

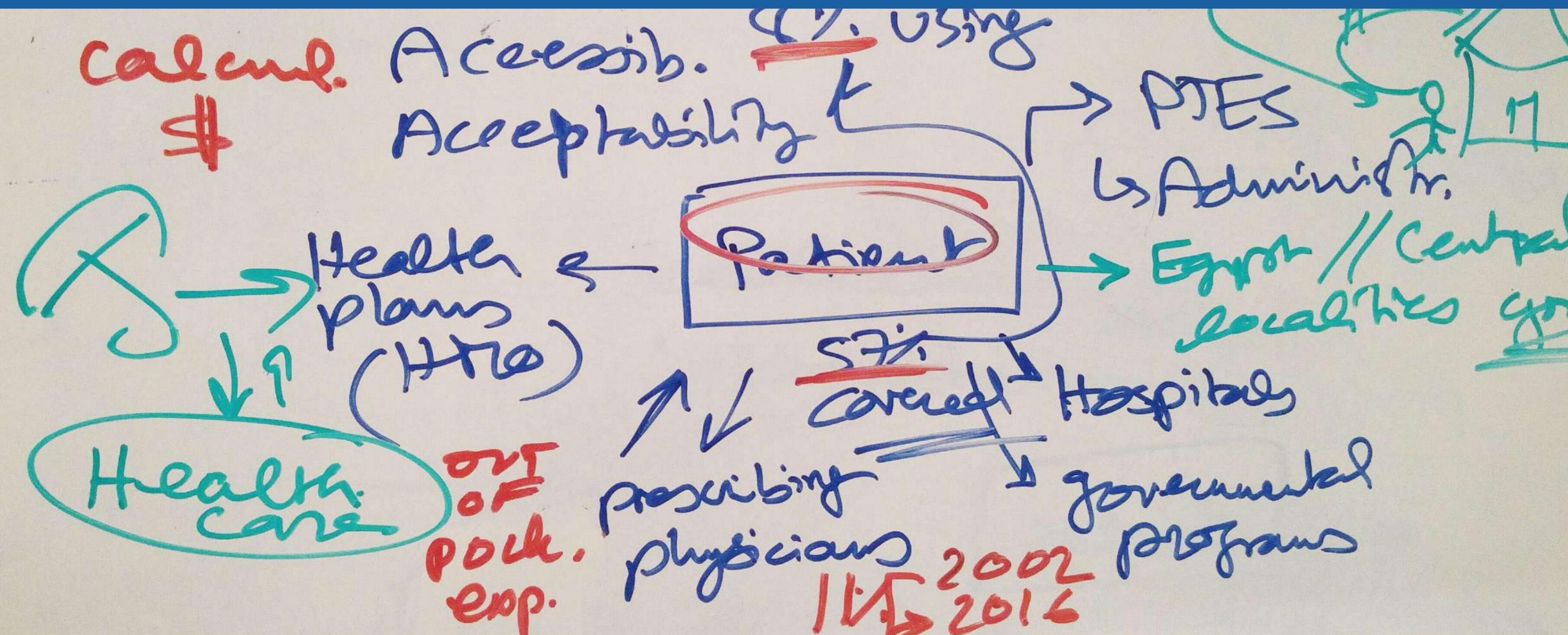


Shamseya
for Innovative Community
Healthcare Solutions



**INNOVATIVE HEALTH
INTERVENTIONS THAT PUT
PEOPLE FRONT AND CENTER**

WE BELIEVE IN PEOPLE



Shamseya is a **problem solver** to challenges facing healthcare.

With a specific focus on healthcare systems in the Middle East and North Africa region; Shamseya recognizes that patients not only need to be supported with their recovery but also **empowered** to understand how to navigate and improve their healthcare systems.

This is why we founded Shamseya - to find innovative healthcare solutions that put people front and center.

Learn how Shamseya has created programs that improve the quality, accessibility, effectiveness and affordability of healthcare services provided to people in Egypt, the region and beyond.

OUR TEAM

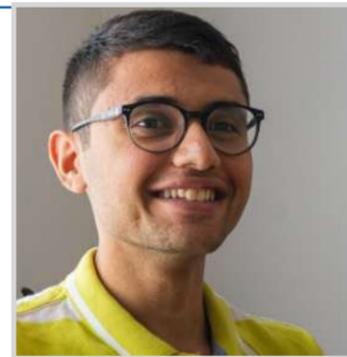
ALAA EL TONY

Healthcare services quality and accreditation officer
Expert in Health Systems Management & National Insurance policies



