners, to pinpoint their pain points and most significant needs.

We listened carefully and after lots of deliberation, we compiled a long list of challenges that dominated their concerns. We realized that a PIVOT in our plan is essential to resolve the most pressing concerns they face which are

At the fore front, the biggest challenge was improved patient flow, and therefore revenues, with reduced costs, to maximize bottom line performance.

Second, was their need to integrate into a larger group to extract synergies, build a stronger network that would achieve higher efficiencies and enable larger economies of scale.

Third, was exit, or partial exit.

### **The Solution: THE PIVOT - A Crucial Turnaround**

As the challenges mushroomed within the clinic operations and cashflow deteriorated, we needed a more disruptive approach to overcome the magnitude and variety of these challenges.

The first action we took was to expand our team of skilled creative thinkers with a solid track record and the capacity and agility to make deals with unconventional challenges. We recruited some of the UAE's most successful talent, with deep industry expertise, a remarkable drive and fascinating, diverse skills that rely on creative interventions and problem solving as the main DNA that will be injected into the clinics' central nervous system.

This team of highly motivated performers would be the backbone of our PIVOT and an integral component to bringing the providers together in a gradual seamless process as we consolidated all non-core functions, while maximizing the sharing of resources and the cross functional abilities to improve performance. This integration would be slow yet profound so that an immediate impact would be evident at every level.

**CONTINUED NEXT PAGE**

# THE PIVOT

*Basem Abu Dagga, CEO, The Healthcare Network*

We then decided to dive deeper into the operations and provide key services to overcome individual challenges at more economic rates and better outcomes. Our highly skilled team would resolve and deliver on key services at more economic rates, to increase the bottom-line performance.

## The After Care

Today, The Healthcare Network has successfully expanded our network to across 4 emirates and continues to work with over 20 healthcare providers that serves over 1000 patients a day. We complement this with building a bridge between them and progressing discussions with the large pipeline of clinics that want to be part of our journey.

While we are clearly fixated on a common exit, we see that helping clinics resolve their day to day challenges to improve their performance is a far more critical short term requirement as it gives the Network a stronger proposition and ultimately a higher valuation at exit.

So whether we are actively developing the clinical strategies for our partner clinics, or if we will support their recruitment drive, or centralize their procurement systems and services provision, our number one focus is to help the Partner Clinics reduce their overheads and validate their top line improvements. A key ingredient for top line improvements, is expanding the array of specialties and physician cross referrals across the network while bringing the clinic structures closely together by bringing on a common sponsor, and deploying a consolidated marketing campaign. In parallel, we have been working closely with investors to ensure that we are aligned in our exit journey and delivering a fully corporatized network of successful well distributed clinics with diverse services.

**We are super excited to launch our PIVOT, and roll out our new strategy and action plan, to strengthen our network and build on the success of the operations as we inch towards our common unified goal.**



## WELCOME TO OUR NEW PARTNER CLINICS



**BLUE VELVET**  
MEDICAL CENTER

(from left to right)

- Mohamed Refaey, Clinic Operations Coordinator, Blue Velvet Medical Center
- Bassam Elshorafah, Key Account Manager, THN
- Basem Abu Dagga, CEO, THN
- Dr Mona Yousif CEO and MD, Blue Velvet Medical Center
- Dr Fadi Abdul Qader, CMO, THN



(from left to right)

- Dr Evgeny Alfimov, Key Account Manager, THN
- Dr Mitre Nejkov, Owner, Noor Al Wasl Clinic
- Lisa Eadie, Director - Human Resources, THN



## Hello to our New Chief Medical Officer



**Dr. Fadi Abdul  
Qader**

CMO

*We are pleased to bring on board Dr Fadi Abdul Qader as the new Chief Medical Officer at The Health Care Network. Some of you may have already met him as Dr Fadi has begun visits to the THN and has a host of ideas to help revamp our clinics.*

*Dr Fadi completed his postgraduate program and went on to establish and work at the Dental Department of the Canadian Specialty Hospital. On January 2004, he became the CEO of Wellness Health Group in addition to the Medical Director & Head of the Dental Department at Wellness Medical Center. He was honored in recognition of his active participation in the scientific committee at the Emirates Medical Association EMA in 2004.*

*In 2008 he became a partner and the Operation Manager of Medgate Medical Center, and later became an affiliate of the American Dental Association ADA. Since, Medgate, he established & developed several clinics and centers such as the European Diagnostic Center in RAK, IVF Center in Emirates Hospital in Abu Dhabi and Al Ain, Dr. Ahmad Fathi Amara Medical Center in Sharjah, Illinois Medical Center in Dubai, Wellness Medical Center in Dubai, Medgate Center in Dubai, and was a part of the Canadian Hospital in Dubai. In 2012, he established Medline Medical Center and Laser Medical Center in 2018.*

