

Scope

- About Us
- Key Solution Personas, with problem statement
- Competition Analysis
- Values proposition
- Business model
- Solution Journey
- Modules Journey
- AnalyticA Journey
- Engineering Architecture governance
- Implementation governance
- Management Governance
- Subscription Models
- Security Models
- Technology Stack
- Platforms
- Operation Plan
- References



Personas, problem statements

How to get recommended consultants?
How to reduce queues?
Should I go to the clinic?
Why should I have all these printouts for medical file?



Patient

How to transform to digital ERA to get all its benefits?
How to reduce the clinic cycle times?
How to simplify decision making process?



Doctor

How can we reduce queues?
How can we reduce the result cost?
How can we disseminate JIT results?



Lab



Distribution Agency

How can we reduce the marketing cost?
How can we automate ordering process?
How can we enhance decision making upon clear/accurate insights?
How can we forecast organization behavior upon existing performance?



Insurance Company

+++
Increase health care insurance coverage?



Pharmacist

+++
How can we increase Marketing activities?
How can we build relation with geo-location partners?

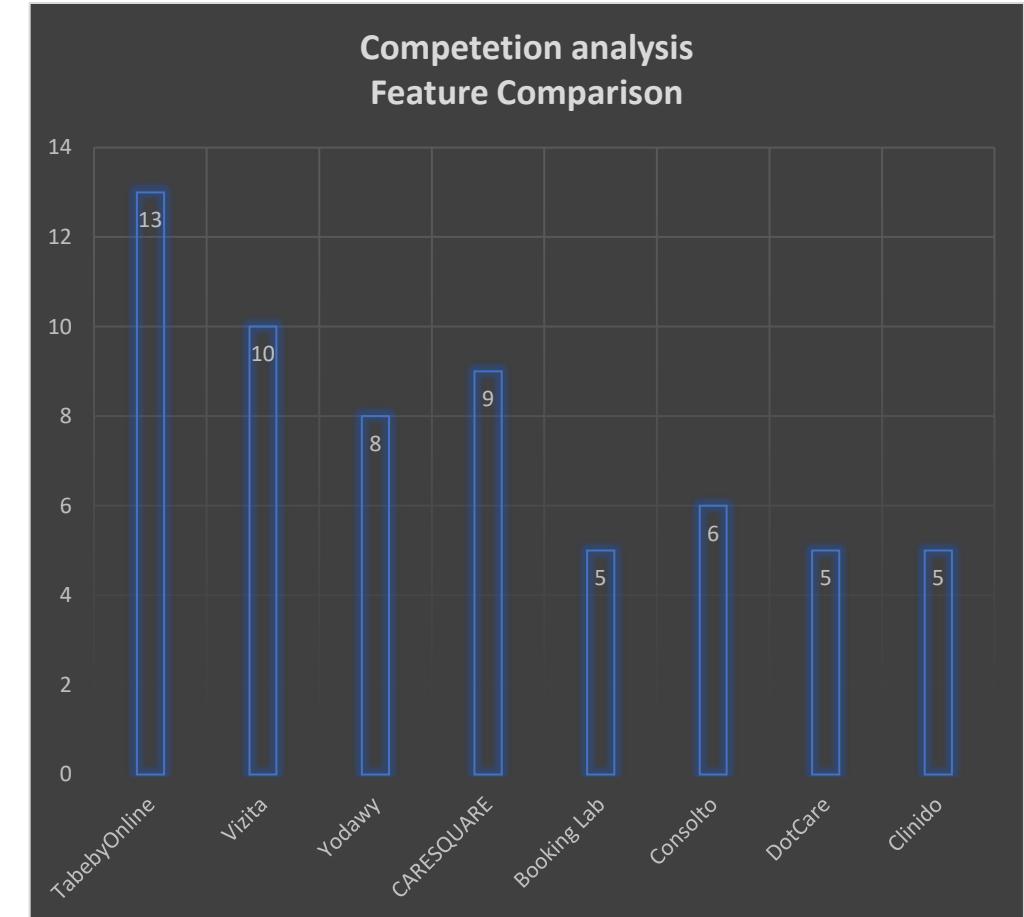


Radiology

+++
Cover additional services related to missing requests?

