

We Care Company - Healthcare Consultancy and Business Management Division

CONFIDENTIAL

COMPANY PROFILE

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1. Company Profile

We Care Company - Healthcare Management and Consultancy Division provides multiple services in the Healthcare Domain throughout the MENA Region, and the USA. **We Care Company - Healthcare Management and Consultancy Division** is an entity promoting Education, Training and Development along with Healthcare Business Consultancy office operations for its clients. **We Care Company - Healthcare Management and Consultancy Division** staff has the capabilities and possess the expertise and skills in a range of methodologies, metrics, workflow processes, procedures and tools in addition to their technology and domain knowledge.

We Care Company - Healthcare Management and Consultancy Division is formed to transform and integrate Education, Healthcare Revenue Management and Healthcare Facilities Management business. The Company has started with TOP executives who are highly qualified with sound business acumen. They come to this Region with extensive Education in the Healthcare Domain in their backgrounds. They possess strong technical skills having a collective experience of over 40 (forty) years. At **We Care Healthcare Management Consultancy Company**, client's satisfaction and convenience are the top of our goals.

The company has achieved a series of successful Training, Revenue Management and Big Data projects in a short span of its early development. The elevated quality and the reliability of services at **We Care Company - Healthcare Management and Consultancy Division** in Training and Development with Healthcare Management Solutions gives a periphery above the rest to our clients.

At **We Care Company - Healthcare Management and Consultancy Division** we focus on keeping the Vision of the Company in mind to shape and motivate our intact work strength. Our client's top the priority chart of every employee of the organization. Our corporate commitment to integrity gives our staff the courage to do what is compliant, correct, and with expedience. The pursuit of excellence creates an energized, innovative climate.

As **Revenue Management, Auditing and CDI Training** have become the forefront of every clients focus in the Healthcare Domain; **We Care Company - Healthcare Management and Consultancy Division** provides services that range from collecting, sorting and coding patient documents, filing insurance claims, compiling and analyzing reports from insurers, following up on denials or payments that are less than the claim and collecting payments from patients.

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We are fully conversant with the commonly used medical billing software, and we have excellent skills to ensure smooth communication with insurers and third-party payers. In particular, we do the following for our medical billing clients:

- Provide a clean verification and registration process, which is the key for clean claims, which in turn ensures faster payments. We therefore regard registration as the backbone of medical billing, and we help doctors' offices collect accurate patient personal and insurance information and verify patient's insurance one day or even one hour before the appointment;
- Enable the Healthcare Facility to inform the patient about his or her liability even before the claim is billed to insurance, such that the doctor's office can collect payment upfront. This, in turn, will increase the patient payment percentage of the total revenue and also reduce the cost of patient billing;
- Increase the clean-claim percentage, reduce rejections and denials, and also reduce or eliminate items in accounts receivable, all through this billing process (in other words, clean registration process);
- Use our recommended billing software that has integrated EHR or EMR, which is very easy to handle for the physician and makes documentation of services a breeze. The software also has code and eligibility edits which ensure more than 95% of claims transmission in the first go;
- Use certified medical coders to validate all the coded charges to ensure they are in line with insurance claim guidelines, such as local coverage determinations, medical necessity requirements, and appropriate usage of global modifiers, and also to update physicians on coding changes that happen every year;
- Ensure insurance claims are transmitted to the payers every day, including secondary electronic claims, and as a result, increase cash flow on a regular basis;
- Follow up on any insurance claims that have gone unpaid for more than thirty days and ensure payment. Our method of one-touch resolution involves an initial evaluation, a detailed analysis and immediate action on the unpaid claim, which in turn often results in immediate payment and leaves no claim in accounts receivables;
- Efficiently negotiate a better fee schedule with the insurance companies and accordingly increase the doctor's revenue;
- Manage the Denials in a Timely Manner.
- Training the Physicians on Clinical Documentation based on their Specialty.
- Keep our clients informed on updates in healthcare and billing norms from AHIMA, AAPC, CMS or any other body actively participating with healthcare bodies like HBMA, MGMA, etc.

2. EXECUTIVE MANAGEMENT BIO's:

Aisha Al Ajmi Chief Executive Officer
(BSc, CMRT, BST, CT, MRI, MIS, BLS)

Presenting a Kuwaiti Entrepreneur with an extensive medical background.

Aisha is a “Kuwaiti Entrepreneur” with an extensive medical background whose interests are in the Clinical and Professional Medical Sector. She works to develop health care domains, while providing expertise and competencies in various areas of the Healthcare field.

She won the award for “BEST IDEA” in the Hadafi Program for Women Entrepreneurs. This program, which was sponsored by the Ministry of State for Youth, in keenness to empower young people and translate their ideas and works into successful commercial projects that contribute to economic growth in society and achieving sustainable development, indicating that the “My Target” program in which the Ministry cooperates with Activity Events and Potential Corporation are interested in promoting career opportunities in the Middle East and North Africa.

