



**BMN GROUP**  
A Global Company for Healthcare Solutions

# Healthcare & Life Science Services - Strategic & Digital Consulting

## Middle East & Africa

Global Network | Extensive Experience | Customized Solutions

For market-driven decision making





"I am really proud of the work that we have done for our clients and how we have repeatedly played the role of a

trusted advisor."

It gives me immense pleasure to share an overview of BMN digital transformation and strategy consulting practice. I support CEOs, COOs, and CIOs in navigating technological changes, leveraging new consumption models, and implementing top technologies quickly and effectively.

As a strategic consulting firm we specialize in offering comprehensive advisory services enhanced by our AI-powered solutions, to drive growth, reduce costs, and improve patient experiences

We help our clients align their digital strategy and technology functions with business goals. Our approach ensures organizations can source, organize, and manage digital technology to meet modern demands.

At BMN we have the vision, people and leadership to help our clients succeed in becoming more technologically advanced.

Best regards,

Sanjeet Jha

Lead - BMN Healthcare and Life Science, Strategic Consulting (Digital)

# What are the questions..

## Our Services

|                                                                                                                                                                                                       |                                                                                                                                                                                                                             |                                                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>What are the latest Digital tools and technologies available in the Healthcare sector?</b></p>                 |  <p><b>What are the ways of improving clinical processes using IT?</b></p>                                                                 |  <p><b>Are our IT costs too much?</b></p>                                                                           |
|  <p><b>Are we using all the digital solutions possible to improve Operational Efficiency?</b></p>                     |  <p><b>How can we assist our physicians and specialists in clinical research and journal publications using data analytics and AI?</b></p> |  <p><b>Do we have too many IT systems doing the same thing?</b></p>                                                 |
|  <p><b>How can we leverage technologies like Data Analytics, Cloud, AI, NLP, Digital Twin, etc.</b></p>               |  <p><b>What are the ways of supporting and standardizing clinical decisions through Digital Solutions?</b></p>                             |  <p><b>How is our IT function performing compared to regional and global benchmarks?</b></p>                        |
|  <p><b>How can we capture critical data and strategically utilize all the data we generate to our advantage?</b></p> |  <p><b>Can we increase our revenue and patient retention using digital tools?</b></p>                                                     |  <p><b>How do we know that our IT function can adapt to changing priorities?</b></p>                               |
|  <p><b>How can we constantly improve Patient Experience and Outcomes?</b></p>                                       |  <p><b>How can we enhance the branding and regional/global reputation of our services, physicians and hospitals?</b></p>                 |  <p><b>Is our IT function compliant with global standards, existing and upcoming regulatory requirements?</b></p> |