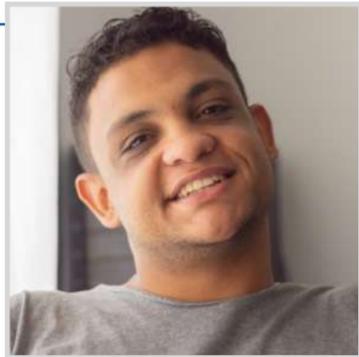
NAGUI SALAMA

Advocacy & Social Development Researcher
Specialized in health, employment & education



KARIM TAREK

Research & Data collection officer
Expert in data analysis and research tools creation



DALIA ADEL

Field work & project manager.
Expert in youth empowerment and community mobilization



NIHAL NAYER

Human Resources Manager
Expert in Project Management



MAHMOUD ADEL

Back-end software developer



AYMAN SABAE

Chief Executive Officer & Co-founder
Expert in International Health Systems Management, Right to Health and Healthcare Total Quality management
Obama Foundation Fellow 2019



DANIEL LOUIS

Chief Operations Officer "COO" & Co-founder
Expert in social accountability and community mobilization in healthcare
Ashoka Fellow 2016



LAILA EL SHEIKH

Business Development Officer
Expert in global health & relationship management



SALMA GHONEIM

Front-end developer
Expert in technical blogging



MAHA AMIN

Healthcare quality and accreditation officer
Expert in healthcare management



SHADY ELHADARY

Tele-Doctor
Triage and Mystery Patients Officer



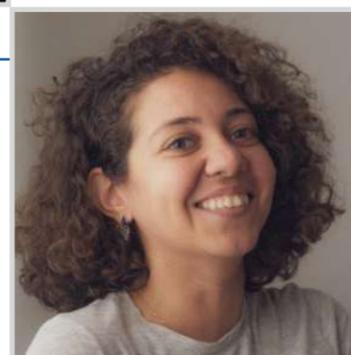
SAYED GAMAL

Accountant, Data Validation officer
Expert in Data Processing



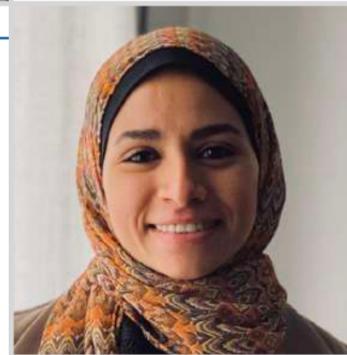
NESMA AMIN

Technology manager
Expert in technical project and product management.



SARA ELSHAFEY

Health Facilities Manager
Expert in healthcare quality and accreditation

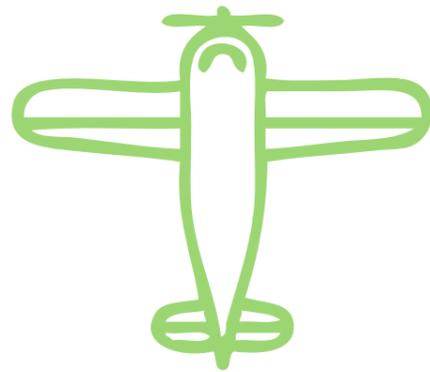


REMONDA AMOUN

Graphic Designer
Expert in data visualization

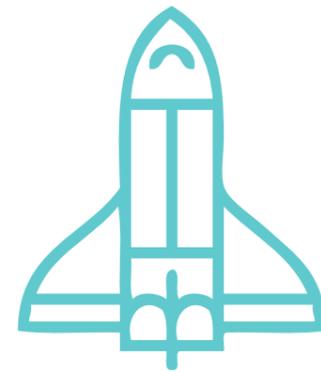


In addition we have a growing team of over 450 field workers and community volunteers around Egypt and Tunisia.



**IMPACT
WE HAVE LEAD**

eghospitals.com - 6
Development Solutions - 8
Mateegy Neshoof - 9
Geldy El Aziz - 9



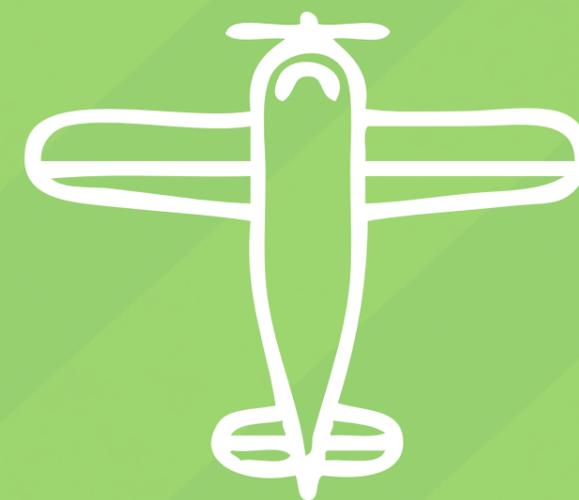
**SOLUTIONS
WE ARE DELIVERING**

El Nase7 - 10
Healthcare in Tataouine - 11
Youth Friendly Services - 11
COVID-19 Interventions - 12
Mystery Patients - 13
Tele-Doctors - 13



**INNOVATION
WE ARE DEVELOPING**

Women Friendly Services - 14
Ideas Lab - 15
Clinical Trials - 16
Youth Health Hackathon - 16
Access to Medicine - 16
End of Life Care - 16



IMPACT
WE HAVE LED



eghospitals.com

A better healthcare system for all starts with true citizen participation. It is a matter of education and empowerment.

