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BUSINESS & INVESTMENTS

Aafiya Celebrated Five Years of Good Health

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Dubai, UAE, December 13, 2018 – Aafiya Medical Billing Services LLC recently celebrated five years as a Third-Party Administrator on 6th December 2018.

Today, Aafiya continues to play an integral role in the medical insurance industry in the UAE. Since its formation, Aafiya continues to grow its global presence with 100+ nationalities served, 480 million claims processed, partnering with 10 insurance companies, and bagging 10 prestigious awards.

Aafiya's five years celebration was hosted at Le Meridien Hotel, Dubai as a grand event for all its key stakeholders to recognize the long-standing relationship and support from the industry stalwarts. The event was graced by chief guest of the event Dr Thumbay Moideen, Founder & President of the Thumbay Group, and several dignitaries from the Healthcare Industry including Insurance Companies, Medical Providers etc. The event brought in an evening of art, music and Entertainment.

Aafiya's five-year journey was celebrated with beautiful acts by magicians, talented violinists, and exceptional sand artist, Mr. Sarvam Patel presented the inspiring journey of the chief guest Dr. Thumbay Moideen as a successful businessman having grown his business empire from Dubai to different parts of the world, across 20 business sectors. The story of UAE's growth and progress was also presented by the sand artist. A group of child artists also performed in celebration showcasing key achievements of Aafiya's. A group of models performed an amazing ramp show to display the beautiful journey of Dahab.

Remembering Aafiya's initial journey, General Manager Mr Ali Zaidi said, "Back in 2016, we were flooded with a huge number of claims to be administered by a small team. We were unable to predict the volume of lives to be handled due to compulsory health insurance. We weren't sleeping and were consuming more coffee than water. It was somehow impossible to meet family and friends because of the hectic schedule and work load. And finally, after weeks of sleepless nights, we managed to be on track with much more refined and systemized business operations". Mr Zaidi expressed his gratitude to his team and supporters for showering unconditional support, patience and trust through the years.

Mr Zaidi shared that Thumbay Group was Aafiya's first client. Presenting a token of gratitude to Dr Thumbay Moideen, Mr Zaidi appreciated the support and long-lasting relation between them. Dr Thumbay Moideen congratulated Aafiya on its success and endurance to reaching this point. He praised Aafiya's newly launched service Dahab and highlighted the growth prospects in the healthcare sectors. Many stakeholders from insurance companies, medical providers, strategic consultants and other important personalities associated with Aafiya were also felicitated for their continuous support and faith. Mr Zaidi highlighted that one of Aafiya's biggest achievements was touching close to one million lives as they de-segmented the market and had serviced all sort of plans such as EBP, EBP Enhanced, SME, individuals and HNI in a very short period of time.

Since its launch, Dahab has been special and core to Aafiya's business and has been a game-changer in the insurance industry. Sharing the story behind Dahab's tagline "Beyond Just A Health Card", Mr Zaidi said he wanted to present Dahab as a passport to premium, value-added healthcare services. The idea was to empower people to be the CEO of their health. Dahab is for those who value their time and cherish quality of life.

Aafiya provides multiple channels to connect with customers and serves them in a quick and transparent way. Apart from call centers which are available 24X7, Aafiya has built a great connection with customers through Aafiya kiosk, mobile app, web chat, whatsapp and social media platforms. Aafiya has also expanded their wings to Abu Dhabi, opening their first branch office there on 30th March 2017.

Talking about Aafiya winning 10 prestigious awards in just five years of its service, Mr Zaid said, "At Aafiya, innovation has been a part of the work culture to bring out the best for the customers". Aafiya's newly launched Dahab service was nominated this year amongst top three innovative services out of 45 innovative services by Middle East Insurance Awards.

Mr Zaidi also expressed his thanks to Business Intelligence Unit, an expert team of actuaries, data and forecasting analyst. He said that because of his team they grabbed partnership with 10 Insurance Companies in such a short span of time. This vertical works on sophisticated dashboard and refined tools, supports insurance company and reinsurer in monitoring their portfolio in an efficient manner and also helps all the stakeholders to take right and unanimous decisions.

In the event, Mr Zaidi also shared his upcoming expansion plans for Aafiya in different territories namely Oman, Kuwait and India, so that by 2020 Aafiya will be expanded globally with an estimate of five different international offices.

He thanked and congratulated the whole team who have worked passionately to create the best process. Expressing his gratitude for the sponsors of the event, Mr Zaidi said “Though this year we had plenty of ups and downs and we wouldn’t have been able to rise above them without your unconditional support, patience and trust. For that I would like to thank you and express my gratitude”. The event was sponsored and co-powered by titanium sponsors Julphar Gulf Pharmaceuticals Industries. Prime Sponsors were Med Impact Arabia, Tabuk Pharmaceuticals and Right Health. The Premium Sponsors of the event were Apple Clinic, Dr. Ismail Healthcare Group, Novo Healthcare. The Healthcare Sponsors were Advance Care and Beryl Healthcare.

About Aafiya

Aafiya is a specialized integrated service provider for healthcare management. Established with the mission to facilitate comprehensive health insurance services of high-quality standards to all the sectors of the population, Aafiya is the hub which connects insurance companies, policyholders and health care providers. Aafiya is committed to patient safety and emerges as a trustworthy healthcare facilitator in the region. More information can be found on Aafiya’s website.

Over the last five years, Aafiya has celebrated many accomplishments:

CV Magazine – Aafiya wins as “Corporate Excellence Awards 2018 – Most Innovative New Service (Dahab) of the Year – 2018”

European Global Banking & Finance Award 2018 “Dahab – Most Innovative Service of the Year 2018 “

Best Health Insurance TPA Services Provider UAE 2018 at Global Banking & Finance Review

Best Health Insurance TPA Services Provider UAE 2017 at Global Banking & Finance Review

Highly Commended – Claims Management Services Provider at MENAIR Insurance Awards 2017

Best Insurance TPA Award at Global Business Outlook Awards 2016

Best Insurance TPA at IFM Awards 2016

Best Insurance TPA Award at The Banker Middle East Industry Awards 2016

Best Insurance TPA Award at The Banker Middle East Industry Awards 2015

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