Competition Analysis

Item	TabebyOnline	Vizita	Yodawy	CARESQUARE	Booking Lab	Consolto	DotCare	Clinido
Web	X	X	X	X	X	X	X	X
Android	X	X	X	X	X	X	X	X
iOS	X	X	X	X	X	X	X	X
Rank		1	2	4	7	10	12	
Universal Network	X				X			
Universal medical file	X				X			
Sub Ordinates followup					X			
Pointing System					X			
Smart Clinic	X							
Smart Consultation	X	X	X					X
e-Commerce for Medicines	X	X	X					
e-Commerce for Medicines	X							
Search for doctor	X	X	X	X				
Connection (Search/Book/Re)	X	X			X		X	
Pharmacy Connection						X		
Clinic Connection		X						X
Search for medicine	X	X				X		
Insurance	X		X					
	18	13	10	8	9	5	6	5



TabebyOnline Values proposition

Functionality

Universal Medical Identity

Universal Medical Network

Effortless Journey

Intelligent Recommendation model

Online consultation

• NUTRITION

Queue-less process

Virtual/Smart Clinic

Operation

Fastest Migration

Access Every-Where

ClickOnce startup

Content Proofing

Digital Marketing

Mobile enabling

Persona Integrity

Support

Custom plans

247 Support

Highest cloud Availability

Auto-Scaling

Monthly Improvements

Deliverables

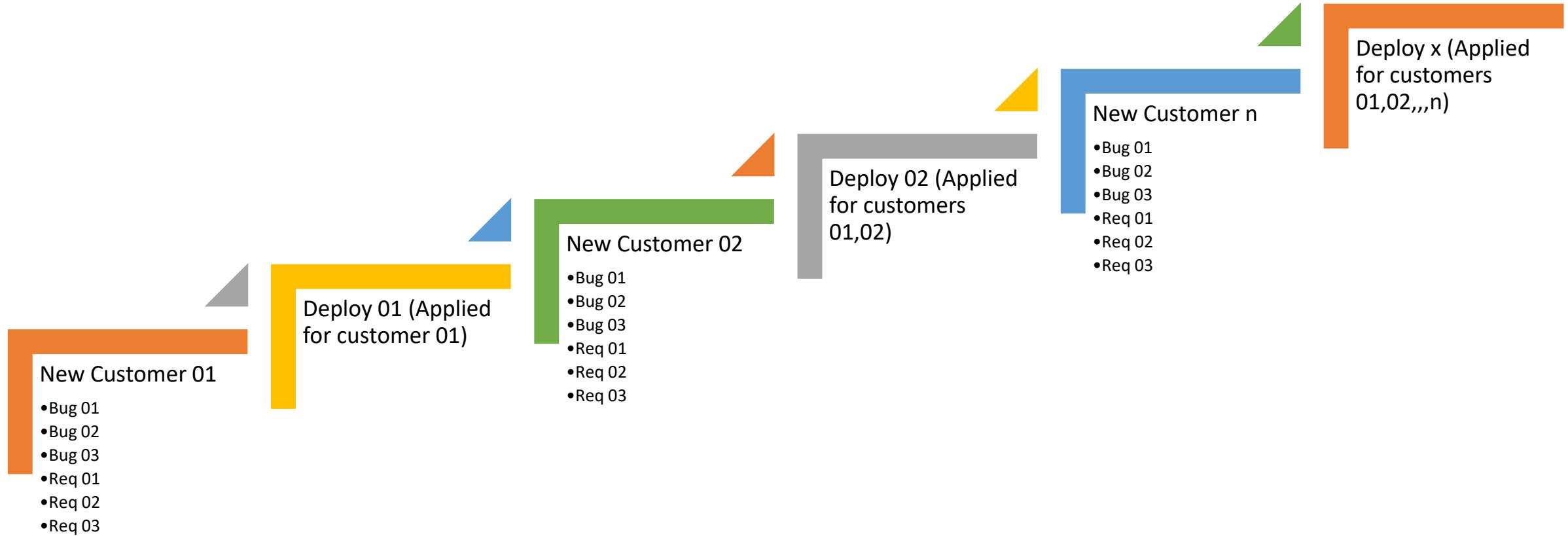
Comprehensive question bank

Adaptive content

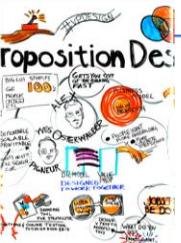
DaaS

AIAS

SaaS vertical growth as key value proposition



Business Model



Value Proposition

- Provide fully integrated medical network
- Universal medical file
- Recommendation models according to vital signs



CRM

- Self-Service model
- CRM module
- 24/7 Support
- Online chatting
- Training Material



Key partners

- Ministry of Health
- Medical Marketing agencies



Customer segments

- Born Digital/Digital immigrant users
- Small to medium clinics
- Small to medium Labs
- Small to medium medical insurance companies



Distribution Channels

- Word of mouth
- Digital marketing activities
- On-ground seminars
- Sales reps



Revenue stream

- E-Commerce commission
- Clinic Subscription model
- Lab subscription model
- Insurance company subscription model



Cost Structure

- Salaries
- Content development
- Data entry
- Seminars



Key activities

- Product visioning
- Analysis
- Architecture
- Web development FE/BE
- Mobile development AND/iOS
- Testing
- UX
- Operation
- Infrastructure



Key resources

- AWS admin, PO, FE/BE developers
- AND/iOS developers, Tester
- GFX/UX designer , Tech Lead
- Operation team , Marketing team
- HR team
- Finance admin

