

Vezeeta.com

VEZEETA

Executive Summary

The Middle East and Northern Africa's (MENA) healthcare industry is plagued by poor access to providers, weak medical records, and disengaged patients on disease management. Vezeeta was founded to overcome these pain points by empowering patients through data as well as knowledge to better access healthcare.

Through Vezeeta, patients are able to discover and book medical appointments and health services. The company also provides innovative Software as a Service (SaaS) solutions that utilizes cloud computing and big data to empower doctors, building the infrastructure for the development of the broader healthcare ecosystem.

Website

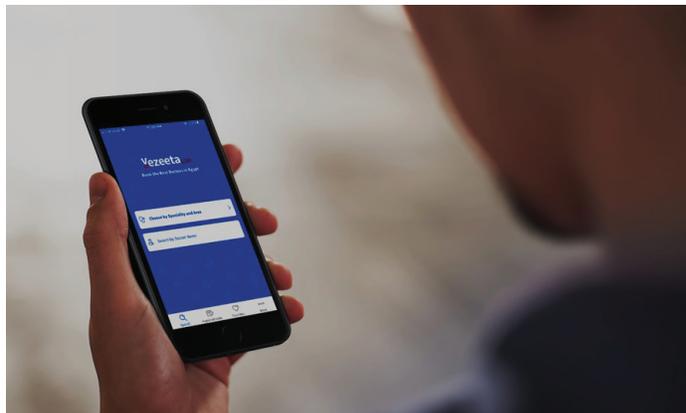
www.vezeeta.com

Recognition

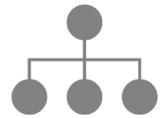
Featured in the Global Digital Health journal as one of the top 100 players in digital health globally

Ranked as No. 3 by Forbes ME Top 100 Startups in the Arab World in 2018

Amir Barsoum, Endeavor Entrepreneur and Founder and CEO of Vezeeta, announced as 2018 Entrepreneur of the Year for exemplifying Endeavor's High Impact Entrepreneur ideals.



YEAR FOUNDED
2012



TYPE OF ORG
FOR-PROFIT



OFFERING
DIGITAL HEALTHCARE



COUNTRIES
EGYPT,
JORDAN,
LEBANON,
SAUDI ARABIA

THE STORY BEHIND VEZEETA

The initial concept of Vezeeta was based on the premise that healthcare really lags behind when it comes to technology adoption. Lack of healthcare accessibility and medical data are two main hurdles that have marked the region's healthcare industry for years. When the Founding Team, Amir Barsoum and Ahmed Badr, met in 2011, their ultimate goal was to create a complete ecosystem that provides affordable solutions that overcomes these challenges.

Vezeeta started off as "DrBridge" in 2012 by providing a simple Electronic Medical Records solution to doctors in their private clinics. For every 10 doctors the product was sold to, eight signed. It had an amazing pick-up rate, but doctors were quickly abandoning the platform as they did not have an incentive to integrate digital patient records into their daily practices. Barsoum and Badr decided then to introduce a Patient Engagement Platform. Unfortunately, the product only yielded a 5% month over month (MoM) growth rate, so they pivoted once again this time, launching a Practice Calendar Management system. Again, the product did not work. It was back to the drawing board.

In 2014, the co-founders decided to approach the market from a different angle. With the same vision but different entry point, they built a digital platform that would connect patients to doctors through a simple booking process. In late 2014, Vezeeta was launched – the first online booking platform in the region. The product showed an impressive 20% MoM growth rate and today has become the company's flagship product that is revolutionizing the region's healthcare industry.

CHALLENGE

MENA's healthcare industry is categorized by three clear pain points:

1. Difficulty to find and book the right provider (healthcare accessibility)
2. Weak medical records usage and lack of health information
3. Weakly informed and engaged patients on disease management and medical prescriptions

Vezeeta has managed to overcome all these challenges by empowering patients through data as well as knowledge to better access healthcare through its innovative digital solutions.



SOLUTION

Vezeeta has built a prominent booking platform that is transforming the way patients and doctors schedule appointments in the MENA, with Vezeeta appointments taking priority over the traditional walk-ins that crowd doctors' waiting rooms.

Through the platform, patients can find a doctor by specialty, area, waiting time and insurance firm, compare doctors by ratings and reviews, and make an instantaneous booking through a consumer-facing web app and mobile app. The company also provides practice management solutions to hospitals and clinics allowing healthcare providers to manage appointments and patient data.

While the company's flagship product may seem like a pure marketplace, the company offers much more than that. Patients can also book medical services and operations. Users can search by the required service and this will direct him/her to the doctors in a particular hospital who provides this service on the platform. Radiology bookings are also available.

Vezeeta is building a complete healthcare ecosystem. Empowering patients is its ultimate mission.



OPERATING AND BUSINESS MODEL

All of Vezeeta's solutions are cloud-based with self-subscribing, automated, remote, and virtual onboarding. They operate on a fully-scalable model across four different countries. The company charges a transaction fee on doctors-consultation booking, services & operations bookings and diagnostics bookings, and a monthly subscription for their SaaS solutions.

IMPACT

Vezeeta initially went through 2 experimental years until they found their opening in the market with the booking platform. The company moved from 1,000 doctors in 2015 to 10,000 doctors in 2018, more than 10X growth. Bookings have also grown by 11X from 2015 to 2018. Today, Vezeeta operates in 4 countries and is closing in on 3 million appointments per year, with more than 11,000 healthcare providers listed on their platform serving more than 2.5 million patients in the region.



INNOVATIONS IN HEALTHCARE™

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Vezeeta provided the source data for this document and is responsible for
the accuracy of the content.