She holds a CERTIFICATE OF EXCELLENCE and a MEDAL OF EXCELLENCE and the Entrepreneurial Diploma provided by the Entrepreneur Academy in the Kuwait Chamber of Industry and Commerce. This program was organized by the Abdulaziz Hamad Al-Saqr Center for Development in alignment with the Kuwait Chamber of Industry and Commerce along with the National Fund for the Care and Development of Small and Medium Enterprises, and the Kuwait Foundation for the Advancement of Science as well as the International License Organization-Entrepreneurial EBCL in the European Union based in Austria.

She also holds a CREATIVE MEDAL in a program, sponsored by the Arab Planning Institute in Kuwait for preparing and evaluating Feasibility Studies.

She is a Certified Auditor for the ISO26000 Social Responsibility Standard Implementation



Paula M. Hall ABA, AHA GM and Chief Operations Officer
(LVN, RMC, CPC-C, CPC-H, PMCC, CHE, PMC, CBCS, CPAR/CPAT, CHQM, CDIS)

Experienced USA-Trained Clinician with an international history working with Physicians and healthcare staff on Medical Coding, Revenue Cycle Management, Revenue Recovery, Big Data Analytics Specialist; Auditing and Pre-Accreditations for Healthcare Facilities.

A Healthcare Industry Expert who is also a holder of multiple credentials along with Six Sigma Green Belt with a specialty in Lean Six Sigma in Healthcare. She has 30+ years of experience in Facilities Management and Operations, designing Healthcare Management Programs, including Strategy, Processes, and Data Analytics for various delivery models. She is also adept at developing Client Internal Processes, Management of Audits and IT Systems.

Besides the management of Hospitals and Clinics, she is a Certified Trainer with extensive background in Best Practices and International Standards.

She has been involved in Global and International Operations in Healthcare Management since the early 2000's.

She has management multiple Consultancy Projects throughout the Middle East Region for the past 10 years.

3. IT and Infrastructure

IT and Infrastructure investments ensure the best possible infrastructure to serve our clients with state-of-the-art reliability, security, and speed. We are implementing a world class 1000 mbps network, with all of the best components such as IBM servers, and Cisco switches, firewalls, routers and IP phones. In particular, we will use the latest Cisco ASA firewall for protecting data and systems from internet vulnerabilities. Our servers will be equipped with RAID (redundant array of

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independent disks) for additional security. Even more reliability and protection will be provided by a Linux environment throughout our offices, as well as redundant 2 mbps lease lines, and multiple power backups, including two UPS systems and a massive, sound controlled diesel generator that can power the entire building for as long as needed.

Security access control are provided for all areas of the building, such that no one is able to enter any floor or project area without being specifically authorized to do so, and without using a custom made electronic access card. As part of our regular office management procedures, we periodically back up all of the data to a back-up server and an external storage system.

4. HIPAA Compliance

We Care Company - Healthcare Management and Consultancy Division's medical billing team has an advantage over other medical billing companies in the UAE. **We Care Company - Healthcare Management and Consultancy Division** understands HIPAA better than anyone else in the business. Our legal team has been in the forefront with in-depth research on HIPAA compliance issues, especially after the changes made to the HIPAA law pursuant to The Health Information Technology for Economic and Clinical Health Act ("the HITECH Act"), in 2009.

The HITECH Act has made HIPAA compliance more challenging than ever before, especially for those in medical support businesses like medical billing service providers. At **We Care Company - Healthcare Management and Consultancy Division**, we have analyzed the changes at a micro level and know exactly what it takes to be HIPAA compliant under the current state of the law.

We Care Company - Healthcare Management and Consultancy Division medical billing division ensures privacy of all electronic protected health information ("EPHI") it receives. **We Care Company - Healthcare Management and Consultancy Division** has the requisite infrastructure, and its workforce is adequately trained to be in compliance with the latest changes to the HIPAA law. First Practice Medical Billing and Practice

Management Company's HIPAA compliance policies are in tune with the security standards laid down by HIPAA for the protection of EPHI. (To ensure additional security measures, Health Systems, work direct from the client Web-Based systems.) It is the Client responsibility to manage these measures from their facility, with their IT Team.