*Recently, he was selected to join the DHA Committee for Dentist Revaluation. He has participated in establishing many startups and has an entrepreneurial mindset. He understands healthcare regulations in the UAE, has been through all the challenges and struggles involved in setting-up, developing, promoting and enhancing solid medical organizations with full dedication, passion, ambition, confidence and innovation. Dr Fadi is a member of JDA, EMA, and a member of the American Academy of Laser Dentistry.*



## THN TRAININGS IN FULL SWING

Up And Running Medical Center was the most recent Partner Clinic to experience the ongoing training sessions hosted by The Healthcare Network. Hosted at the clinic's Al Wasl branch, the 4-hour session was attended by reception staff, nurses and patient coordinators, all of whom thoroughly appreciated and enjoyed the experience. Below are pictures taken during the training session.



## DEDICATED SALES TRAINING FOR SALES AND BUSINESS DEVELOPMENT STAFF

Business Development and sales staff from across our Partner Clinics and The Healthcare Network were selected to participate in an accredited, dedicated Sales Training Program. The program, a blended learning course with a mix of e-learnings and coaching sessions was spread over a period of 10 weeks with 30 min e-learnings and 1.5 hour coaching sessions minimizing the time commitment from the attendees. The course was a complete program that provided practical methods to close more deals, build confidence and eliminate guess work in selling. The trainings were conducted by Ramez Helou, who runs The Academy for Sales Excellence and has delivered the training to large healthcare organizations, with a thorough understanding of the complexities of the healthcare industry. We are so pleased for this batch of delegates who recently graduated from the course and received their certificates to prove it!



## How to get the most out of your Key Account Manager (KAM)

*Chris Small, Key Account Manager, The Healthcare Network*

A THN Key Account Manager (KAM) role is to co-ordinate and liaise with multiple layers of people and departments for each of the Partner Clinics, across multiple specialties.

This is, however, a simple description for a role that can provide the best level of business information and advice in support of the individual clinics by utilizing THNs vast professional experience across its various disciplines and executive skill-sets.

So how can a Partner Clinic get the most out of /benefit from this relationship?

The KAM role and skill set is in having the ability to identify opportunities to improve the business outcomes of clinic members. For example, and not restricted to the below.

1) A THN KAM is well versed with reading financial statements of a company and can liaise with finance teams to establish financial records according to Generally Accepted Accounting Practices (GAAP) standards, which is then used as a tool to assess the value of a business. Ask your KAM for support with evaluating your financials.

2) A Partner Clinic operating on its own may struggle with establishing minimum costs and access to industry standards. A KAM can interpret and analyse the financial records of each clinic, line by line, to establish benchmark costs; and reach out to a pool of procurement professionals who can advise on the best and minimum costs.

3) Clinic owners continue to battle poor claims submissions and consequently higher rejection rates. Your THN KAM is equipped to connect you with the right providers to improve insurance claims programs including potentially identifying additional Insurance companies.

4) Your THN KAM comes with experience across clinic management skills and can engage THN HR to bridge the gaps and source specific training and development programs.

5) Coordinate with the THN CMO to ensure each clinic is being advised and guided as needed to comply with the highest, internationally followed clinical standards.

Although the above list is for example purposes only and is in no way an exhaustive view of how a KAM can be utilized by members. It shows the breadth of the role available to the clinic owners.

In conclusion the role of the THN KAM is to provide consulting and advisory solutions for member clinics to fulfill their goals of ultimately contributing to the growth of the entire network and leading to the maximization of the valuation of the network as a whole.

The role of the clinic owners is to be fully engaged in the improvement of their individual clinics along the journey and to spread the word to provide meaningful referrals to clinic owners that can both benefit and contribute the THN growth.