SWOT Analysis



About TabebyOnline



Being No.1
healthcare HUB
in the middle
east



Digital
transformation
for healthcare
services over the
world



Excellence
Innovation
Transparency
Teamwork

We reform healthcare operations in depth



Solution Journey

- Universal ID/Network (EMR/EHR)
- Leads Management
- Appointments
- Transfer Model
- E-Rosetta
- E-Consultation
- Session Management

Smart Clinic



Smart Pharmacy

- Universal ID and e-Rosetta
- Delivery notes
- Delivery follow-up
- Standalone model
- E-Commerce Model

- Universal ID and e-Rosetta
- Tests availability
- Testing results
- Standalone model

Smart Lab/Radiology



Smart Insurance Company

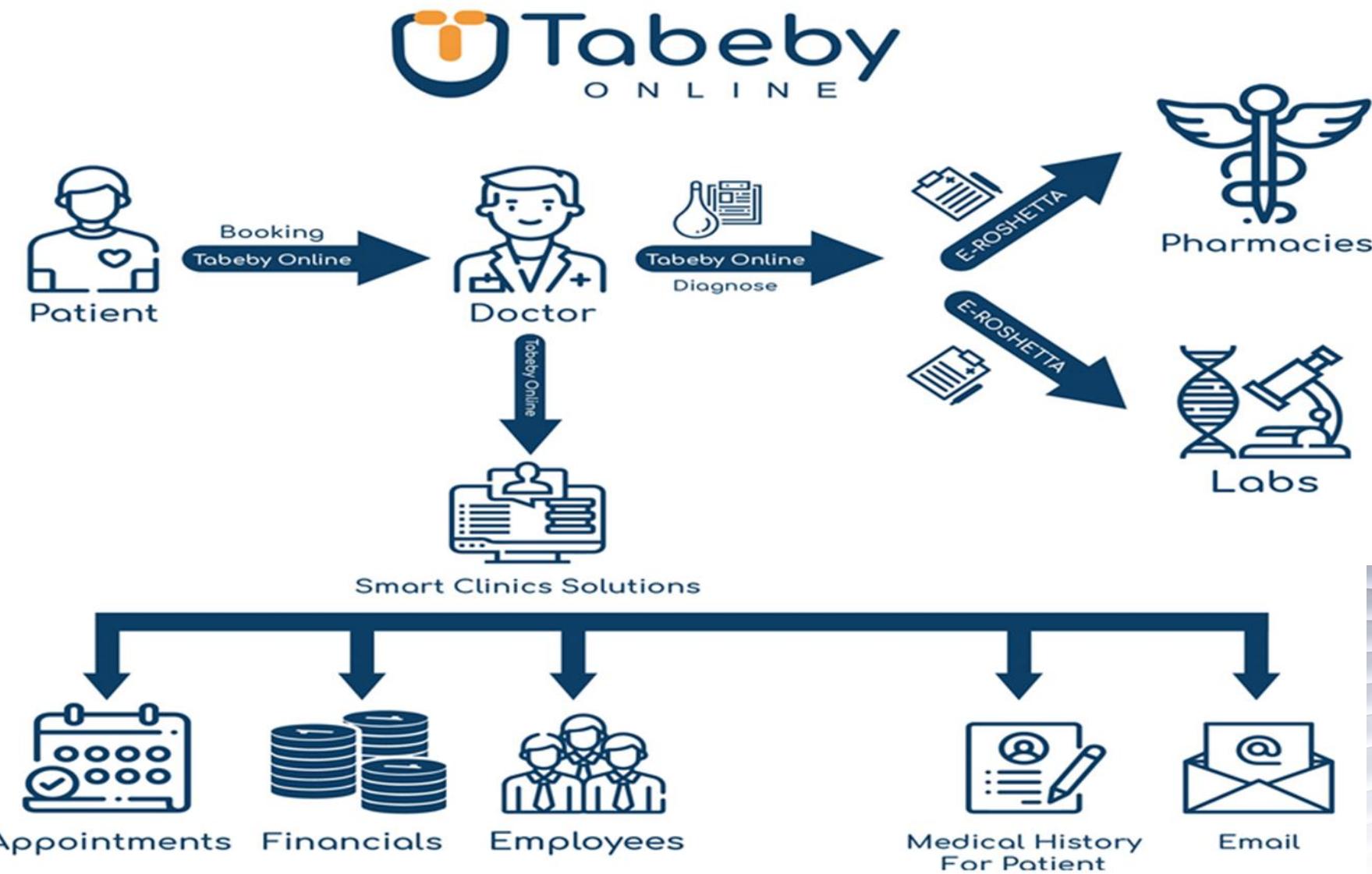
- Universal ID and e-Rosetta
- Approval cycle
- Validity model
- Standalone model
- Partners subscription model

