

DESIGNING EXCELLENCE  
**DELIVERING  
QUALITY**

## Company Profile



**AL ROWAD**  
INTERNATIONAL



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**01** Introduction

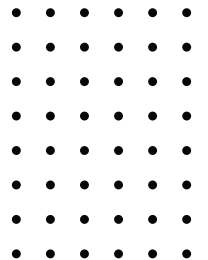
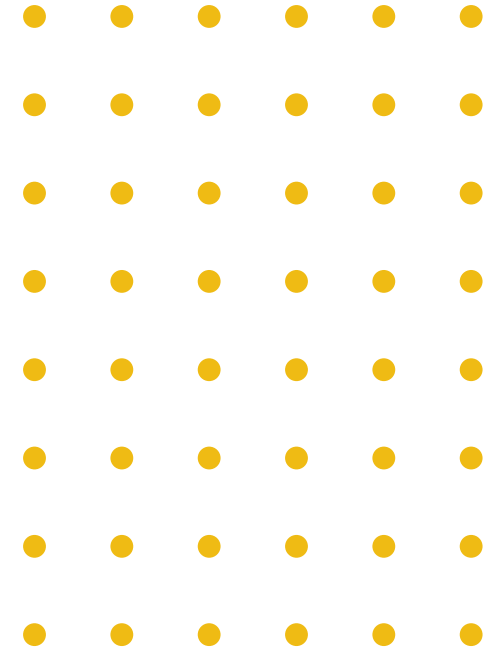
**02** Vision & Mission Statements

**03** Values

**04** **Healthcare** Services

**05** **Hospitals** Services

**06** Conclusion





## **Introduction:**

"At Al Rowad Int. Company, we are dedicated to revolutionizing the healthcare industry through our comprehensive range of services. From hospital establishment and management to cutting-edge healthcare solutions, we strive to enhance patient care, streamline operations, and empower healthcare professionals. With a commitment to excellence and innovation, we are shaping the future of healthcare, one facility at a time."



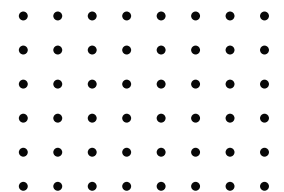


## **Vision Statement:**

"At Al Rowad International Company, we envision a future where healthcare services are seamlessly integrated and accessible to all, encompassing the diverse needs of public and private hospitals and clinics. Our aim is to be recognized as a pioneering force in providing comprehensive solutions that enhance the quality of care and efficiency of healthcare delivery. Through a commitment to innovation and collaboration, we strive to positively impact global health outcomes and empower communities to thrive."

## **Mission Statement:**

"Our mission at Al Rowad International Company is to revolutionize the healthcare industry by offering tailored solutions that address the unique challenges faced by public and private hospitals and clinics. We are dedicated to providing holistic services encompassing hospital management, facility development, and healthcare services, with a focus on innovation, integrity, and excellence. By fostering strategic partnerships and leveraging cutting-edge technologies, we aim to optimize patient care, streamline operations, and drive positive change in healthcare delivery. Our ultimate goal is to empower healthcare organizations to achieve their highest potential and make a lasting impact on the well-being of individuals and communities worldwide."



## Values:

1. **Expertise:** Demonstrating specialized knowledge and skills in providing comprehensive solutions for healthcare projects.
2. **Client-Centered Approach:** Prioritizing the needs and satisfaction of clients by offering tailored solutions and exceptional service.
3. **Quality:** Commitment to delivering high-quality services and solutions that meet regulatory standards and exceed client expectations.
4. **Efficiency:** Ensuring efficient processes and operations to optimize resource utilization and deliver timely results.
5. **Responsiveness:** Being responsive to client needs and market dynamics, adapting quickly to changes and opportunities.

