



BUSINESS & INVESTMENTS

AAFIYA'S NEW TECH PLATFORM TO SIMPLIFY INSURANCE APPROVAL AND EXPEDITE HEALTHCARE DELIVERY

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Aafiya's new tech platform to simplify insurance approval and expedite healthcare delivery

United Arab Emirates, January 24, 2022: In a bid to tap into the collective knowledge of partners and local experts to provide innovative solutions for current and future challenges, Aafiya TPA organized a series of events titled, 'Let's Uncomplicate by Holding Hands Together.'

The events took place in three emirates, including the participation of more than 150 audiences from over 200 facilities across Ras Al Khaimah, Ajman, Sharjah, and the final event will be conducted in Dubai soon.

Bringing the key stakeholders together on one platform to create a synergy and collaborative thought process, the event aimed to address four key messages: (a) Rebuilding the bond with partners, (b) showcasing growth roadmap in the coming year, (c) Emphasizing on strategies that will enable Aafiya to emerge as the leader in the TPA industry and (d) addressing and resolving concerns of its partners.

"We believe that feedback is the breakfast for the champions, therefore, we will be conducting more such workshops, in order to understand the gaps, work towards reinforcing the trust amongst our partners. Ahead of its time, Aafiya has decided as a part of its strategic plan for the year 2022 to invest and develop in Machine Learning technology – it's a powerful tool that holds the potential to revolutionize the entire gamut of business. Moreover, we have significantly boosted our resources and time on streamlining our member journey by integrating various tools like Fresh desk for CRM, QLIK Sense for Business Analytics, enhancement of our Mobile App, constant updates on our in-built Reiaya portal," said Mr. Ali Zaidi, General Manager of Aafiya.

He further stated that the four pillars of reform, going forward, will be stepping-up technology, boosting development in analytics, creating a robust mechanism that streamlines business practices, and moving towards digitization. The event was graced by Mr. Fareed Lutfi, Advisory Board Member of Aafiya TPA, as the chief guest, as well as Nabil Z. Al Shanawani, Assistant General Manager – Life & Medical, Al Buhaira National Insurance, who were facilitated by Mr. Zaidi.

"As we move ahead in our journey in 2022, we bring plenty of new offerings to create a worthy connect between the key stakeholders to bring the necessary transformation in the healthcare management sector. Today's event aimed to delve deeper into building relationships, recognizing best practices, and exploring opportunities technology and its offshoots have to offer in the coming times," Mr. Zaidi concluded.

About Aafiya TPA

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 together 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.