

PwC Middle East

Health Industries





Who we are

At PwC, we work side by side with our clients to guide them on their transformation journey to adapt to the “new normal” by bringing deep sector insights and expertise across all aspects of healthcare together with the power of our global PwC network and partners.

Underpinning all our work in health is our sense of purpose and appreciation for the privilege to help shape this vital sector. We pride ourselves on our people and our teams whilst always working towards our overall vision of improving healthcare for the greater good of society.



Our value proposition

Enabling our clients across the Middle East to solve their most complex problems by delivering differentiated insights and experience using digital innovation and operational solutions.



Why PwC Health Industries

PwC has one of the largest healthcare networks advising clients including policy makers, healthcare providers, payers and health sciences to meet the challenges of addressing value, new entrants and new global markets.



What challenges can we help you address?

Throughout the Middle East we address some of the most pressing challenges in Health Industries.

Disruptive technology and scientific breakthroughs offer endless opportunities for the growing healthcare sector. However, this sector is still facing a number of challenges including increase in chronic conditions, rising costs, and an increasing pressure for health systems to understand the value of care provided.

Together with more informed and connected consumers and the rapid move towards digitisation, the health sector in our region is undergoing major transformation to deliver person-centred care with better health outcomes at more affordable, sustainable costs.

The recent pandemic and possibility of future epidemics have challenged healthcare organisations to build more resilient and sustainable models creating opportunities for new models of care, embracing digital innovations, exploration of new funding models and in general a closer collaboration across the public and private sectors.

Our Middle East Health Industries Consulting services provide end-to-end solutions for all of our clients' needs. Keep reading to learn more about our service offerings.





Our portfolio of solutions covers all angles

Digital Strategy, Transformation &

Reinvent digital enterprise with the right digital strategies, innovation & transformation models to drive results that will redefine the future.

Types of offerings:

- Digital strategy and transformation
- Digital health standards and policy frameworks
- Digital hospitals, strategy and operations
- Innovation strategy
- Business model transformation
- Innovation spaces and design studios
- Experience strategy, assessment, design and improvement
- Business intelligence and analytics
- Digital health maturity assessments

Data, Insights and Applied Intelligence

Drive experience, clinical and business outcomes by harnessing the power of data using advanced analytics.

Types of offerings:

- Data research, strategy and governance
- Information Architecture (IA)
- Data security strategy and architecture
- Strategy and implementation of data platforms for different care platforms
- Performance and KPIs management
- Population health models

Innovation, AI and Human Experience

Shape human experiences that leverage emerging technologies to reimagine the way healthcare is provided by keeping people at the heart of everything we do.

Types of offerings:

- Healthcare innovation
- People experience and engagement
- Caregivers experience and engagement
- Consumer prevention and wellness experience and engagement
- User research, persona definition and journey mapping
- User experience and user interface (UX/UI) design
- Usability testing
- People experience labs

Health Technology Modernization

Reimagine core healthcare systems to adapt to rapid changes to business, operational, performance, clinical, and technical demands.

Types of offerings:

- Health enterprise architecture and blueprint
- HIE and interoperability standards (MDM and registries, terminology services)
- Hybrid cloud strategy for healthcare systems modernization
- Cyber security and digital trust
- Health enterprise technology, product and vendor selection
- Cloud technology, product and vendor selection
- System Integration and Implementation inc. data migration, testing, quality management
- Program and vendor management



Our portfolio of solutions covers all angles

Leadership, Culture & Organization

Develop leaders and organizational cultures to create value and a sense of purpose to drive growth, agility and resilience.

Types of offerings:

- Change Management strategy & deployment
- Leadership coaching and development
- Governance & organizational structures
- Operating models

Operations Improvement

Instigate leaner operations within any healthcare setup that is mandated by standards of quality, safety and excellence.