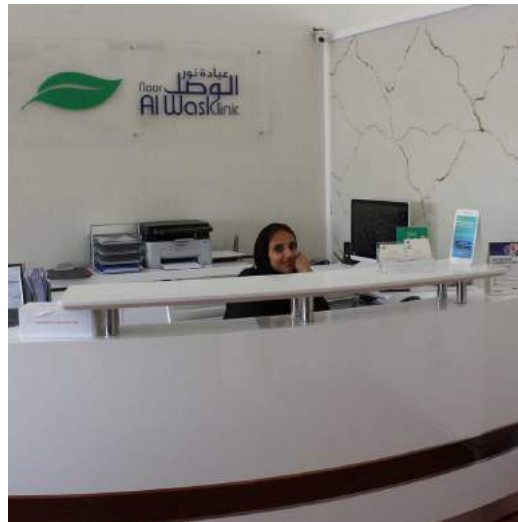


## IN FOCUS: NOOR AL WASL CLINIC



Noor Al Wasl clinic is a cosmetic and general surgery center located in Dubai, Al Wasl road which provides the highest standards of healthcare in a confidential and comfortable atmosphere. The clinic is located in a prestigious villa, which has been converted to a general surgery medical center, offering clinical services in Plastic Surgery and General Surgery according to the guidelines and approval of the Dubai Health Authority.

The clinic aims to ensure that every patient's visit is pleasurable, comfortable, relaxing and an experience worth remembering. Starting with a cup of coffee from the coffee bar right through to their paperless management software, every step was designed with the patient's comfort and quality of treatment in mind.



For referral and clinic related queries, please contact  
**Efrem Kulakov, Marketing & Managing Director**

### CONTACT

Villa 877 Al Wasl Road  
 Dubai UAE  
 +971 4 395 3900  
[www.nooralwaslclinic.com](http://www.nooralwaslclinic.com)



**DIRECTORY: The Healthcare Network Partner Clinics**

**24 Hours Dental Clinic**



Emergency Dentistry  
 Root Canal Treatment  
 Implants & Crowns  
 Filling & Bonding  
 Impacted Extractions  
 Braces & Invisalign  
 Scaling & Polishing  
 Veneer & Lumineer



Office # 602, Crown Plaza Hotel,  
 Sheikh Zayed Road, Dubai, UAE.



+971 4 355 4466



[www.24dentalclinic.com](http://www.24dentalclinic.com)  
[info@24dentalclinic.com](mailto:info@24dentalclinic.com)

**Acacia Medical Centre**



Hand Surgery  
 Cosmetic Surgery  
 Diabetes & Endocrinology  
 Dentistry  
 Orthodontics  
 Urology & Andrology  
 Ophthalmology  
 ENT  
 Aesthetic Medicine & Medical Spa  
 Laser Hair Removal



Suite 111, Al Shafar Building 7  
 Al Wasl Road, Jumeirah, Dubai, UAE



+971 4 344 5515



[www.acacia.ae](http://www.acacia.ae)  
[info@acacia.ae](mailto:info@acacia.ae)

**Al Dana Specialist Medical Center**



Veneers  
 Crowns  
 Orthodontics  
 Periodontist  
 Dental Implants  
 Dental Extractions  
 Bone Augmentation  
 Endodontics  
 Orthognathic Surgery  
 Teeth Whitening



908 Al Batha Tower  
 283 Corniche Street, Sharjah, UAE



+971 6 575 0044



<http://drfirasosman.com/>  
[info@drfirasosman.com/](mailto:info@drfirasosman.com/)

**Al Durrah Radiology Center**



MRI  
 CT Scan  
 Ultrasound  
 DXA  
 X Ray  
 Mammogram  
 Dental OPG



1st Floor Al Durrah Tower, Next to Al  
 Buhaira Police Station ,  
 Buhaira Corniche , Sharjah, UAE



+971 6 556 9888  
 +971 55 553 8445 (Whatsapp)



[www.aldurrahuae.com](http://www.aldurrahuae.com)  
[info@aldurrah-uae.com](mailto:info@aldurrah-uae.com)

## DIRECTORY: The Healthcare Network Partner Clinics

### American Spine Center



Neurology  
Neurosurgery  
Orthopedics Surgery  
Sports Medicine  
Nutrition & Wellness



Suite 307, Block C, Building 27  
Dubai Healthcare City



800 100 999 - (Toll Free UAE)  
+971 4 454 1131 (International)



[www.americanspinecenter.ae](http://www.americanspinecenter.ae)  
[info@americanspinecenter.ae](mailto:info@americanspinecenter.ae)

### Dr Mohannad Dental Clinic



General dentistry  
Cosmetic dentistry  
Orthodontics  
Invisalign  
Incognito



Nadd Al Hamar Road  
Dubai, UAE



+971 4 289 9441



[thedentalhouse.com](http://thedentalhouse.com)

### Crystal Medical Centre



General Medicine  
ENT  
Dental



#304, 3rd floor, Qudrat Building  
Al Moweihat - 3  
Ajman, UAE



+971 6 747 4282



[www.crystalmedgroup.com](http://www.crystalmedgroup.com)

