Vezeeta

Cairo, Egypt; Riyadh, KSA; Dubai, UAE

Established in 2012, Vezeeta provides a booking solution that directly addresses healthcare accessibility through data and digital solutions.

SUMMARY

Vezeeta is a digital healthcare platform that connects patients to healthcare providers and services in the Middle East and Africa (MEA). They empower patients in MEA to better access healthcare through data and digital solutions.

CHALLENGE

The MEA healthcare industry faces several challenges, the most significant being the ability to access healthcare, largely because of a lack of healthcare information and technology adoption.

Patients are solely dependent on family and friends’ recommendations when trying to make an appointment with the right doctor. They spend significant time and effort researching to make sure they get the best medical service. Patients can spend up to 5 hours on the phone just trying to get an appointment, and almost 3 to 4 hours inside the clinic.

It is estimated that approximately 240 million hours are lost in waiting in clinics in the Middle East, while out-of-pocket health expenditure constitutes almost 53% of the total healthcare spending in the MEA region. This is almost 5 times of that in the US.

SOLUTION

Vezeeta reshapes the relationship between patients and different healthcare providers, starting with doctors in hospitals and clinics, and extending to labs and scans. They are creating a patient-centred digital network that is transforming the patient’s healthcare journey.

Through the platform, patients can search for doctors by specialty, geography, waiting time, and insurance coverage. They can make an instantaneous appointment, as well as rate and review the doctors and their medical experience. In parallel, service providers such as hospitals and entities can integrate with the Vezeeta practice management solution to manage their medical appointments and patient data.

All the Vezeeta solutions are cloud-based with self-subscribing, automated, remote and virtual onboarding. They operate on a fully scalable model across Egypt, the Kingdom of Saudi Arabia (KSA), Jordan, and Lebanon.

IMPACT

Today, Vezeeta is facilitating close to 3 million appointments per year, with more than 13,000 healthcare providers subscribed on the platform serving more than 3 million patients in the region.

COMPETITIVE ADVANTAGE

The company’s platform is built to tackle accessibility challenges. Vezeeta enables patients to search, choose, and “book” the right healthcare provider through data and knowledge. With over 350k verified ratings and reviews listed on the platform, waiting time, consultation fees, doctors’ profiles, clinic/hospital location, and more, patients can make informed decisions about their medical needs.

Adding to the above is Vezeeta’s market experience in acquiring new patients and the practice management solution that can be integrated with hospitals/healthcare entities. This is key when penetrating markets such as KSA and the United Arab Emirates (UAE).

Recently, Vezeeta expanded its offering beyond booking medical appointments. Patients can now book medical services, such as teeth whitening and laser sessions, as well as diagnostics (labs and scans).

SCALABILITY

Since the solutions offered by Vezeeta are tech-driven, their business model is easily scalable in different countries that face challenges accessing healthcare.
EXPANSION PLAN 2019-2023

- Engage with governments and corporate businesses (2019 onwards)
- Explore new products that can be leveraged on current booking platform (2019-2021)
- Solidify market hold in Egypt and aggressively grow Saudi Arabia (2019-2021)
- Investigate new markets in MEA such as UAE, Pakistan, and Nigeria (2020-2023)

INVESTMENTS

Vezeeta is currently raising a ticket size of USD 30 million that will be used to grow Egypt and Saudi commercial operations, launch new products, and invest in further research and development (R&D).

PARTNERSHIPS

Throughout the years, Vezeeta has established a number of strategic partnerships across different sectors, starting from financial services (Xero and Financial Force) to cloud computing software that specialise in customer relationship management (SalesForce), as well as technology companies that support their product development, enhancing time-to-market and user experiences.

Furthermore, commercial partnerships with key hospitals and healthcare entities is core in driving business growth in the region. This year, Vezeeta has partnered with some of the biggest hospitals in Egypt and Saudi Arabia such as Dar Al Fouad, Saudi German Hospital, and Andalusia Group. These are “power partnerships” that not only deliver value exchange, but also focus on creating better patient experiences.

AWARDS

- Featured in the 2019 Global Digital Health journal as one of the top 100 players in digital health globally
- Ranked as No. 3 by Forbes ME 2018 Top 100 Startups
- Ranked as No. 5 by Forbes ME 2017 Top 100 Startups

FOUNDER

Amir Barsoum, Founder & CEO

Amir is the Founder & CEO of Vezeeta, the leading digital healthcare platform in MEA that connects patients with healthcare providers and health services. With his profound knowledge and expertise of how different healthcare systems operate in International Markets, Amir introduced Vezeeta in 2012, empowering millions of patients through data and the ability to better access healthcare in the region.

Prior to Vezeeta, Amir was a Management Consultant at McKinsey & Company advising Healthcare and Fast Moving Consumer Good (FMCG) companies across public and private sectors in Europe and MENA. He also led the Strategy Team of AstraZeneca in MENA.

Amir holds an E-MBA from MIT, an MBA from the American University of Cairo, and a Bachelor of Pharmacy from Ain Shams University. He is also an Endeavor Entrepreneur and on the Board of Directors of Endeavor Egypt.

CONTACT

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