

# Aafiya Launches World's First 24k Gold 'Dahab' Card on its 5th Anniversary

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**The first 24k gold Dahab card was presented to Dr. Thumbay Moideen, Founder President of Thumbay Group**

Aafiya Insurance Services, the leading specialized integrated service provider for healthcare management celebrated the completion of its 5th year of operations at a grand event in Le Meridien Hotel, Dubai on 6th December 2018. Dr. Thumbay Moideen, Founder President of Dubai-based global conglomerate Thumbay Group was the chief guest of the event. Also present was Mr. Akbar Moideen Thumbay – Vice President of Thumbay Group's Healthcare Division, as well as leading personalities from the insurance and healthcare industries.

The highlight of the event was the unveiling of the world's first 24k gold insurance card by Aafiya. The first card in the golden 'Dahab' series was presented to Dr. Thumbay Moideen. The event also included a special demonstration of the unique and superior qualities of 'Dahab', the most innovative service of Aafiya which provides premium value-added healthcare services.

Launched in December 2017, Dahab was introduced by Aafiya with the aim of keeping its cardholders in line with their lifestyles by ensuring them that their healthcare is delivered the best way locally and internationally. The Dahab card offers instant registration and activation services, fast transaction approvals, smooth payment, priority access to Dahab network provider, suggestion and feedback from its members, personal care for elite members, healthcare provided instantly through its application and WhatsApp for faster solutions from the customer service team.

Addressing the gathering, Dr. Thumbay Moideen congratulated Aafiya on its successful and sustainable growth, and complimented the brand for coming up with the innovative 'Dahab' service. He presented awards of appreciation to several prominent personalities from the insurance and healthcare industries, who were being felicitated for their long-standing association with and support to Aafiya during the past five years.

Speaking at the event, Mr. Ali Zaidi- General Manager of Aafiya recounted Aafiya's success story, explaining how the company overcame challenges to emerge as a leading name in the insurance industry. The 5th anniversary celebrations included cultural performances, magic show, violinists' performances etc. 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.



### **About Aafiya:**

Aafiya is a specialized integrated service provider for healthcare management, whose name stands for "good health". The company was established in November 2013, with the mission to revolutionize the healthcare process and facilitate comprehensive health

insurance services of high-quality standards to all the sectors of the population. Aafiya is a platform that connects insurance companies, medical providers (hospitals, clinics, and pharmacies), regulatory bodies (DHA/HAAD) and policy holders to make the healthcare process more convenient.

Aafiya is committed to providing high quality services in the areas of risk management, claims management, provider network, analytical services, policy administration, market research, international medical assistance, personalized services, relationship doctors and case management.

Aafiya has received a number of awards, including:

- Brand Excellence Health TPA Services UAE 2016 award at the “Finance Digest” Brand of Excellence Program Awards.
- Best Insurance TPA award at the International Finance Magazine (IFM) Awards 2016
- Best Insurance TPA award at Global Business Outlook Awards 2016
- Best Insurance TPA award at The Banker Middle East Industry Awards for both 2015 and 2016.
- Highly Commended Claims Management Services Provider at MENAIR Insurance Awards 2017.
- Best Health Insurance TPA Services Provider UAE 2018 at the Global Banking & Finance Review
- Most Innovative New Service of the Year 2018 (for ‘Dahab’ service) at the Corporate Excellence Awards 2018 of CV Magazine
- Most Innovative Service of the Year 2018 (for ‘Dahab’ service) at the European Global Banking & Finance Award 2018



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