In particular **We Care Company - Healthcare Management and Consultancy Division** HIPAA compliance policy provides as follows:

- EPHI is accessible only by authorized personnel and is safeguarded from unauthorized physical access, tampering and theft;
- The EPHI it receives is governed by a HIPAA compliant data backup and disaster recovery plan;

- The receipt and removal of hardware and electronic media that contain EPHI; and the movement of these items within the facility are governed by HIPAA compliant policies and procedures;
- EPHI is encrypted when transmitted; direct into the Client FTP.
- The EPHI is accessed on computer systems that automatically log off after 10 minutes of inactivity, and which do not permit use of personal email accounts or non-work-related websites, and which are protected from intrusion by secure firewalls;
- Our workforce is not allowed to utilize any electronic device including pen drives, compact discs, or cell phones that have cameras or blue tooth connectivity into their work premises.
- Security access control is provided for all areas of the building, such that no one is able to enter any floor or project area without being specifically authorized to do so.
- Every employee is governed by a Non-Disclosure Agreement and is trained by a American Standards in HIPAA Compliance and Security official who is also responsible for the development and implementation of policies and procedures required to ensure HIPAA compliance.
- We have a Certified HIPAA Compliance Officer from the USA.

5. Service Offerings

Strategies and Analytics

- Healthcare Market Research.
- Hospital Information Systems (HIS).
Implementation of Health Information Systems; Training Staff on Internal Workflow Processes
- Healthcare Facility Organization and Strategic Planning.
Assisting Investors with setting up a Healthcare Facility and providing Strategies for sustainability.
- Fraud Detection methods through complex analysis.
Benchmarking and Trending of Medical Claims (Pre and Post) Submission
- Gap Analysis – Workflows and Systems
- Risk Assessments – Hospitals and Clinics (Operational Audits)
- Feasibility Studies and Marketing Studies
- Medical Practice Development and Management



- Hospital and Clinic Restructuring
- Change Management
- Patient Care Delivery Systems Development
- Accreditations – ISO, JCI Preparations, Quality Standards Implementation.
(We are not providers of the above; we only prepare the facilities to meet Accreditation Standards.)

Practice Management – Hospitals and Clinics

- Provider/Payer - Contract Management.
Mediators for negotiating Tariffs and Contracts between Payers and Providers
- Identifying Revenue Opportunities.
- Benchmarking and Trending – Medical Coding.
- Hospital and Physician Billing.
- Revenue Cycle Management.
Front Office to Back Office and post Discharge (Analytics and Reports Management)
- Medical Coding – ICD10-CM, ICD10-AM, HCPCS, CPT, PCS.
- Medical Claims Audits (Provider).
- Medical Claims Audits (Payer).
- Medical Records Audits.
- Risk Assessments – Departmental.
- AR and Insurance Claims Reconciliation (Revenue vs Contract).
- Denials Management of submitted Claims.
- Staff Management (Production and Analysis).
- Medical Billing Reviews – Documentation Processes (Data Analytics).
- Patient Experience Optimization – Providers.
- Big Data – Data Analysis and Project Management (Guidance and Implementation).

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Training Services – Physicians, Nurses, Insurance Staff

- Clinical Documentation Improvement
- Medical Terminology; Anatomy and Physiology
- Fraud and Waste Management

Blended Sessions (Online and Face to Face)
Formal and Informal Workshops and Training Sessions***

*****Formal – Tailored Workshops with American Certifications**

*****Informal – Training Sessions, Team Development, Communication Development**

TELEMEDICINE: The We Care Company will start with a fundamental launch and implementation whereas, we start with an initial level or phase for **TELEMEDICINE CONSULTATIONS** which could be done either Online, On-site or via Videoconference. In the Launch Phase, we will implement Online and/or On-Site (Clinic/Hospital) before the set up of Videoconference Site and Operations.

MEDICAL EQUIPMENT: **Medical Equipment** (The platform will rent the space for those companies to put their items or equipments in the website and taking our % based on a Commission Structure.)

ADVERTISEMENTS: (Ads and/or Promotional Ads) for multiple medical services. We plan to rent Website Space on our domain to assist Healthcare Facilities, Professionals, Pharmacology and Product Suppliers in getting their services out into the region. We will utilize a Technology Partner to implement how traffic will be driven to the website. Monthly Reports to each vendor would be supplied by the We Care Company staff.

6. Pricing Models

We Care Company - Healthcare Management and Consultancy Division understands that the increased efficiency and improved cash flow of the medical practices using our services directly contributes to an improvement of the healthcare system in those markets. That is why we endeavor to be the most cost efficient provider and set the most economical rates. All project Pricing Models are tailored for each client. To ease the costs and make our services Cost Effective with our clients, we are open to negotiations. We want a long termed relationship; we want to ensure financial feasibility for all parties involved.

7. Client References

Our clients are definitely happy customers and that is the reason we will soon Rank #1. With respect and adherence to HIPAA Rule and Regulations; we cannot provide contact information for each of our clients, as we respect their privacy.

We are happy to provide client references upon request as long as the allotted timings are required to contact our clients prior to releasing their confidential information.

We are looking forward to working with and for Healthcare clients in Kuwait and throughout the MENA Region.

We can ensure a smooth transition of any workflow or process implementation.

Please notify us of any questions or comments.

THANK YOU!!