Eghospitals.com informs and empowers real people from local communities.

This unique web portal serves as a tool for the community to monitor hospital service quality.

Shamseya has created a patient-centered hospital assessment tool. Our team of experts trains local community members to assess hospitals in their own communities.

By publishing scores and assessments of hospitals online, Eghospitals.com enables patients to make an informed decision when choosing a hospital.

Eghospitals.com not only helps identify challenges and measure hospitals performance, but also enables communities to hold service providers accountable for quality improvement.

By training and giving local people a voice and the right tools, entire communities get to benefit.

“

As a woman working in civil society, I'm seen by my community as a leader. However, I feel truly empowered when real, positive change happens in healthcare services provision as a result of my work as a local leader in eghospitals.com.

”



NAGAH HASHEM, Coordinator of Community Assessors in Qena



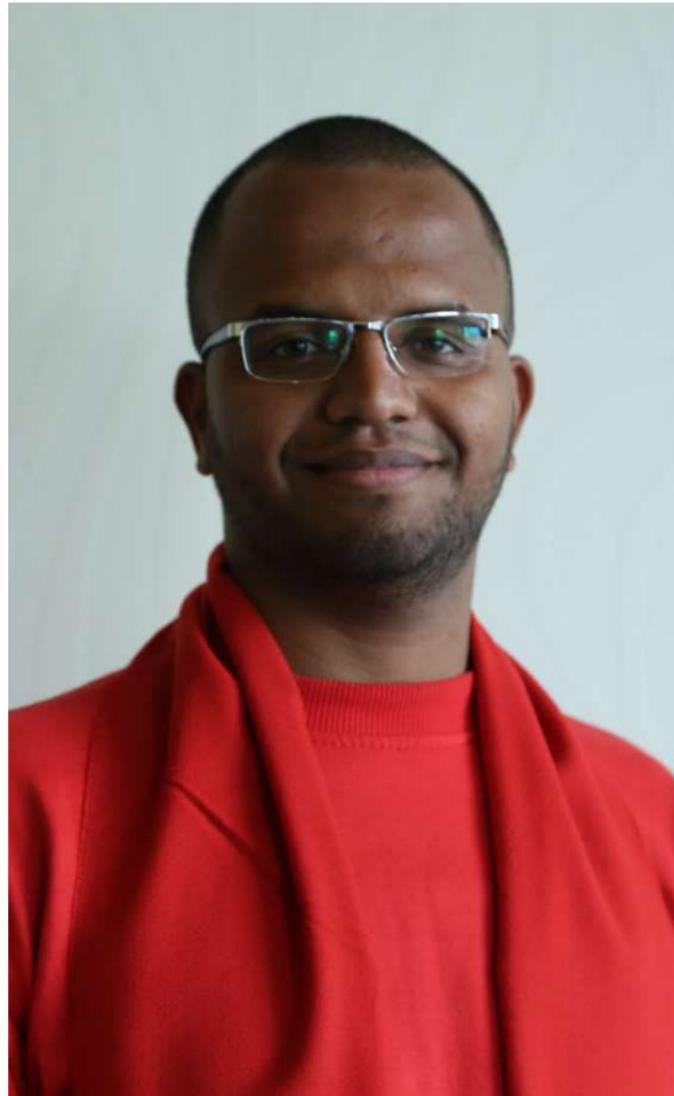
HOW EGHOSPITALS.COM MAKES AN IMPACT: ABOU SIMBEL YOUTH & THEIR HOSPITAL

Mohamed Yehia is a young resident of Abou Simbel, a remote area in the far south of Egypt. He wanted to make a difference in his community, so he joined the eghospitals.com team.

The Abou Simbel hospital is the only one serving this remote area. After he participated in its community assessment, he learned that it lags in a number of aspects, in particular, patients with chronic renal failure had to travel 360 km to Aswan, 2 to 3 times a week for their regular renal dialysis.

The team presented the eghospitals.com data to parliamentarians and executives. A member in the parliament's health committee communicated the findings to the Minister of Health who directed the needed resources and equipment to the hospital, including 6 hemodialysis units.

