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Aafiya Revolutionizing the Healthcare with digitizing healthcare services

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Aafiya, dedicated to providing the optimum customer services in the field of healthcare and improving the lifestyle of its members, has served more than 1 million extremely satisfied customers in UAE as well as expanding his presence in Oman, Kuwait, Bahrain, Egypt and India Soon. Multiple times voted as the one of the best TPA **in the UAE Healthcare Industry**, it has won many other prestigious awards for its unparalleled customer support and services.

Aafiya revolutionized health insurance with the launch of premium service "DAHAB" in 2017 that addressed discrepancies between client's healthcare requirements and their lifestyles. In a nutshell, Dahab has enabled the customers to have exclusive schemes that showered them with a plethora of benefits. From fast-track approvals, priority access, and a dedicated service team to a personalized relationship doctor, and door to door medicine delivery; Dahab has become the ultimate choice of those who desire get an access to the best healthcare in the region.

Further, Aafiya brought new dimensions of innovation in the industry with the launch of **NAYAB**– Premium loyalty card which provided exclusive service & Day to Day offers to the basic plan holders, making every customer feel special. The loyalty card gave the freedom of choice to its customers covering almost every field of life. It also has the scope of reducing the charges as the wide range of offers are now available at discounted rates.

Now, Aafiya has announced its association with "TRUDOC", with an aim to serve the community. The partnership opens up tremendous benefits for Aafiya members, in a move that harnesses innovation in telemedicine and meets the goal of prioritizing patients. Aafiya members will now have 24×7 access to highly trained doctors and wellness experts who can manage healthy, acute and chronic condition via voice and video calls, anytime, from, anywhere in the world The partnership is the outcome of understanding the significance of digitizing healthcare services in a fast-paced life, achieving growth and sustainability in the sector. The collaboration introduces an innovative and pioneering dimension, combining services to reach the largest segment of UAE's patients and, more broadly, enhance public health.

Aafiya and TRUDOC jointly launched the NEW DAHAB premium health card which will provide amazing benefits to their customers, this new collaboration is an amalgamation of unconditional customer support and healthcare. The highly trained and licensed doctors are available round the clock and practice Evidence Based Medicine through NHS International Guidelines to achieve the best clinical outcomes, to give you what you really need, and NOT what you can afford.

The official ceremony of the announcement held at **Marriott JADDAF**, Dubai, United Arab Emirates" in the presence of Guest of Honor **H.E. Suhail Mohammad Al Zarooni** chairman of **Al Zarooni Foundation** and **Suhail Al Zarooni Group of companies**. Other guests included **Mrs. Aparna Bajpai** founder of **Being She**, **Mr. Sagar Shah** Managing Director **Tornado Events**, the senior management of **TruDoc**, **Mr. Ali Zaidi** General Manager **Aafiya**, Dignitaries and Media representatives from different leading media houses. People welcomed this collaboration and showed hope in it as collaboration of two leading companies, Aafiya and TRUDOC means enhanced support and a wide range of options available to the customers

Ali Zaidi announced the motto of uncomplicating every aspect of healthcare with **DAHAB**, maintaining complete transparency in **Aafiya's** services and nobility of healthcare as Customer service is not just a department, but it is an Attitude. In fact, this commitment to customers' overall satisfaction has led it to becoming one of the best TPA in UAE. It is our commitment that inspired Aafiya to launch a new social campaign, #Togetherletsuncomplicate. Aafiya announced its launch during the event and it aims to cover various myths and problems that hinder people's path to a healthy life. It was announced in the event that this campaign would help people take up healthy habits and lead a healthy life. As the name of the campaign suggests, Aafiya wants people to know that towards a healthy approach, they aren't alone. For an overall benefit of the society the efforts have to be made collectively and that's why the campaign says, **#togetherletsuncomplicate** the complexities in life.

The event came to end with the felicitation ceremony of employees who successfully completed their valuable 5 years of service for Aafiya and Distinguished healthcare people who helped us to touch new heights by providing best services to our clients consistently. It also gave a message that Aafiya sees every employee as a partner to the success that Aafiya has been able to achieve in this short period of time.
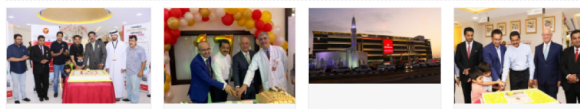
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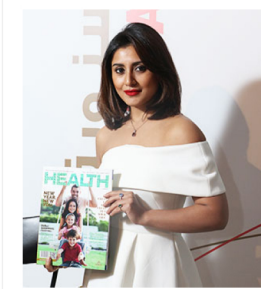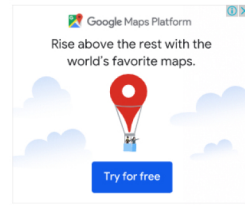
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