## **Healthcare Services:**

### **Healthcare Consulting & Management Services**

- Market Research and Feasibility Studies
- Tender Management
- Regulatory Consulting and Management Services
- Organizational Development
- Healthcare Marketing Services

### **Healthcare Information Technology Services**

- Network Design and Implementation
- Enterprise Resource Planning (ERP) Systems
- Customer Relationship Management (CRM) Solutions
- Hospitals Management Systems
- Specialized IT Solutions for Healthcare

### **Healthcare Facility Design and Construction**

- Architectural Design
- Construction Management
- Equipment Planning and Procurement

- Facility Renovation and Expansion

### **Healthcare Logistics and Supply Chain Management**

- Transportation Management
- Temperature-Controlled Logistics
- Customs Clearance and Import Permits
- Competitive Pricing
- Efficient and Compliant Operations

## **Hospital Services:**

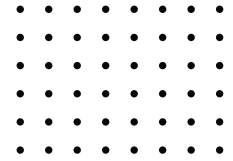
### **Hospital Establishment Services**

### **Hospital Renovation, Development, and Support Services**



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**"EVERY DAY IN THE HOSPITAL IS A TESTAMENT  
TO THE POWER OF PERSEVERANCE,  
THE STRENGTH OF THE HUMAN SPIRIT,  
AND THE BEAUTY OF COMPASSION."**



## Healthcare Services:

At Al Rowad International Company, we offer a comprehensive range of healthcare services designed to meet the diverse needs of our clients in the healthcare sector. With our expertise in design, implementation, management, consultation, advisory, analysis, and execution, we are committed to delivering tailored solutions that optimize patient care, enhance operational efficiency, and drive positive outcomes. Our holistic approach ensures that we provide end-to-end support, from strategic planning and advisory services to the execution of complex healthcare projects. Whether it's designing state-of-the-art healthcare facilities, implementing cutting-edge health information technology solutions, or providing expert clinical services, our team is dedicated to delivering excellence in every aspect of healthcare delivery.

### 1. Healthcare Consulting & Management Services:

#### - Market Research and Feasibility Studies:

Al Rowad International Company specializes in providing comprehensive market research and feasibility studies to support informed decision-making for healthcare projects. Our services cater to both existing companies and products seeking to expand their presence in the Iraqi market and international companies looking to enter the Iraqi healthcare market.

**Market Segmentation**

**Competitor Analysis**

**Demand Assessment**

**Market Statistics and Trends**

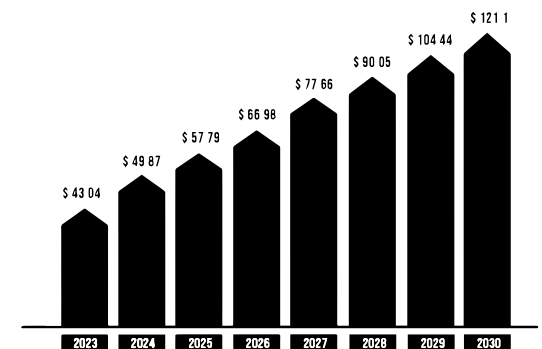
**Feasibility Studies**

**Market Entry Strategy**

**Market Opportunity Assessment**

**Local Partner Identification**

HEALTHCARE ANALYTICS MARKET SIZE, 2020 TO 2030 (USD BILLION)



**-Tender Management**

**Tender Preparation**

**Price Analysis**

**Statistical Analysis**

**Tender Processing Consultation**

**Market Access**

**Key Account Management**

**Tender Management**

**Vendor and Supplier Management**

**Risk Assessment and Mitigation**

**Performance Monitoring and Optimization**

**Comprehensive Documentation and Reporting**

**-Regulatory Consulting and Management Services**

**Regulatory Strategy Development**

**INF Product Enlisting**

**Product Registration**

**Manufacturing Site Registration**

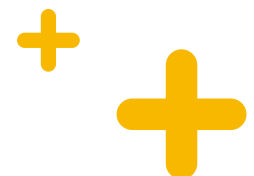
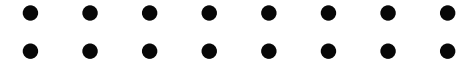
**Product Batch Release**

**-Organizational Development**

**Strategic Planning**

**Policies and Processes Development**

**Organizational Structure Development**





**Forecasting and Budgeting**

**Taxation**

**Promotion Strategies**

**Sales Planning**

**Quality Assurance**

**Team Building and Restructuring**

**- Healthcare Marketing Services:**

**Medical Events Management**

**Brand Development and Positioning**

**Promotion of Products Through Specialized Teams**

**Competitors Market Research**

**Market Opportunities and Demand**

**Digital Marketing Services**

**Patient Outreach and Engagement Campaigns**

**Physician and Referral Source Engagement**

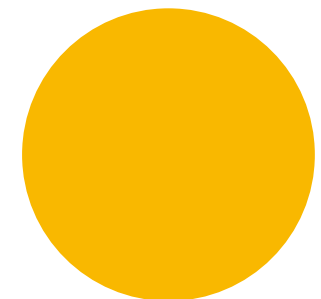
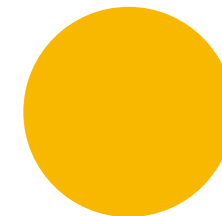
**Data Analytics and Reporting**