This made a long-lasting impact in the daily lives of many families in Mohamed's community and constitutes the accountability cycle we aim at.



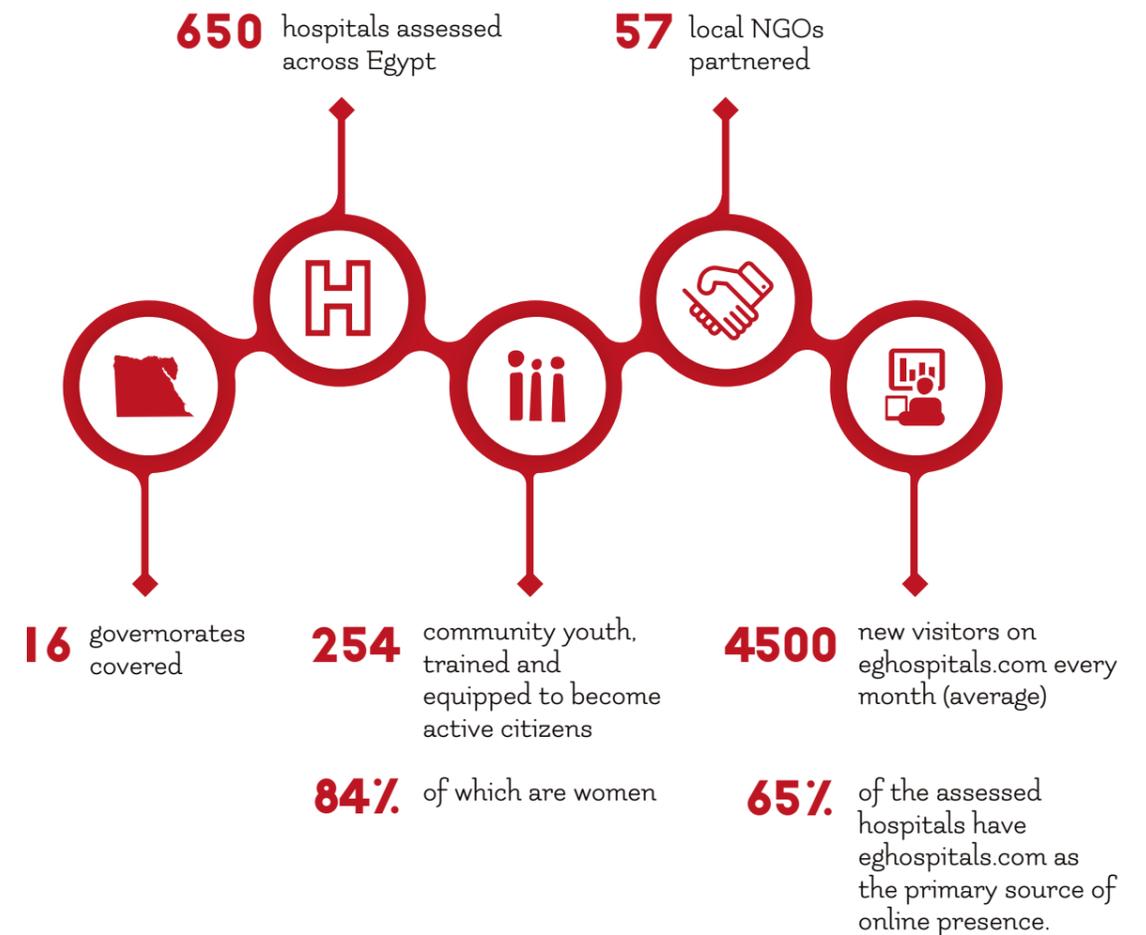
MOHAMED YEHA, Community Assessors from the Aswan team



The Abou Simbel Hospital



Till November 2019





DEVELOPMENT SOLUTIONS

Shamseya believes in the transformative power of upper led, bottom fed solutions. This is why we work closely with key organizations and governmental entities.

Our goal is to have our proven models and solutions well embedded in the work of the government and development agencies in a way that is positively affecting healthcare decisions and policies.

The services we provide in consultancies include:

- NGOs Management
- Community Mobilization
- Complete program design, management and implementation
- CSR and community health improvement intervention.
- Research and fieldwork initiatives.

“

On the ground fieldwork is at the core of our development consultancies. When we develop solutions, we work hand in hand with target communities and are guided by their needs and expectations. I utilize the different expertise of the Shamseya team to implement an inclusive, integrated solution that truly responds to the community.

The goal is to develop a sustainable business model for each solution that makes it capable of maintaining a sustainable impact.