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



## Data, Insights & Applied Intelligence

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



- 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 & Human Experience

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



- 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

# Our Portfolio of Solutions Covers All Angles



## 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 & vendor management



## Leadership, Culture & Organization

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



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



## Operation Improvement

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



- 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

# Our Portfolio of Solutions Covers All Angles



## 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



## Workforce Transformation

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



- 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



## Health Program Management

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



- 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

# AI Powered Solutions & Expertise to Revolutionize your Hospital Operations

## Before



Low EMR Data Analytics Adoption



Patient Satisfaction and Retention  
<50%



OPD to Lab, Rx, IPD conversion  
<30%



Lack of Support for Clinical  
Excellence through Research



Minimal Standardization of  
Clinical Procedures



Patient Adherence to Treatment  
Protocols <40%

## AI Powered Solutions



Hospital Revenue and Clinical  
Analytics Solutions



Real World Evidence (RWE) Solutions for  
Journal Publications



Clinical Decision Support -  
CDSS & DDI nudges for Doctors



Patient Care Management Apps for  
Treatment Adherence

## After



Comprehensive Data Analytics  
and Decision Dashboards



Patient Satisfaction and  
Retention > 90%



OPD to IPD, Lab, Rx, conversion  
> 70%



Excellence through Clinical Research  
& Journal Publications



CDSS powered adoption of latest &  
best Treatment Protocols



Patient Therapy/Treatment  
Adherence > 90%

# Comprehensive Strategy and Digital Transformation for a Major Healthcare Provider

## DigitalTransformation and Operational Excellence for a Public Health Institution



|                                                                                                           | Case study 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Case study 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Client Background</b> | A leading healthcare provider with multiple hospitals and clinics across the region, facing challenges in growth, operational efficiency, and patient satisfaction                                                                                                                                                                                                                                                                                                             | A public health institution struggling with high operational costs, low patient engagement, and outdated digital infrastructure                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|  <b>Core Issues</b>       | <div>Stagnant patient growth and declining revenue</div> <div>High operational costs with inefficient processes</div> <div>Poor patient experience and satisfaction scores</div> <div>Lack of digital integration across services</div>                                                                                                                                                                                                                                        | <div>High operational costs and resource inefficiencies</div> <div>Low patient engagement and satisfaction</div> <div>Outdated and fragmented digital systems</div>                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|  <b>Delivered Value</b>  | <div>1 Growth - Increased patient visits by 25% within the first year, leading to a 20% revenue boost.</div> <div>2 Cost Reduction - Achieved a 15% reduction in operational costs through process optimization.-</div> <div>3 Patient Experience - Improved patient satisfaction scores by 30% due to enhanced care and digital engagement.</div> <div>4 Operational Excellence - Enhanced staff efficiency and reduced wait times, improving overall service delivery.</div> | <div>1 Cost Reduction - Reduced operational costs by 20% through optimized resource allocation and process improvements.</div> <div>2 Patient Engagement - Enhanced patient engagement and satisfaction by 35% through improved digital touchpoints and personalized care.</div> <div>3 Operational Efficiency - Increased operational efficiency by 25%, resulting in faster service delivery and better resource management.</div> <div>4 Digital Integration - Successfully integrated digital systems, creating a seamless patient experience and improving data accuracy and accessibility.</div> |

# Comprehensive Strategy and Digital Transformation for a Major Healthcare Provider

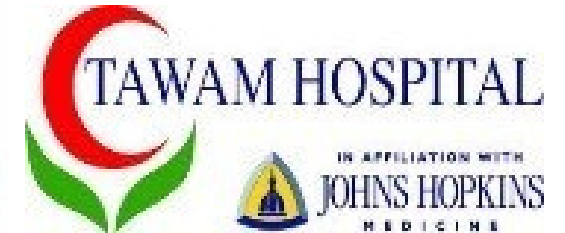
## DigitalTransformation and Operational Excellence for a Public Health Institution



|                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Case study <sup>α</sup> (PMO Implementation)                                                                                                                                                                                                                                                                                                                                                                                                  |    | Case study <sup>ε</sup> (ePMO Implementation)                                                                                                                                                                                                                                                                                                                                                     |
|    | <p>Client Background</p> <p>A leading healthcare provider with multiple hospitals and clinics across the region, facing challenges in growth, operational efficiency, and patient satisfaction</p>                                                                                                                                                                                                                                            |    | <p>Client Background</p> <p>A public health institution struggling with high operational costs, low patient engagement, and outdated digital infrastructure</p>                                                                                                                                                                                                                                   |
|    | <p>Core Issues</p> <ul style="list-style-type: none"><li>§ Misaligned projects with strategic objectives</li><li>§ Unmanaged risks and delays</li><li>§ Inefficient resource allocation</li><li>§ Limited visibility into project performance</li></ul>                                                                                                                                                                                       |    | <p>Core Issues</p> <ul style="list-style-type: none"><li>§ Misalignment with corporate strategy</li><li>§ Ineffective resource distribution</li><li>§ High risk of project failures</li><li>§ Inconsistent performance tracking and reporting</li></ul>                                                                                                                                           |
|  | <p>Delivered Value</p> <ul style="list-style-type: none"><li>§ <b>30% Increase in project success rates through strategic alignment and effective governance</b></li><li>§ <b>25% Improvement in resource utilization efficiency</b></li><li>§ <b>Enhanced Visibility and stakeholder satisfaction through regular reporting</b></li><li>§ <b>Successful Change management, ensuring smooth transitions and stakeholder buy-in.</b></li></ul> |  | <p>Delivered Value</p> <ul style="list-style-type: none"><li>§ <b>35% Increase in project alignment with strategic goals</b></li><li>§ <b>30% Reduction in project risk incidents through standardized risk management</b></li><li>§ <b>Significant Improvements in resource efficiency and allocation</b></li><li>§ <b>Greater Transparency and accountability across all projects</b></li></ul> |