**Market Segmentation and Targeting**

**Performance Monitoring and Optimization**

**Patient Education Materials**

**Healthcare Content Marketing**



## 2. Healthcare Information Technology Services:

At Al Rowad International Company, we are dedicated to providing comprehensive information technology (IT) solutions tailored specifically for healthcare organizations. Our range of services includes designing and implementing networks, Enterprise Resource Planning (ERP) systems, Customer Relationship Management (CRM) solutions, hospitals management systems, and other specialized IT solutions to meet the unique needs and challenges of the healthcare industry.

### Network Design and Implementation

### Enterprise Resource Planning (ERP) Systems

### Customer Relationship Management (CRM) Solutions

### Hospitals Management Systems

### Specialized IT Solutions for Healthcare

- Electronic Health Records (EHR) Systems
- Health Information Exchange (HIE) Platforms
- Telemedicine and Telehealth Solutions
- Hospital Management Information Systems (HMIS)
- Picture Archiving and Communication Systems (PACS)

## 3. Healthcare Facility Design and Construction:

- Architectural Design
- Construction Management
- Equipment Planning and Procurement
- Facility Renovation and Expansion



#### 4. Healthcare Logistics and Supply Chain Management:

Our Healthcare Logistics and Supply Chain Management services are designed to ensure the efficient and compliant movement of pharmaceutical goods, medical supplies, equipment, and specialized care items. We specialize in managing the transportation of a wide range of products, including temperature-sensitive pharmaceuticals and laboratory equipment, using various transportation methods and terms.

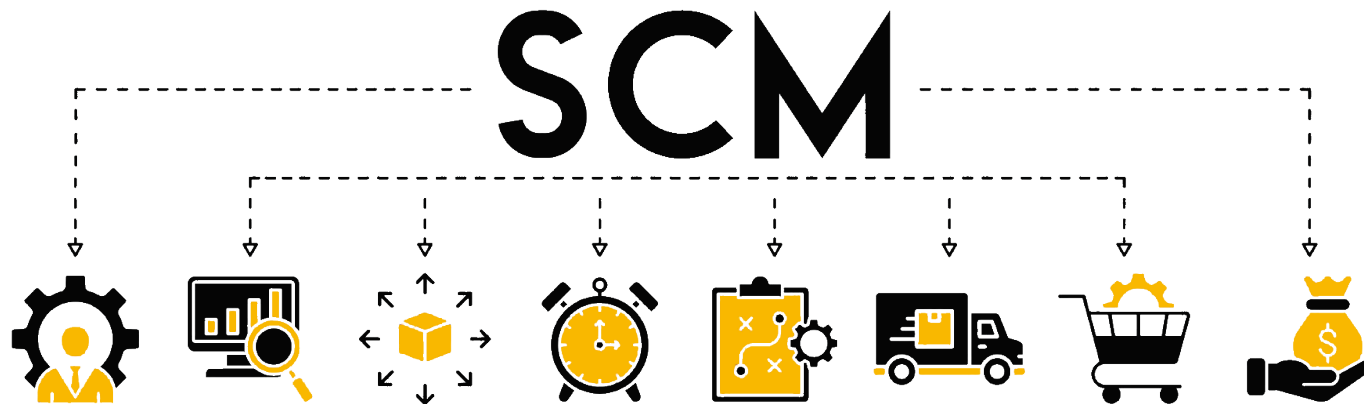
**Transportation Management**

**Temperature-Controlled Logistics**

**Customs Clearance and Import Permits**

**Competitive Pricing**

**Efficient and Compliant Operations**





# 1. Hospital Establishment Services:

## A. Hospital Feasibility Analysis

Conducting thorough studies and analyses to assess the feasibility and viability of hospital projects. This includes evaluating market demand, financial projections, and regulatory considerations to inform decision-making.