”

DALIA ADEL, Fieldwork Manager - LAILA EL SHEIKH, Business Development Officer



AWARENESS, EARLY DETECTION AND SERVICES PROVISION:

HEALTH PROMOTION WITH PEOPLE AT THE CORE

Mateegy Neshoof aimed at building awareness about common eye diseases and offering comprehensive eye health services in target areas in Qalyoubeya with a particular focus on early detection of vision defects among children.

For this, the "Community Eye Leaders" model was created. Local community members were trained and equipped with an early detection toolkit they can use on anyone, anywhere and refer those requiring further investigation to a designated local clinic.



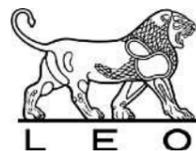
- 190** EYE HEALTH LEADERS
- 2986** EXAMINED (35% CHILDREN)
- 145** PROVIDED WITH GLASSES
- 205** PROVIDED MEDICATIONS
- 76** REFERRED FOR SURGERIES

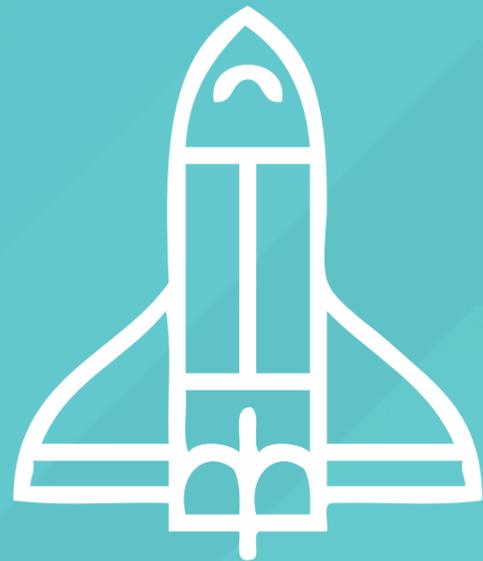
The **Geldy El Aziz** field project was designed to raise awareness on skin health, present skin diseases and provide treatment options to residents in inaccessible target villages in Gharbia and Menia.

Through town-hall meetings and mobile clinics, Shamseya lead a team of community leaders to offer services never offered in these communities and that were designed to last.



- 690** PATIENTS EXAMINED
- 96** FOLLOW-UP CASES
- 305** PARTICIPANTS IN THE TOWN-HALL MEETINGS





SOLUTIONS WE ARE DELIVERING

Healthcare System Navigation Service



الناسح

More than 80% of Egyptians enrolled in the health insurance scheme do not utilize the healthcare services they are entitled to. They either do not know, do not trust in the service quality or get lost in the bureaucracy.



Shamseya is changing that through “El Nase7”, a phone assistance service that guides patients on how to best benefit from the Egyptian healthcare system, based on their coverage, capabilities, needs and location.

Results from our first patients served are simply striking: People receiving costly healthcare services, surgeries or treatment they could not afford out-of-pocket, through insurance and service provision schemes they did not know exists.

FROM EGYPTIAN HOSPITALS TO TUNISIAN YOUTH:

TAKING THE COMMUNITY ASSESSMENT MODEL REGIONALLY

In response to the public's outcry about accessibility to healthcare services in the region of Tataouine, Shamseya has mobilized its models and expertise to provide civil society, donors and decision-makers with a full community-lead diagnosis and solutions to improve services provided in this challenging area through a strong partnership with **International Alert** in Tunisia.*



تقييم مجتمعي للخدمات الصحية العمومية بولاية تطاوين:

تشخيص و بدائل



المشروع النموذجي
لتشخيص خدمات الصحة
المقدمة للشباب



Our second project with **International Alert** is a dedicated social accountability tool to deliver a "Youth Friendly Services" label for facilities in 3 target regions in Tunisia. Young local leaders created dedicated standards and indicators for this novel community assessment tool then proceeded in evaluating health units, hospitals, pharmacies, labs and even gyms using Shamseya's signature, youth-lead "Mystery Patient" model.

We are taking this model to the next level with implementation extending to Egypt and Lebanon.

We are also working on the next level of this model through our new "Women Friendly Services" project taking place in 2020.