Types of offerings:

- Operations strategy
- Performance improvement strategy, systems and methodologies
- Clinical quality outcome improvement, sustainability and accreditation support
- Supply chain operations
- Process reengineering through the deployment of lean principles
- Deployment of value based healthcare delivery models at the provider level
- Experience assessment & Improvement Operations strategy

Model of Care Design & Implementation

Develop and implement new models of care delivery that ensure alignment with key system transformation agendas.

Types of offerings:

- Designing models of care and effective system wide patient pathways and wellness programs
- Implementing care models using an innovative approach that builds local capability and influences process as well as behavioral change effectively
- Service and capacity planning to enable the activation of transformed patient pathways

Healthcare Financing

Support healthcare regulators, payers and providers with finance reform strategies and develop capabilities in related building blocks.

Types of offerings:

- Funding Reform
- Insurance Strategy
- Clinical Costing
- Clinical Coding
- Pricing
- Revenue Cycle Management
- Health Information Management
- Clinical Document Improvement





Our portfolio of solutions covers all angles

Workforce Transformation

Customize and reinvent HR processes and systems within the healthcare organization to ensure better care and organizational outcomes.

Types of offerings:

- HR strategy and deployment
- Job planning & analysis
- Job descriptions
- Diversity & Inclusion practices
- Talent acquisition and development
- Employee experience
- Motivation and compensation
- Experience assessment and improvement

Emergency Preparedness

Develop business resilience and emergency preparedness plans and support the implementation of these.

Types of offerings:

- Environmental scanning and risk assessment
- Government response management framework development
- Readiness assessment
- Preparedness and response planning
- Plan mobilization, implementation and monitoring
- Strategic and operational support

Health Program Management

Assist clients in delivering transformational programs and more efficiently manage complex enterprise portfolios and programs.

Types of offerings:

- Program governance requirements and mechanisms design for reporting and decision making
- Program and project management standards and guidelines development including processes and templates
- Consolidated reporting and tracking dashboards covering the project's overall progress, milestones and activities, actions, vendors performance, KPIs, risks and issues

Restructuring & Health System Design

Reinvent regulator and provider systems, process and outcomes to match the volatile and ever-changing healthcare sector.

Types of offerings:

- Environmental scanning and regulator governance strategy
- System and process transformation
- Capability building and development
- Policies, procedures and standards





Our portfolio of solutions covers all angles



Capacity Planning

Plan for and manage the ever-changing clinical and care demands of patient populations by designing robust capacity planning and management solutions.

Types of offerings:

- Demand assessment and projections
- Capacity design models
- Capacity command centers
- Facility planning
- Major medical equipment planning
- Staffing and resource planning, mobilization and deployment

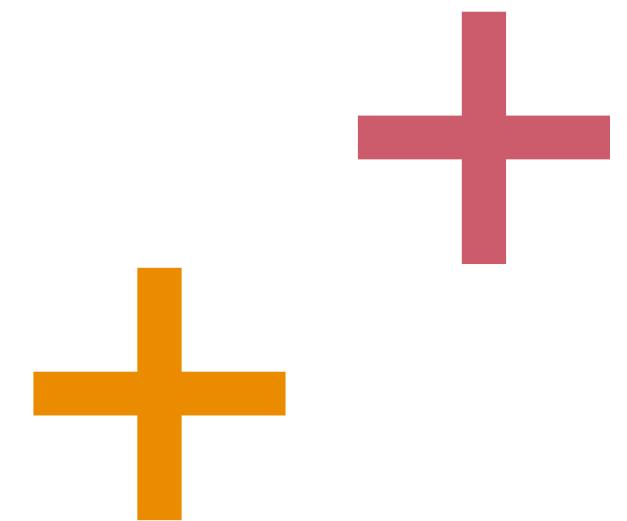


Privatization & PPPs

Assist governments and public sector clients in undertaking the appropriate model for private sector engagement to ensure success and sustainability.