# Our Successful Track-Record ...

We became the preferred choice for a range of clients in the region



# Why BMN Healthcare and Life Sciences?

## Team

- Clinicians
- Technologists
- Pharmacists
- Healthcare management
- Financial domain
- Pool of SMEs

## Achievements

- Thought leadership
- Publications, Knowledge partnerships, research articles and whitepapers across healthcare and life sciences sectors



## Experience

- 10 years of collective experience, with over 18 healthcare and life sciences experience across 6+ countries

## Access to stakeholders at 'C' level

- Payer(Public and Private)
- Providers (Private and Public)
- Regulators (DHA, DOH, MOH, MOE)
- Key Opinion Leaders
- Investors (PE/VCs)
- Developers

We are a diverse, experienced team with an aim of solving complex client problems through deep domain expertise, scientific rigor and diverse skills



**Nadeem Ashraf**

With over 18 years of experience in the healthcare industry with rich experience in strategic business consulting, hospital projects, operations & management.



**Sanjeet Jha**

With 18 years in healthcare strategy and technology advisory, His expertise in healthcare transformation and across global markets, including the UK, Europe and the Middle East. economic optimization has propelled significant advancements in patient care and digital health solutions.



**Mr. Rajan Mehta**

With over 15 years of experience in healthcare related roles, Rajan offers a unique blend of leadership, knowledge and entrepreneurial mindset. Passion for improving healthcare system and making a positive impact on patient outcome.