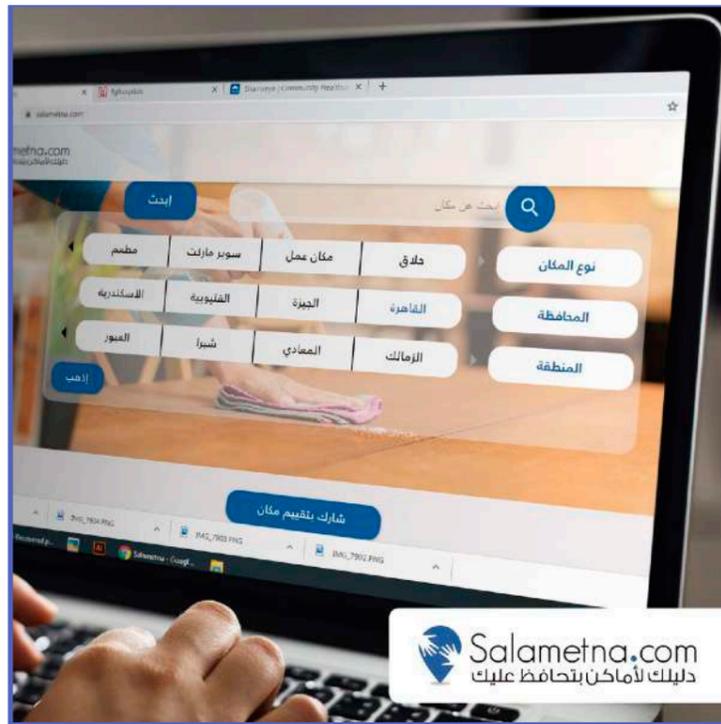
* Read more about this comprehensive report, its recommendations and the work of our partner "International Alert's work in Tunisia and the world on international-alert.org



Shamseya fighting the spread of COVID - 19 pandemic



The [Salametna.com](https://www.salametna.com) platform is one of our new interventions focusing on reducing the risk of infections among the COVID-19 pandemic. Starting in Egypt with expansion taking place in Tunisia, this platform allows users of any public facilities to evaluate the infection control measures implemented, holding managers accountable and engaging the local communities in the efforts to flatten the curve and protect themselves.

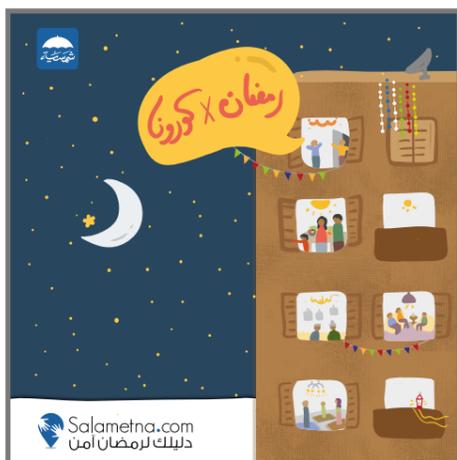


In support of Tunisian doctors, Shamseya created a unique platform to enable peer learning and communication between young doctors with limited trainings serving remote areas and specialized consultants and university professors from different specialities. A simple, mobile friendly tool that enables equitable access to the best medical advice available at a click of a button.



100 مصري

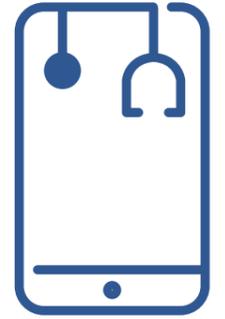
"100 Egyptians" is a unique project that merges a continuous cohort study with a public mobilization campaign. As a follow-up to a quantitative research covering 460 participations. Our research team selected 100 Egyptians from different demographic variants, to provide us with daily answers on awareness, attitudes and behaviours towards the pandemic in an agile, responsive way that provides us with regular data.



We have mobilized our teams to present an around the clock navigation and support service that enables people to navigate their concerns and healthcare needs, COVID related or not. Also, our dedicated awareness and outreach tools have been used in Egypt, Saudi Arabic and around the region, to offer unique information for people during Ramadan.



Tele Doctor Services



Shamseya believes that the patient's voice is an integral part of the healthcare decision making process. Yet, the healthcare market lacks proper, scientific and relevant data collection tools when healthcare facilities do not have reliable tools to assess patient experiences, patients find a way to voice their concerns, whether through negative social media reviews or word of mouth. This is why we offer the "Mystery Patients" service.

Mystery Patients measure the way services are provided right now, through the eyes of real patients, comparing and reacting in a transparent way that enables you to study patients experiences and truly address the issues that matter the most to them.

We recruits patients from your existing database. After receiving the service, we collect their full input, analyze it and present it with a periodic report. The entire process is discrete and happens without any of your staff knowing who is evaluating them.

Shamseya strives to increase accessibility in healthcare.

This is why we created our unique Tele-doctors services.

The Tele-doctor services enable your facility to become the first and main contact point your patients seek for healthcare services.

Through the Emergency Response hotline, our Tele-doctors respond to the needs of patients in case of emergency, carrying out the needed triage following Schmitt-Thompson protocols, directing them to the correct medical behavior, and guiding them with the first aid required, sending a doctor for a home visit, or putting them in touch with the most suitable and nearest hospital if needed.

Our team of Tele-doctors are also trained to provide patients following services, measuring patient satisfaction and managing patients complaints.