## B. Site Selection and Acquisition:

Assisting clients in identifying and acquiring suitable locations for hospital development. This involves evaluating factors such as accessibility, demographics, and zoning regulations to ensure optimal site selection.

## C. Architectural Design:

Providing innovative architectural design solutions tailored to the specific needs and requirements of healthcare facilities. This includes designing functional and aesthetically pleasing spaces that optimize patient care delivery.

## D. Interior Design:

Creating inviting and patient-centric interior environments within hospitals. This encompasses designing layouts, selecting finishes, and specifying furniture to enhance comfort, functionality, and healing.

## E. Space Planning and Optimization:

Optimizing the utilization of space within hospital facilities to maximize efficiency and workflow. This involves analyzing spatial requirements, traffic flow, and functional adjacencies to design layouts that enhance operational effectiveness.

## F. Medical Equipment Planning, Integration, and Supply:

Planning, integrating, and procuring medical equipment to support clinical operations. This includes assessing equipment needs, coordinating installations, and ensuring seamless integration into facility design.

## G. Financial Planning and Budgeting:

Providing comprehensive financial planning and budgeting services to support hospital development projects. This includes developing realistic budgets, forecasting financial performance, and optimizing resource allocation.

#### **H. Construction:**

Managing the construction process from inception to completion, ensuring quality, timeliness, and cost-effectiveness. This involves coordinating contractors, overseeing progress, and adhering to regulatory requirements.

#### **I. Project Management:**

Providing expert project management services to oversee all aspects of hospital development projects. This includes planning, scheduling, budgeting, and managing risks to ensure successful project outcomes.

#### **J. Registration and Permits:**

Facilitating the regulatory approval process for hospital projects, including obtaining necessary permits and licenses. This involves navigating regulatory requirements, submitting applications, and ensuring compliance with local regulations.

#### **K. Technology and Systems Implementation:**

Implementing cutting-edge technologies and systems to support hospital operations. This includes deploying electronic health records (EHR) systems, telemedicine platforms, and other healthcare IT solutions to enhance efficiency and patient care.

#### **L. Operational Workflow Planning:**

Optimizing operational workflows within hospitals to improve efficiency and patient outcomes. This involves analyzing processes, identifying bottlenecks, and implementing solutions to streamline operations.

#### **M. Staff Recruitment and Training:**

Assisting hospitals in recruiting and training qualified healthcare professionals. This includes sourcing candidates, conducting interviews, and providing ongoing training to ensure staff competency and retention.



## **2. Hospital Renovation, Development, and Support Services:**

### **A. Renovation and Expansion Projects:**

Undertaking renovation and expansion projects to upgrade existing facilities and accommodate evolving healthcare needs. This includes refurbishing spaces, adding new wings, and enhancing infrastructure to improve patient care delivery.

### **B. Change Management Services: Support, Facility Assessment and Management, Performance Improvement Initiatives, Facility Management and Maintenance**

Providing comprehensive support for organizational change and facility management. This includes assessing facility conditions, implementing performance improvement initiatives, and managing ongoing maintenance to ensure optimal facility operations.

### **C. Architectural and Interior Design Updates:**

Updating architectural and interior design elements to align with modern standards and enhance patient experience. This includes redesigning spaces, selecting finishes, and integrating technology to create functional and aesthetically pleasing environments.

### **D. Construction Management:**

Managing construction projects to ensure quality, timeliness, and cost-effectiveness. This includes coordinating contractors, overseeing progress, and adhering to regulatory requirements to deliver successful construction outcomes.

### **E. Medical Equipment Upgrades and Integration, Medical Equipment Supply and Procurement:**

Upgrading and integrating medical equipment to support clinical operations. This includes procuring high-quality equipment, coordinating installations, and ensuring seamless integration into facility design to enhance patient care delivery.

### **F. Technology Integration and Upgrades, Systems Solutions Implementation and Support:**

Integrating advanced technologies and implementing system solutions to enhance hospital operations. This includes deploying electronic health records (EHR) systems, telemedicine platforms, and other healthcare IT solutions to improve efficiency and patient outcomes.

### G. Operational Workflow Optimization:

Optimizing operational workflows to enhance efficiency and streamline processes. This involves analyzing workflows, identifying areas for improvement, and implementing solutions to optimize resource utilization and enhance patient care delivery.

