

An aerial, black and white photograph capturing a massive crowd of people gathered around a large, circular subway station entrance. The crowd, composed of individuals of various ages and ethnicities, fills the surrounding streets and sidewalks, creating a dense sea of people. The station entrance itself is a large, circular structure with a concrete wall and a series of tracks leading into the ground. A few vehicles, including a bus and several cars, are visible on the roads adjacent to the station. The overall scene conveys a sense of a major public event or a significant moment in time.

# INNOVATION

HEALTHCARE CONSULTANCY

CLEVER | CUSTOMIZED | COMMITTED



# Who We Are?

CLEVER | CUSTOMIZED | COMMITTED

We operates with a vision of becoming the **leading healthcare consulting firm in Ethiopia.**

With the use of **human-centered design thinking**, we provide **customized, clever solutions** for our clients to achieve their goals.

# What Do We Do?

CLEVER | CUSTOMIZED | COMMITTED

Healthcare  
Investment  
Planning

Health Service  
Planning

Operations  
Management

Healthcare  
Information System

Healthcare Project  
Management

Healthcare  
Facilities Design

Asset Valuation and  
Commissioning

Accreditation and  
Certification

HR Recruitment  
and Selection



# How do we Operate?

We partner with stakeholders in the healthcare industry to advise them on ways to optimize operations and implement new initiatives





# The Design Thinking Process

Empathize  
Define  
Ideate  
Prototype  
Test

# OUR PHILOSOPHY

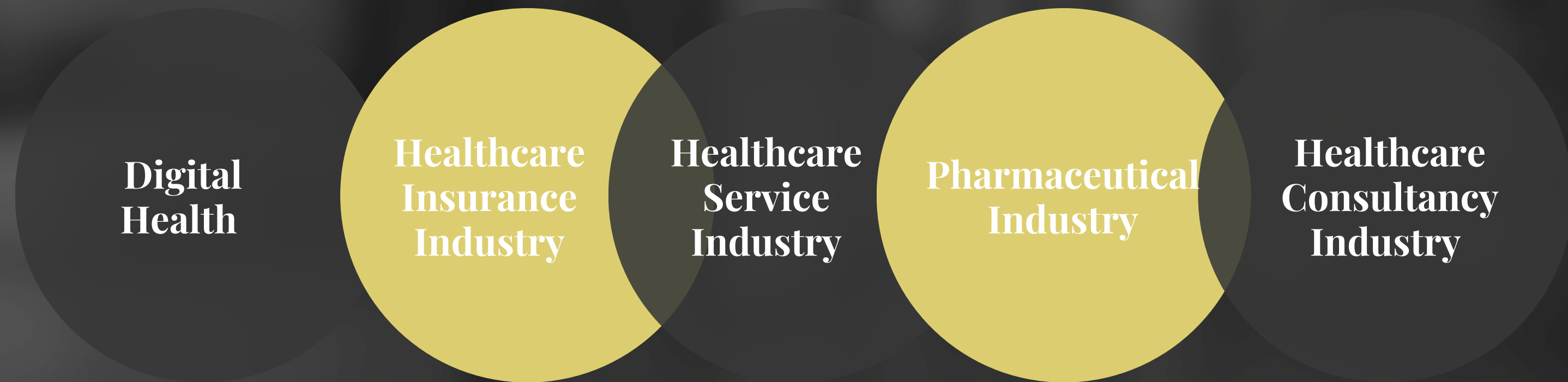
People are the center of our work





**We Operate across Industries within**

# **The Ethiopian Health Sector**





# Our Team

Diversified human capital with **over 15 years of experience across 7 different industries**, we can deliver the best servi