- Portfolio Management
- Area Management
- Target Management
- Marketing for new items
- Market analysis
- Sales Management
- Sales forecasting
- E-Commerce Model

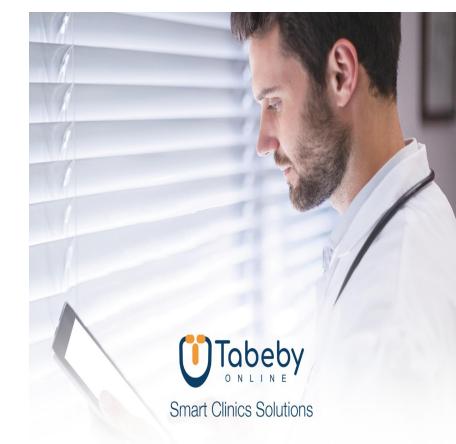
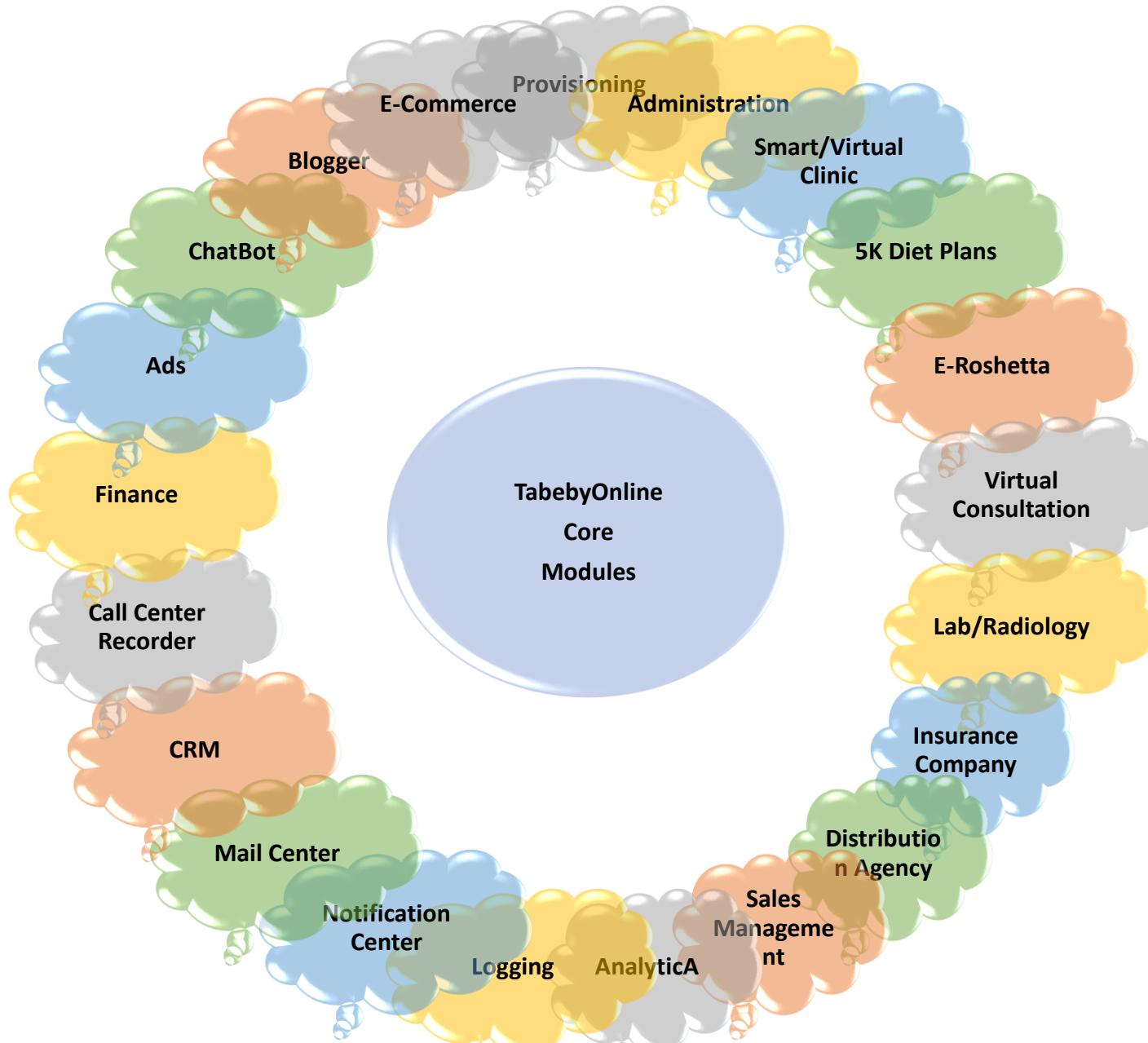
Distribution Agency



