# **Business Model**

HMG has the experience, expertise and culture to deliver the highest standard of modern healthcare in the Kingdom and throughout the region. Across our vast network of medical facilities and services, pharmacies, advanced laboratories, software and medical technology businesses, we push the boundaries of innovation and customer experience to serve our patients and the larger community and create sustainable value for all our stakeholders. We have obtained a proven track record of sustained organic growth by delivering on our high standards of quality of care and expertise to our patients.

> An integrated model of care built for outstanding patient experience and outcomes

# **Our Key Strengths**

#### **Forefront of Technology** and Innovation

Leader in implementing latest medical technology, including Al and robotics

552m HMG app interactions

**19** applications and systems designed in-house

#### **Trusted Brand in Prime Locations**

Leading healthcare operator in Saudi Arabia

**6m+** patients across the region

60+ sub-specialties across 25 medical facilities

#### **Deep Expertise and Strong Partnerships**

Deeply established partnerships with insurance companies, suppliers, government entities and international experts

Advanced expertise in medical technology, clinical engineering and Revenue Cycle Management (RCM)

40+ in-house-developed hospital information systems (VIDA) implemented in Ministry of Health (MOH) facilities

#### **Market-leading Experience and Continuous Development**

**10+** years' management experience with HMG

**59%** of physicians from Western and Saudi Boards

500+ CME training hours completed

Partnerships with national and international universities

#### Leading Medical Knowledge and Excellence

**3,500+** physicians with average 15+ years' experience

60+ national and international accreditations and awards including HIMSS EMRAM Stage 7, ISQua EEA and EFOM

**First and only** private healthcare provider in KSA publishing peerreviewed quarterly medical journal

## What we do

#### **Modern Facilities and Comprehensive Services**

- We offer patients integrated healthcare services at prime locations through our clinics, inpatient services, centers of excellence and on-site emergency services, as well as virtually. Our facilities are equipped with cutting-edge technology and serviced by experienced medical practitioners.
- We are bringing care "closer to home" through our various medical centers, and to your doorstep with Live Care telehealth solutions, home healthcare, rapid response teams (RRT) and remote monitoring.
- We offer a wide range of products that are easily accessible at our pharmacies – located alongside our facilities - and virtually, through our HMG and e-Pharmacy app with delivery services. We also provide comprehensive advanced medical laboratory testing services in our hospitals, as well as collection of samples from patients' premises.

#### **Innovative Healthcare Solutions**

- As innovation is key to improving people's lives, we engage in partnerships with public and private institutions to extend our digital service offerings. We continuously strive to bring the best global practices to our day-to-day business.
- We provide applications and systems for our medical facilities that have been developed through our subsidiary company, Cloud Solutions, and roll out tailor-made solutions for other healthcare providers.
- Our Flow Medical Company, subsidiary company, manages sophisticated medical equipment, while our Taswyat subsidiary company provides complete end-to-end healthcare RCM services.

- exceeding 700,000 sgm.
- We also provide services for the

### **Invest in our People and Communities**

- and serve our patients

28



#### **Design, Develop and Operate**

• We have integrated solutions for project development, ranging from planning, designing and project management to construction and furnishing of medical facilities. Our dedicated team of experienced engineers ensure our projects meet the highest standards of guality and functionality. Over the years, we have successfully designed, developed and executed 25 medical facilities, collectively totaling a built-up area

management and operation of medical facilities, deployment of staff and other medical advisory services.

 Since HMG was established, we have been a magnet for top quality talent from across the Kingdom and the world. We work hard each day to attract, develop, engage and retain outstanding talent at every level of our organization to power our business

• We have always made it a priority to give back to the communities where we operate, both as an organization and as individuals. We partner, sponsor and support a wide variety of initiatives and events to strengthen the bonds between HMG and the communities we serve.



Achieve our Goals

#### **Patient and Customer Centricity** for Exceptional Outcomes and Experience

We develop and adhere to global best practices to ensure patient safety, clinical results and best-in-class patient and customer experience.

#### **Integrated Patient-centered System**

We offer integrated healthcare services across the full care continuum, which ensures a closed-loop service delivery of physical and virtual care around the patient.

#### **Efficient and Effective**

We focus on implementing the latest technologies with best practices of value engineering to enhance operational efficiency.

#### **Sound Risk Management**

We manage risk exposure by devising proactive mitigation strategies in line with our risk management framework.

#### **Resilience and Adaptability**

As a result of the dynamic business environment, we ensure that we position ourselves to effectively respond to market opportunities and evolving business needs in an efficient manner.

