

Aafiya TPA Wins 'Brand Excellence Health TPA Services UAE 2016' Award at the Finance Digest Brand of Excellence Program

The leading Dubai-based TPA services provider Aafiya has won the 'Brand Excellence Health TPA Services UAE 2016' award at the Finance Digest Brand of Excellence Program, which honors and acknowledges the business leaders and financial institutions who have achieved outstanding results and excelled within the global financial community. The award was announced by Finance Digest at London, on 10th January 2017.



Mr. Ali Zaidi
General Manager, Aafiya

Mr. Ali Zaidi, the General Manager of Aafiya TPA said that being continuously selected as the best insurance TPA at various international forums was a great achievement for Aafiya, a young but fast-growing company. "As our world-class services continue to win us laurels at the global level, we remain committed to deliver the best services for our customers, at the same time determined to make Aafiya a leader in the sector. We are constantly motivated by recognitions such as these, and they help us maintain high standards always," he said. "Considering that the UAE Vision 2021 launched by His Highness His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai has outlined healthcare as one of six national priorities, the health sector is expected to see tremendous growth. This means greater growth for the health insurance industry. We have planned our strategies accordingly," he added.

Each year, Finance Digest seeks out organizations and individuals that contribute significantly to the



convergence of economies and truly add value for all stakeholders. The brand of excellence program aims to identify and reward excellence wherever it is found in the hope to inspire others and to further improve their own.

Aafiya had also won the the 'Best Insurance TPA' award at the International Finance Magazine (IFM) Awards 2016, and the 'Best Insurance TPA Award' at The Banker Middle East Industry Awards in 2016; the second year in a row.

Following its success in Dubai and the Northern Emirates, Aafiya TPA had opened its first branch office in Abu Dhabi in March 2017, marking a significant development in the TPA sector. Elaborating on Aafiya's strategic plans, Mr. Ali Zaidi said, "We have an ambitious strategic expansion plan, according to which we will soon be opening offices in five new countries in near future: Oman, Qatar, Kuwait, Saudi Arabia and Kazakhstan."

About Aafiya

Aafiya is a third party administrator of international standards committed to patient safety and a trustworthy healthcare facilitator in the region. Bearing the name which stands for "good health", it is a specialized integrated service provider for healthcare management. Aafiya is backboned with the same values that have driven the group to its prominent stature, working hand-in-hand with its partners to achieve universal profitability aligned with quality healthcare service. Aafiya offers a complete suite of healthcare management services to meet individual client requirements as well as to provide services beyond administrative support.