Solution Journey

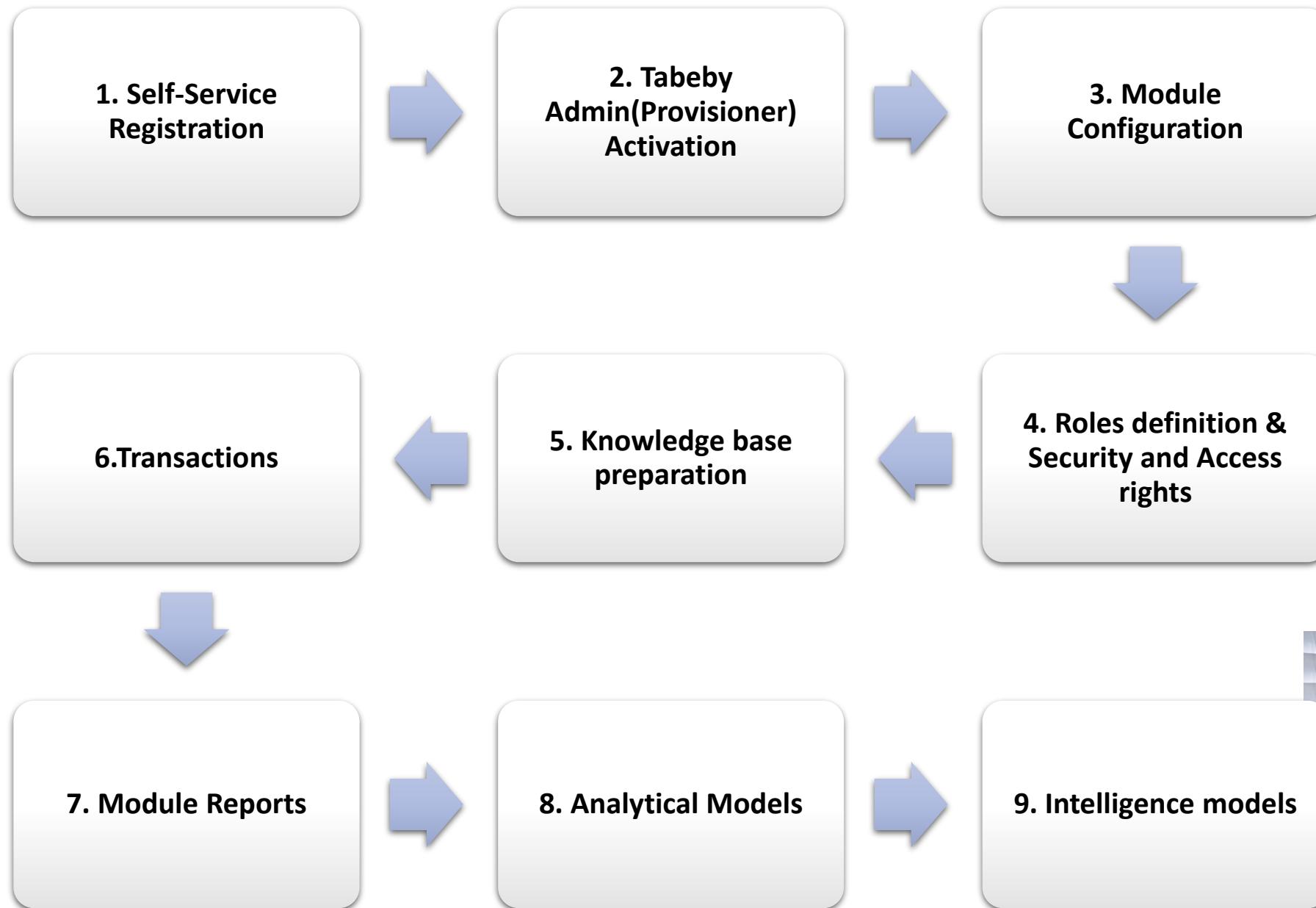


Solution Key/Supportive Modules

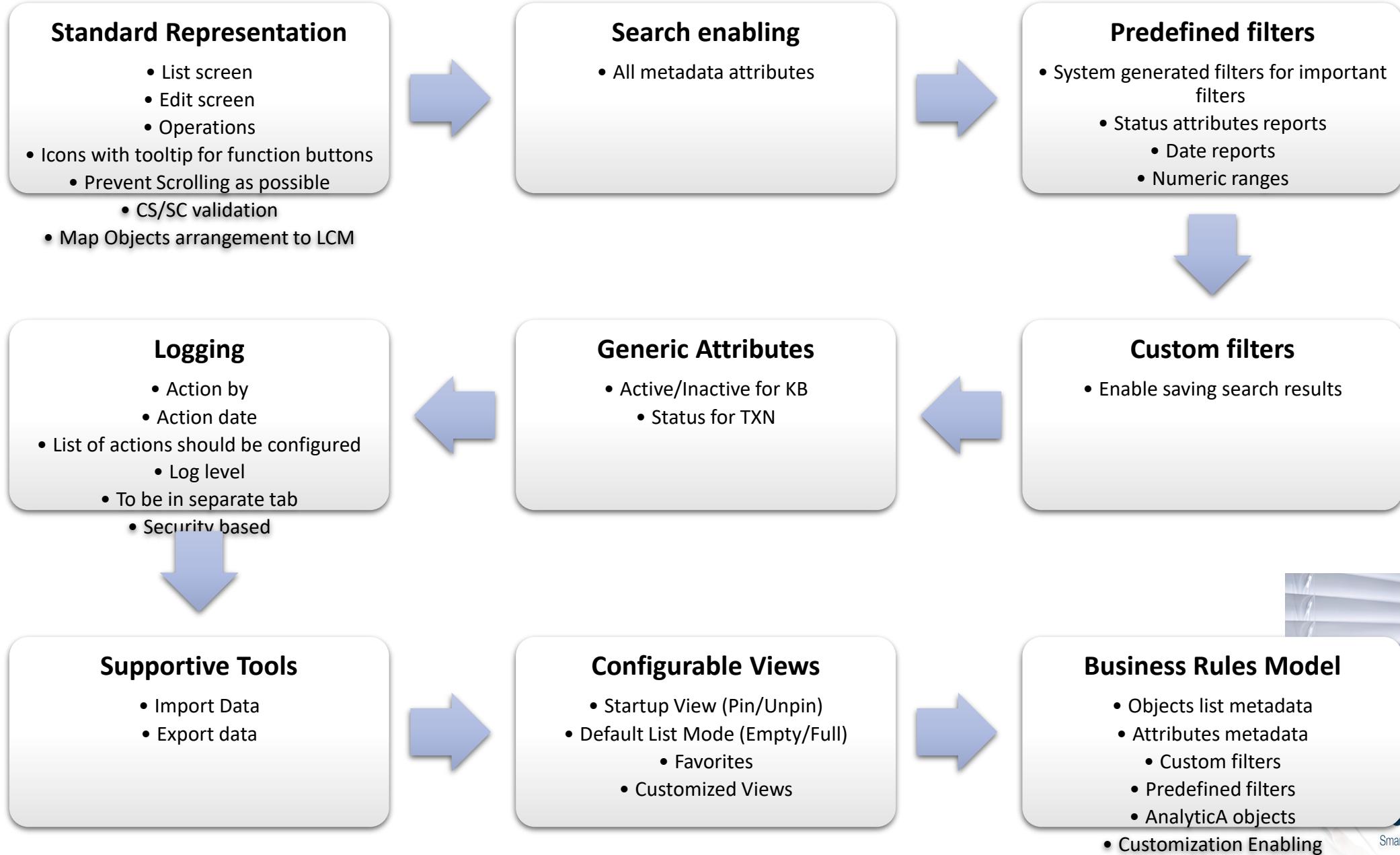


Smart Clinics Solutions

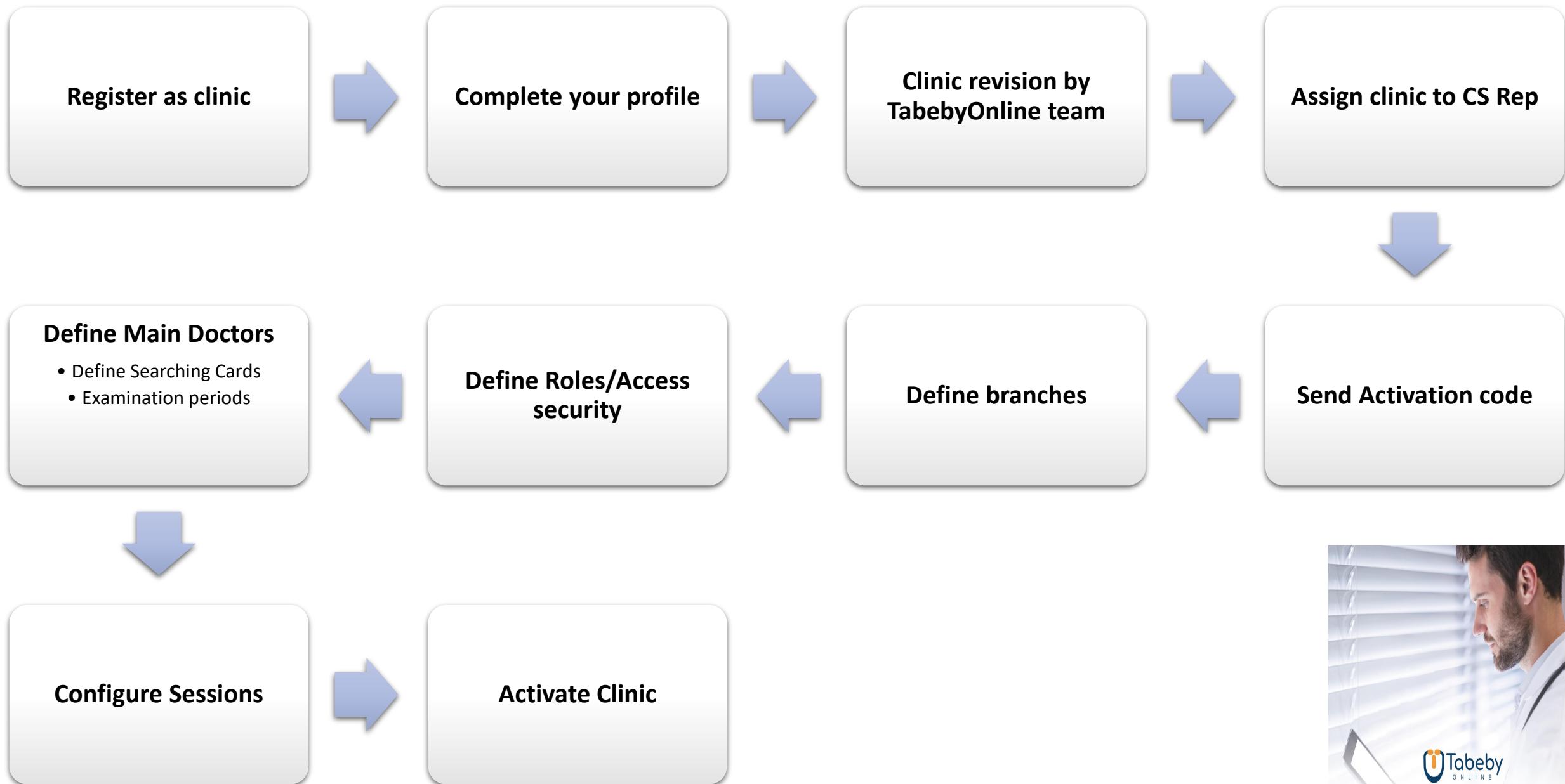
Generic modules journey



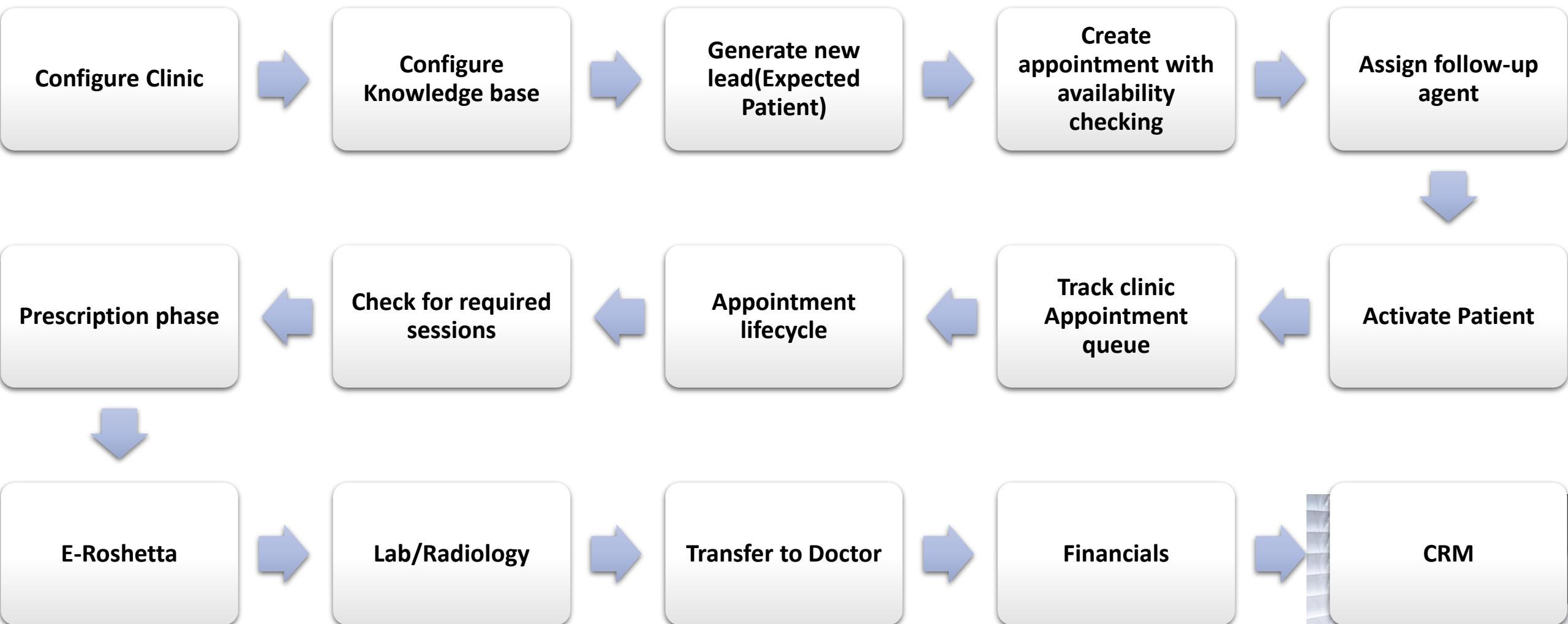
Generic Objects/Screens Features



Clinic Provisioning Journey



Clinic Management Journey



Clinics Specialties



Clinics in Depth-Physical Therapy

Physical Therapy

[Visit](#)[History](#)[Follow up Comments](#)

Chief Complaint

Write your comment

Sign

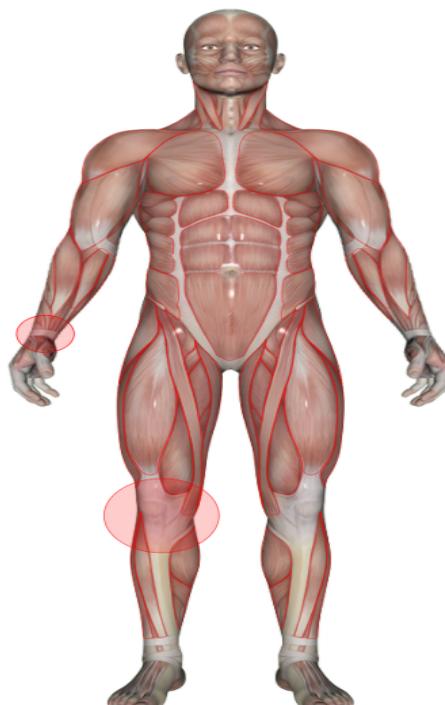