WOMEN FRIENDLY HEALTH SERVICES



INNOVATION
WE ARE
DEVELOPING

There are multiple factors that contribute to women not seeking healthcare services. These factors include the scarcity of equipped healthcare facilities, lack of information provided to women on where to seek help in a women friendly space, and the fear and stigma associated with seeking services specially pertaining to reproductive health.

Against this background, Shamseya is developing the "Women Friendly Services" project. The aim is to increase the number of medical facilities in Egypt that offer women friendly services while providing women with a platform that can inform them of the facilities that are providing services that are acceptable to them.

Shamseya, alongside its partners, is creating a set of criteria that medical facilities will be assessed on, based on how women-friendly they are.

This information will feed into an online platform where women-friendly facilities are listed.

Also, a reform pilot process will be carried out in a selected facility, turning it into a "Women Friendly" one. The process followed will be documented in a dedicated guidebook and will be used to support other facilities to meet these standards and obtain the "Women-Friendly" label.



IDEAS LAB



Shamseya
for Innovative Community
Healthcare Solutions

The ideas lab is where ideas and notions develop into action. Our team gathers weekly to introduce, analyze and discuss concepts from every perspective and see if it can be taken further.



AFRICA TECH

NESMA AMIN, Technology Manager

AYMAN SABAE, CEO



IDEAS LAB



Industry-sponsored clinical drug trials in Egypt:
**ETHICAL QUESTIONS
IN A CHALLENGING CONTEXT**



This pivotal research work on the conditions of Industry-Sponsored Clinical Drug Trials in Egypt paved the way for a public mobilization and advocacy work. This work aims at creating a legal framework that ensures such trials are conducted in a way that supports research and protects vulnerable patients from exploitation. This report provided the framework for the **new law for clinical trials** passed by the Egyptian Parliament and was directly quoted in the law's introduction.

A competition to find solutions for challenges facing sexual reproductive health in conservative communities of Assuit and Beni Sweif.

A challenge to design and implement solutions for youth, by youth where **63 local teams** competed for the chance to present their work to key players in the development field and for the opportunity to turn these projects into implementation with the support of the UNFPA.

هاكاثون صحة الشباب
فئة الشباب
وعملنا الشباب ٢٠١٩

مقترح مبتكر لحل مشكلات الصحة الانجابية والجنسية من الشباب في مجتمعات أسيوط وبني سويف

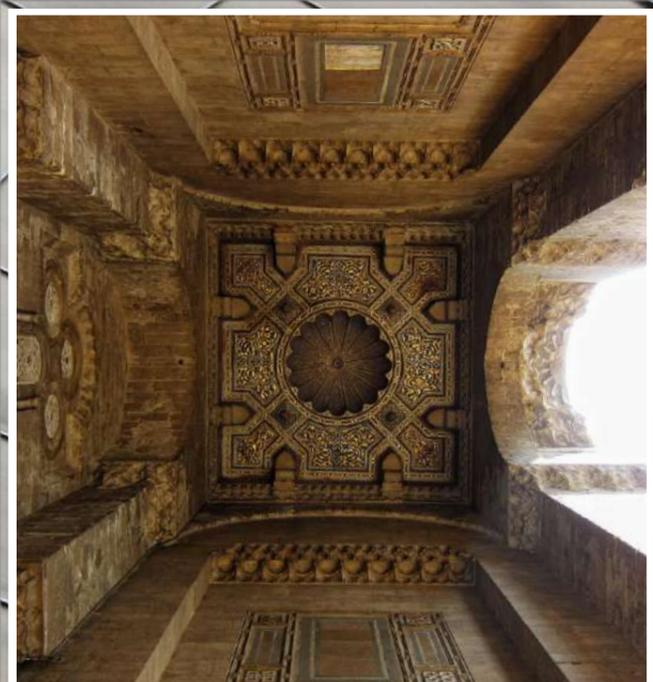
هاكاثون صحة الشباب الهدف منها تحفيز ابتكارات الشباب ومواهبهم ومساعدتهم في حل بعض القضايا الأكثر أهمية في مجال الصحة الانجابية والجنسية وزيادة فرص الوصول إلى خدمات الصحة الجنسية والإنجابية للشباب في مصر.



In Egypt, the end-of-life phase in person's life predominantly include prolonged, suffering, excessive cost and uncertainty to both patients and families. Most people are not familiar with the care options that preserve their dignity and individuality of people. Shifting to improving quality of life instead of just the number of lived days entails planning, information and provision of a holistic approach to health that puts the emphasis on a notion unknown to most: **The right to a Healthy Death.**

Access to medicine is a highly complicated problem that is inherent to the Egyptian healthcare scene. Policies related to pricing, supply chains management and intellectual property rights add to the complexity of this challenge.