### H. Staff Training and Development, Recruitment and Staffing Services:

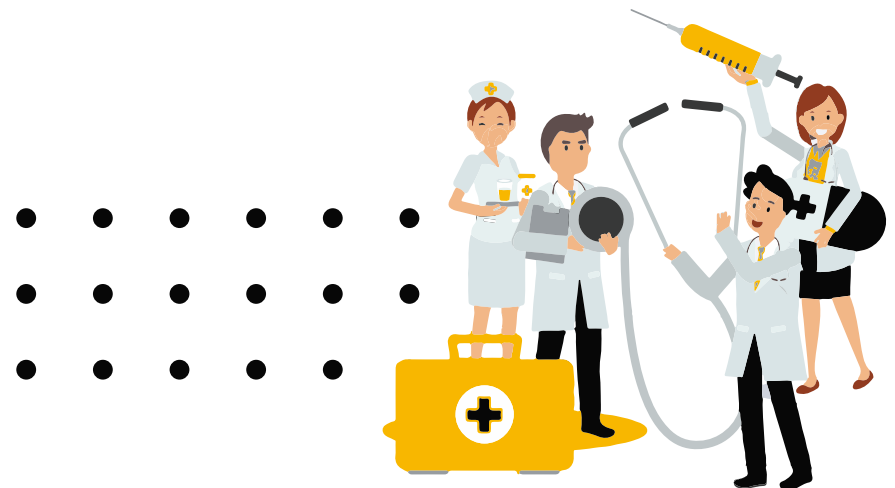
Providing training, development, and staffing solutions to ensure hospitals have qualified and competent healthcare professionals. This includes recruitment services, training programs, and ongoing support to foster a skilled workforce and promote excellence in patient care.

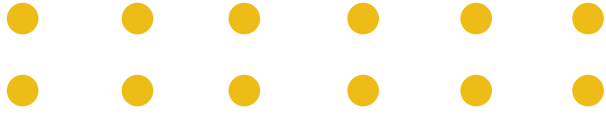
### I. Logistics and Supply Chain Management:

Managing logistics and supply chain operations to ensure timely delivery of medical supplies and equipment. This includes procurement, inventory management, and distribution to support hospital operations and optimize resource utilization.

### J. Financial Management and Billing Services:

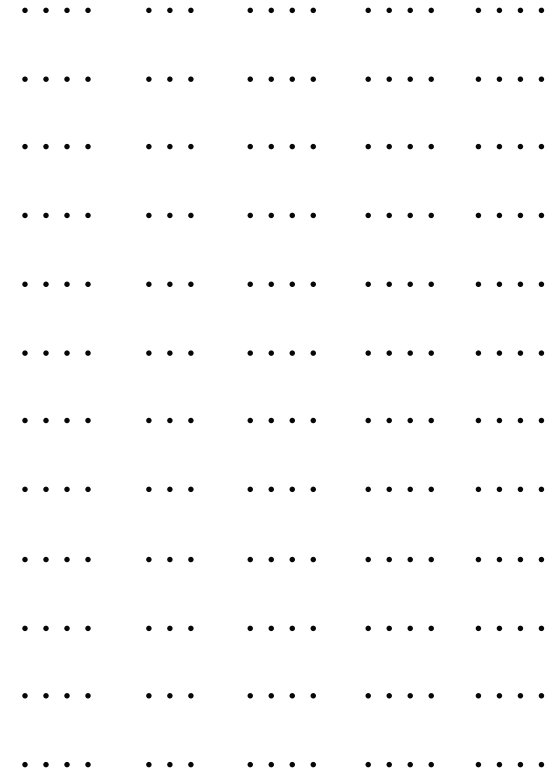
Managing financial operations and billing processes to ensure financial sustainability and compliance. This includes budgeting, revenue cycle management, and billing services to optimize revenue generation and ensure regulatory compliance.





## Conclusion:

At Al Rowad International Company, we are committed to delivering comprehensive and innovative solutions tailored to the unique needs of the healthcare sector. Our extensive range of services—from market research and regulatory strategy development to facility design, IT solutions, and logistics management—ensures that our clients can navigate the complexities of the healthcare industry with confidence. With a focus on quality, efficiency, and compliance, we strive to enhance the operational capabilities and strategic success of healthcare organizations. Partner with us to leverage our expertise and drive excellence in healthcare delivery.



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**THANK YOU**