Write your comment

Symptoms

Write your comment

Onset

Date



Front / Back

Sessions Per Week

Sessions Per Week

Checkup Date

Date



Diagnosis

ROM



Rom	Place	Comment	
shoulder externa		your comment	
elbow extension		your comment	

Exercise

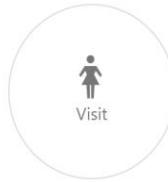
Stretching Exercises



Muscle	Place	Stretching	Comment	
SERRATUS AI	Left And	prolonge	your	
SERRATUS AI	Left	positiona	your	

Clinics in Depth-Gynaecology

Gynaecology

[Visit](#)[Follow Up History](#)

Menstrual history

Obstetric history

Contraceptive history

Menarche

Cycle duration

Cycle length

Cycle rhythm

Amount

How many pads /cycle used

Time interval needed to change the pad

Do you change pad at night

Do you have clots in your periods

1st day of last menstrual period

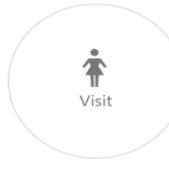
Cycle used

time

Do you change pad at night

Do you have clots in your periods

Gynaecology

[Visit](#)[Follow Up History](#)

Menstrual history

Obstetric history

Contraceptive history

Delivery

[Add Child](#)

Child 1

Baby name

Date

Place

- Hospital
- Home

Gestational age

- term
- preterm
- postterm

Weight

- average
- over