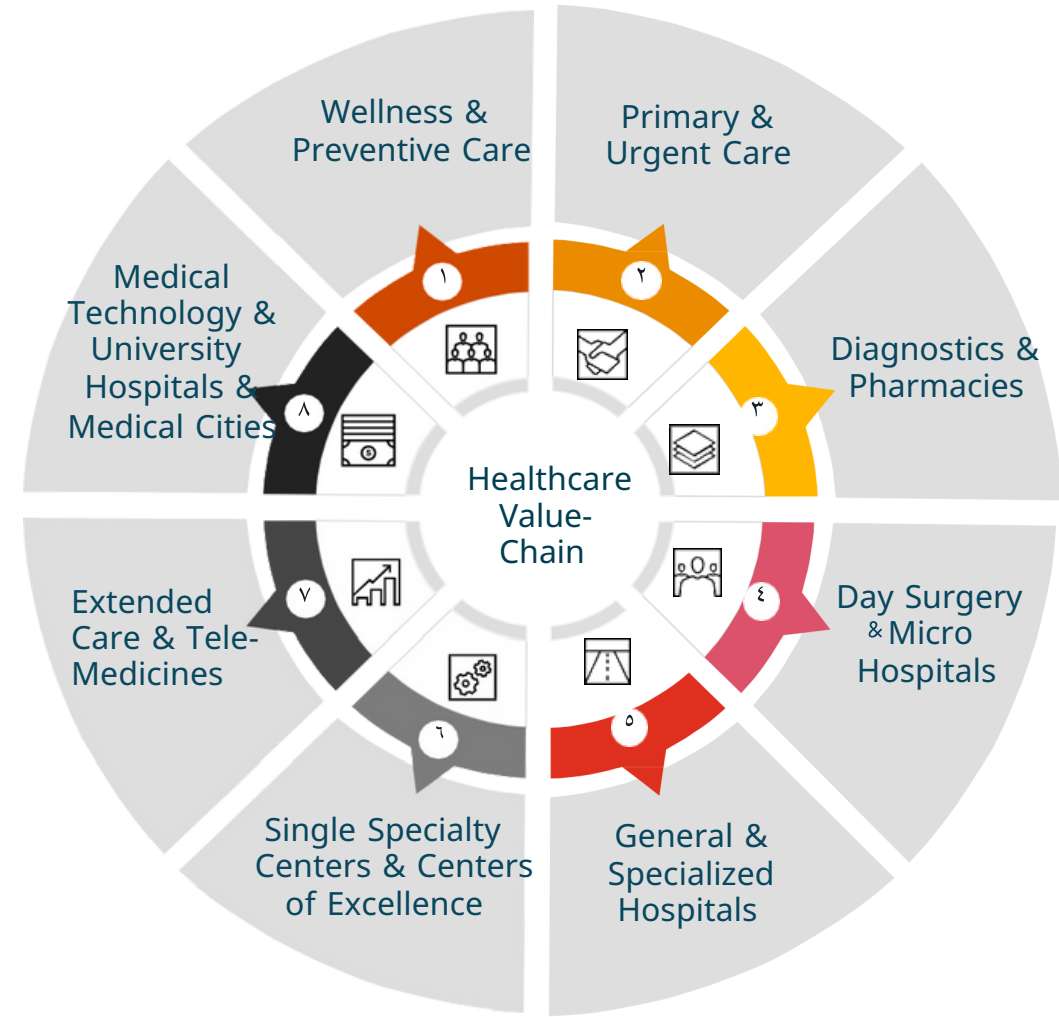
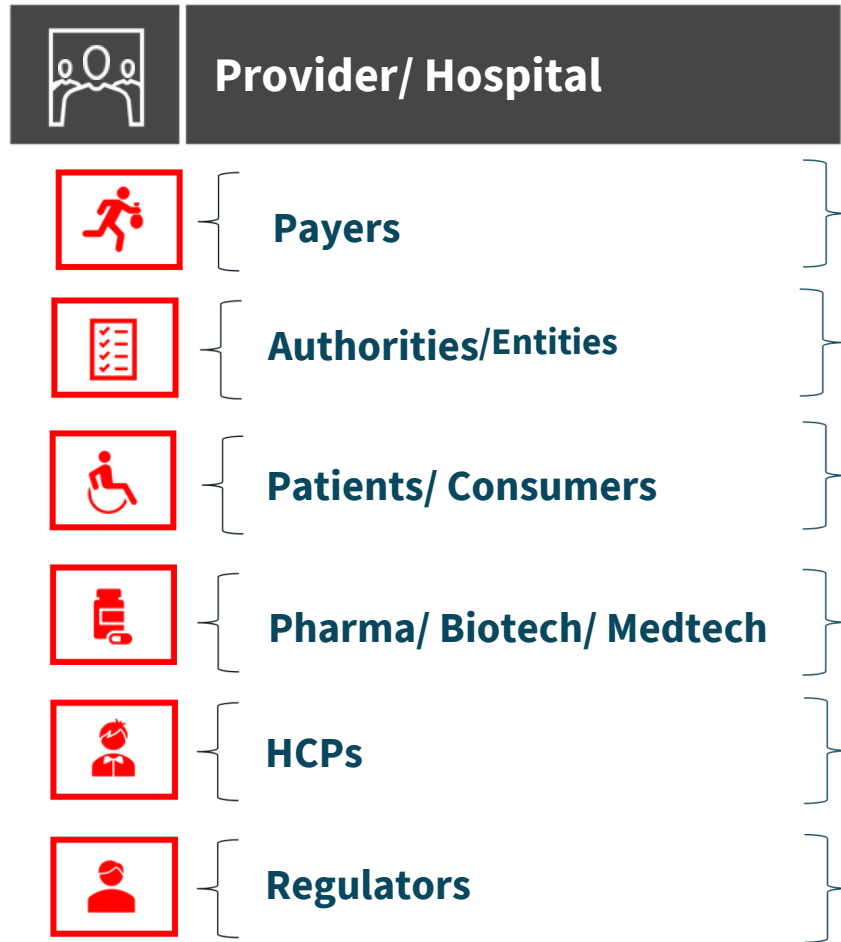


**Mr. Faisal Sheikh**

With over 5 years of experience in the GCC healthcare system, Faisal has extensive market research experience covering Middle east & Africa, ensuring 100 % support to the clients



# BMN Healthcare and Life Sciences expertise spread across the healthcare value chain including Pharma / Biotech / MedTech



# Contact Us

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