## DIRECTORY: The Healthcare Network Partner Clinics

### Doctors Clinic Diagnostic Center



Dental  
Radiology  
Family Medicine  
Cardiology  
Gynecology  
Orthopedic



Al Razi Medical Complex, Block A  
Dubai Healthcare City  
Dubai UAE



+971 4 457 9111



info@doctorsclinicdubai.com  
www.doctorsclinicdubai.com

### Enjab Medical Centre



Obstetrics, Gynaecology & Infertility  
Paediatrics  
General Surgery  
ENT  
Oral & Dental Surgery  
Laboratory



6th Floor Al Durrah Tower, Next to Al  
Buhaira Police Station ,  
Buhaira Corniche , Sharjah, UAE



+971 6 556 3433



info@enjabmed.com

### IMC Medical Center



Dentistry  
Cosmetic Surgery  
Beauty Aesthetics & Anti Aging  
Dermatology  
Obstetrics, Gynaecology  
Paediatrics  
GP  
Home Care



Level 1, Al Barsha Mall  
Al Barsha, Dubai, UAE



+971 4 332 0007  
+971 50 777 9210  
+971 55 777 9209



www.imcmedical.ae  
info@imcmedical.ae

### Medlink Clinic



Obstetrics  
Gynaecology  
Nephrology



31A 10 C St  
Jumeirah Dubai  
UAE



+971 4 344 7111

**DIRECTORY: The Healthcare Network Partner Clinics**

**My Dental Clinic**



General Dentistry  
Cosmetic Dentistry  
Specialist Care Dentistry  
Dental Hygiene  
Inman Aligner



Villa 61 Al Thanya Street,  
Dubai, UAE



+971 4 338 8939



[www.mydentalclinic.ae](http://www.mydentalclinic.ae)  
[reception@mydentalclinic.ae](mailto:reception@mydentalclinic.ae)

**My Health Abu Dhabi**



ObGyn  
GP  
Physiotherapy  
Family Medicine  
Ophthalmology  
Paediatrics  
Dental  
Orthopaedics  
General Ultrasound



M-01 floor, Al Hamra Plaza Building  
Block B, Electra Street  
Abu Dhabi, UAE



+971 2 676 7873



[www.myhealthmedical.ae](http://www.myhealthmedical.ae)  
[info@myhealthmedical.ae](mailto:info@myhealthmedical.ae)

**Noor Al Wasl Clinic**



Plastic Surgery  
General Surgery  
Aesthetic Treatments  
Dental  
General Practice



Villa 877, Al Wasl Road  
Dubai UAE



+971 4 395 3900



[www.nooralwaslclinic.com](http://www.nooralwaslclinic.com)  
[info@nooralwaslclinic.com](mailto:info@nooralwaslclinic.com)

**The Dental House**



Orthodontics  
Implants  
Crowns & Bridges  
Root canal treatment  
Bridges  
Smile Makeover  
Veneers  
Lumineers  
Invisalign  
Teeth Whitening



Al Nahda Street, next to the Al Twar  
Center, Al Qusais, Dubai UAE



+971 4 234 5777



[www.thedentalhouse.ae](http://www.thedentalhouse.ae)

## DIRECTORY: The Healthcare Network Partner Clinics

### Up And Running Sports Medical Center



Sport Medicine  
Orthopaedic Surgery  
Physiotherapy  
Women's Health Physiotherapy  
Deep Tissue Sports Massage  
Chiropractic Treatment  
Osteopathy  
Concussion Services  
Family Medicine  
Nursing  
Sports Event Cover



675 Al Wasl Road Jumeirah, Dubai



+971 4 518 5400



[www.upandrunningdubai.com](http://www.upandrunningdubai.com)

### Blue Velvet Medical Centre



Medical Dermatology  
Cosmetic Dermatology  
OB-GYNE  
Laser Hair Removal  
Hair Care



West Zone Mall, Ground Floor, Al Mizhar 1, Dubai, UAE



+971 4 2889991



[www.bluevelvetmc.com](http://www.bluevelvetmc.com)

## We would love to hear from you!

If you would like to write an article or share your healthcare related experiences and achievements with PLEXUS, please get in touch with the Editor Julie Adams at [julie.adams@thn.ae](mailto:julie.adams@thn.ae)

Articles must be accompanied by author's photograph (high resolution), full name, designation and company / clinic name.

The Editor reserves the right to edit submissions and to determine inclusion or exclusion of all shared content.

Thank you.

Dusseldorf Business Point, Al Barsha 1, Dubai UAE  
T+971 4 426 9984 | [contact@thn.ae](mailto:contact@thn.ae) | [www.thn.ae](http://www.thn.ae)