At Shamseya, a specialized team is being formed to develop and implement a breakthrough solution that would provide a sustainable, comprehensive solution to our patients throughout the country.



**Avoidable pain as a local crisis
End-of-Life Care in Egypt**



CLIENTS

Participatory Development Program in Urban Areas - GIZ
Oxfam - UK
Bostan Diagnostic Eye Center "BDEC"
Rowad Corrective Center "RCC"
Alfa Scope
Tabibi 24/7
NADA Foundation for Safer Egyptian Roads
UNFPA - Egypt
AXA - Egypt
LEO Pharma

ACADEMIC PARTNERS

Management Center Innsbruck "MCI"
Cairo University - Palliative Care Unit
Universiteit Hasselt
Lancaster University - Palliative Care
New Giza University

FELLOWSHIPS

Ashoka
Etijah - Pioneers of Egypt Program
Synergos
Obama Foundation
Salzburg Global Seminar

DONORS / GRANTS / AWARDS

International Anti-Corruption Conference "IACC"
Transparency International
World Health Organization - East Mediterranean Regional Office
United Kingdom Foreign and Commonwealth Office
Vivatech 2019
The Salwa Sabae Initiative
Mr. Reda Sabae

PARTNER ORGANIZATIONS

The Egyptian Medical Students' Organization "EMSA"
Public Eye - Switzerland
The Egyptian Initiative for Personal Rights "EIPR"
International Alert - Tunisia
Friedrich-Ebert Stiftung - Egypt Office
E-Seed
Josaab Foundation
Health 2.0 Cairo
Flying Disc Invasion
Magrabi Foundation

COMMUNITY BASED PARTNER ORGANIZATIONS

جمعية الحياة الأفضل للتنمية والتدريب
الجمعية المصرية للدفاع الاجتماعي
جمعية الجزيرة
جمعية تنمية المجتمع بالفشن
جمعية الاخلاص القبطية للتنمية بالفشن
مؤسسة شباب التحرير
جمعية التحدي
مؤسسة إعمار مصر
مؤسسة ميدان الجنوب للإعلام والتنمية
جمعية خير مصر للتنمية والتدريب
جمعية السلام الخيرية
جمعية نور الحياة
الجمعية النسائية للمستقبل والتنمية
جمعية القصواء لتنمية المجتمع
جمعية أهل بلدي الخيرية
جمعية الإمام للتنمية والثقافة
الجمعية العامة لحقوق الانسان
جمعية التنمية الشاملة والتعليم المستمر
مؤسسة هاجر لتنمية المجتمع
جمعية رعاية المرضى بنصر النوبة
جمعية المدينة المنورة لتنمية المجتمع
جمعية تنمية المجتمع بالجعافرة
جمعية العطاء الخيرية
الجمعية المصرية لدعم الخدمات الاجتماعية بالجلابية
جمعية المستقبل للتنمية ورعاية الأسر بنبي واصل
جمعية المستقبل لتنمية المجتمع بسفلاق
جمعية اضاءة
جمعية الابتكار

جمعية المجتمع الخيري الاسلامي
جمعية بدر لتنمية المجتمع المحلى بالطوايل الشرقية والغربية
جمعية الصفا لتنمية المجتمع
جمعية بلدى لتنمية المجتمع
جمعية الحور العين
الجمعية المصرية لدعم التنمية البشرية بسوهاج
جمعية تنمية المجتمع والخدمات العامة بالمراغة
جمعية قلوب الخير للتنمية بجهينة
جمعية النور للمكفوفين وذوى الاعاقه
جمعية اجيال المستقبل بالمعنى
الجمعية المصرية لتنظيم الاسره فرع قنا
الجمعية النسائية لتنمية المرأة بالبارود
جمعية تنمية المجتمع بكوم الضبع
جمعية غصن الزيتون لتنمية المجتمع بجزيره الدوم
جمعية الصحوة
جمعية الجيزويت والفرير
جمعية اصدقاء مصابي فيروس C و HIV
جمعية نصر أكتوبر
مركز دينامكس للتدريب والاستشارات
جمعية خير دمياط
مركز زيتونة لحقوق الطفل ودعم المرأة
جمعية كفالة اليتيم براس البر
جمعية أمي للحقوق والتنمية
ملتقى تنمية المرأة
جمعية الصعيد للتربية والتنمية
جمعية ذات لتنمية المجتمع

NOTHING ABOUT US

WITHOUT US





Shamseya

for Innovative Community
Healthcare Solutions

Shamseya for Innovative Community Healthcare Solutions

Address: 37, Mobtadayan st, apartment 1006, Sayeda Zeinab,
11461, Cairo, Egypt

Email address: info@shamseya.org

Phone: +02 2795 9796

Website: shamseya.org