**Rania  
Ibrahim**

MD, MSC

FOUNDER / EXECUTIVE DIRETOR



**Temesgen  
Mekonnen**

MBA

SENIOR PARTNER | FINANCIAL  
DIRECTOR



**Solomon  
Desalegn**

MD, MA

SENIOR ASSOCIATE





**Meki  
Shewangizaw**

MPH  
ASSOCIATE



**Biruktawit  
Getachewu**

MD, MA  
ASSOCIATE



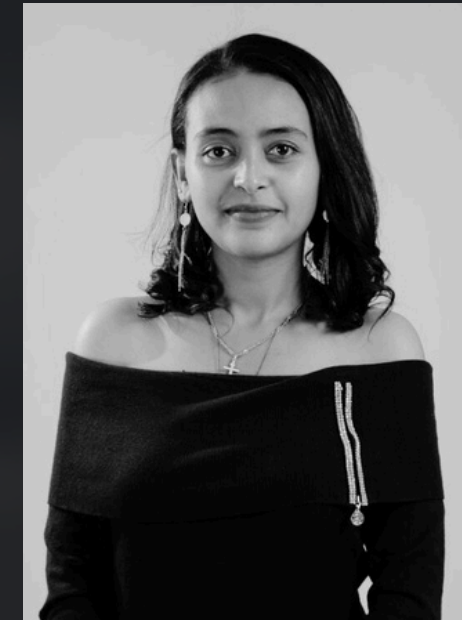
**Alazar  
Bekele**

MD  
ASSOCIATE



**Hellina  
Kassahun**

MD, MSC  
ASSOCIATE



**Eden  
Abate**

MD, MGH  
ASSOCIATE



**Jihan  
Kahssay**

DR. IUS. JD  
ADVISOR



**Adey  
Fissahatsion**

ML  
ADVISOR



**Lillian  
Kidane**

MPH  
ADVISOR



**Mahlet  
Kifle**

MD, MPH  
ADVISOR



# Our Partners

**Deloitte.**



**ROHA**

**ZOSCALES**

**PARTNERS**  
INVEST WHERE IT MATTERS



# Our Partners



**OLIVE**  
Pharmaceuticals

**ONCO Pathology  
Diagnostic Center**

 **Lebeza**  
PSYCHIATRYCONSULTATION



# Our Partners



**St. Paul's Hospital  
Millennium Medical College**  
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# Our Works

We have been consulting  
nation-wide mega-projects



ROHA

Our team supported Roha in developing a medical campus in Addis Ababa by analyzing the Ethiopian Healthcare System, assisting with licensing and registration, and engaging stakeholders to identify healthcare needs. This campus, featuring five hospitals with 1,100 beds, aims to serve 100,000 patients yearly, promising a significant boost to Ethiopia's healthcare sector.



# Our Works

We have been consulting  
nation-wide mega-projects



We have consulted Zoscales Partners over its investee company, PDC, addressing their need to add value by developing an objective marketing study and a practical expansion strategy including a thorough assessment of the current services in the diagnostics imaging sector, an objective market study, and assessment, a customized and practical expansion strategy according to the market study, and Potential areas for site and location development



# Our Works

We have been consulting  
nation-wide mega-projects



We created a COVID-19 health information platform to guide Tulu-Moye through critical decisions points on the development of their geothermal power plan projects.



# Our Works

We have been consulting  
government-led initiatives



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MINISTRY OF PEACE

We provided a comprehensive COVID-19 training package covering infection prevention; working from home and virtual collaborations, Psychosocial intervention.



# Our Works

We have been consulting  
government-led initiatives

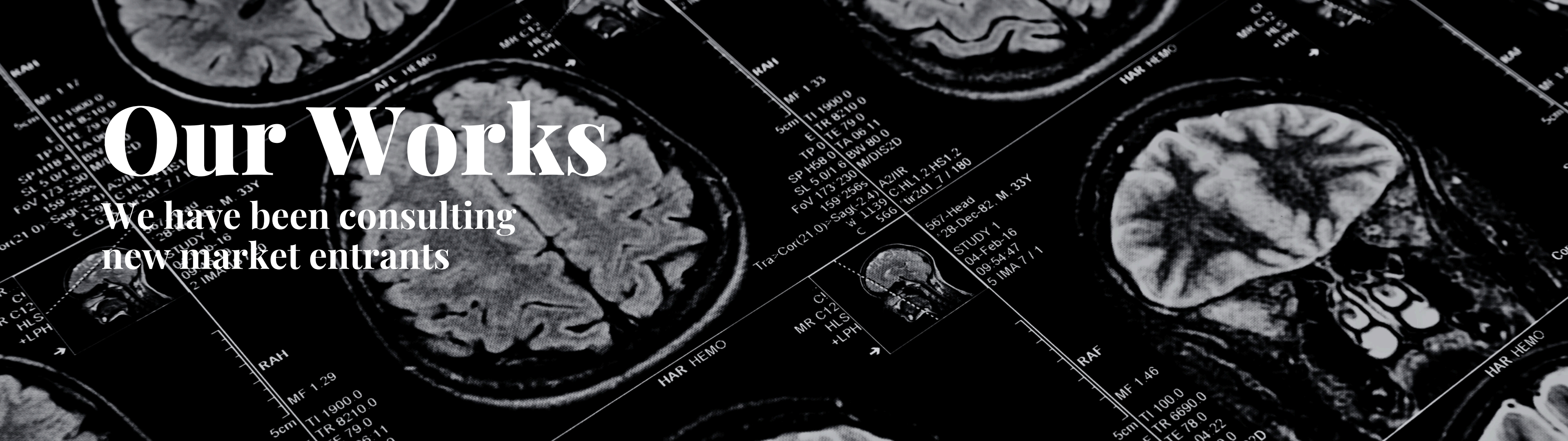


We partnered with SPHMMC on a COVID-19 public health campaign to raise awareness, combat misinformation, promote best practices, and develop PPE protocol.

## **Office of Innovative Strategies and Operations**

Established ISO to streamline operations and lead innovative project at SPHMMC





# Our Works

We have been consulting  
new market entrants

**OLIVE**

Pharmaceuticals

We conducted a feasibility study and revenue model to establish a comprehensive diagnostic imaging laboratory and pathology center in the Tigray region of Ethiopia.



# Our Works

We have been consulting  
not-for-profit led initiatives



Our consultancy conducted a comprehensive assessment of one of SPHIR's facilities, resulting in the strategic restructuring of their organizational framework. Our recommendations encompassed various facets, including bolstering marketing strategies, optimizing allocation of financial resources, and enhancing operational efficiency.



# Our Works

We have been consulting companies  
on growth and expansion strategies  
and valuations

ONCO Pathology  
Diagnostic Center

Our consultancy undertook a rigorous company valuation on ONCO Pathology diagnostic center allowing it to expand it's services and incorporate more shareholders



# Affiliates





# Areas of Collaboration

**Healthcare Project  
Evaluation & Follow-  
up**

**Employee Wellness  
Program**

**Health Insurance  
Services Evaluation**

**Occupational  
Safety**

**Healthcare  
Training**

**Medical Liaisoning**

**Emergency  
Preparedness**



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