Types of offerings:

- Privatization strategy
- Privatization model, process and outcome
- PPP models and deployment
- Corporatization & shared services



Contacts

**Lina Shadid**

Health Industries Lead
PwC Middle East
lina.shadid@pwc.com

**Hamish Clark**

Partner
Health System Transformation
PwC Middle East
hamish.clark@pwc.com

**Sara Barada**

Partner
Healthcare Financing
PwC Middle East
sara.barada@pwc.com

**Oussama Nicolas**

Partner
Health System Transformation
PwC Middle East
oussama.nicolas@pwc.com

**Homyar Buhariwalla**

Partner
Healthcare Transformation
Management
PwC Middle East
homyar.buhariwalla@pwc.com

**Kareem Shaheen**

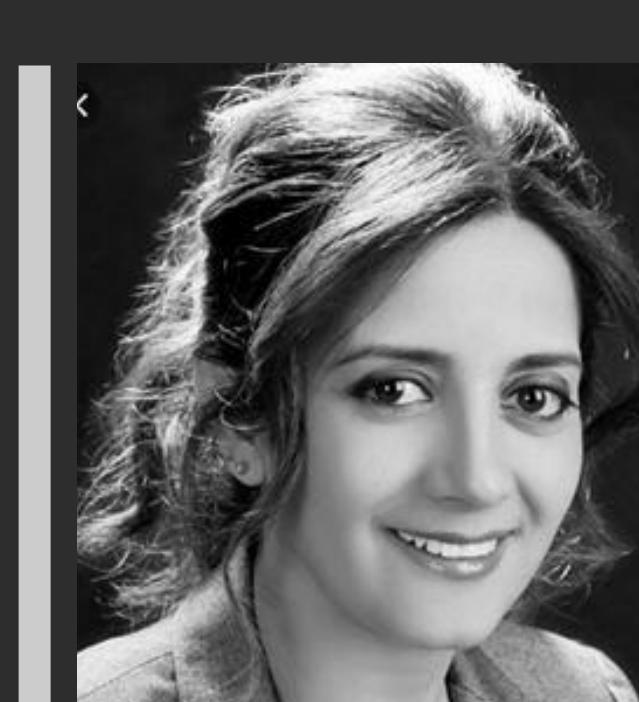
Partner
Digital Health Transformation
PwC Middle East
kareem.shaheen@pwc.com

**David Suarez**

Partner
People & Organisation Leader
PwC Middle East
david.suarez@pwc.com

**Eyad Al-Musa**

Partner
Digital Health Transformation
PwC Middle East
eyad.al-musa@pwc.com

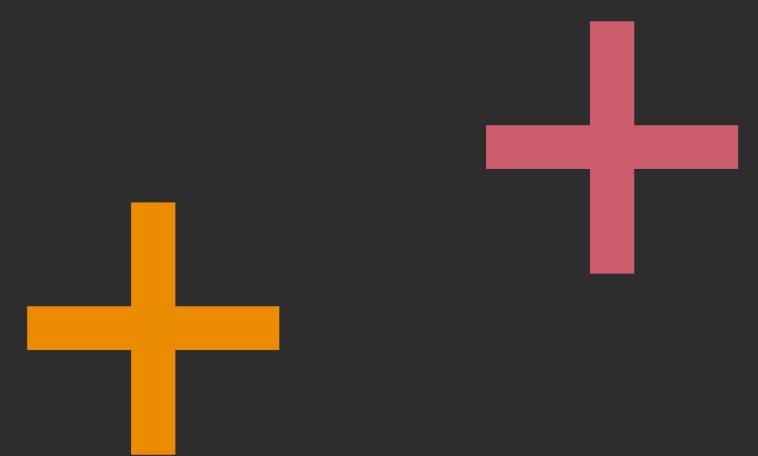
**Zeina Koubar**

Partner
Healthcare Operations
Quality and Patient Safety
PwC Middle East
zeina.koubar@pwc.com

**Tariq Beshtawi**

Partner
Digital Health Transformation
PwC Middle East
tariq.beshtawi@pwc.com





About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 155 countries with over 284,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

Established in the Middle East for 40 years, PwC has 22 offices across 12 countries in the region with around 6,000 people. (www.pwc.com/me).

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.