- under

Antenatal period

- free
- complication

Mode of delivery

- spontaneous
- induced

Method

Post natal period

- free
- complicat



Clinics in Depth-Plastic Surgery

Plastic Surgery

Visit

History

Follow up Comments

Chief Complaint

Write your comment

Sign

Write your comment

Symptoms

Write your comment

Onset

Date



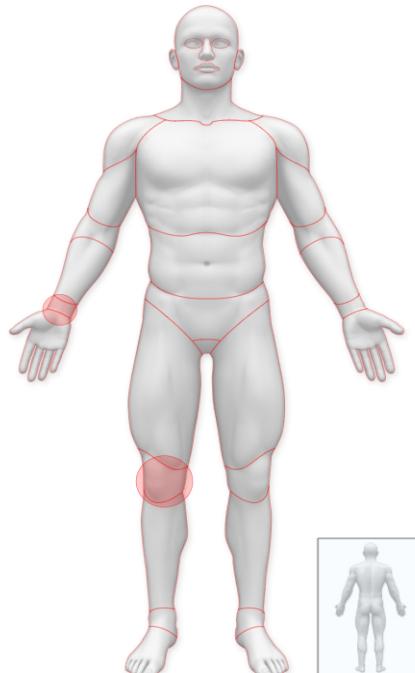
Checkup Date

Date



Treatment

- Add Surgery
 Add Session



Diagnosis

Search for a disease

Surgery name

lipo suction



Please write to select diagnosis

Areas:

ABDOMEN



Technology Used

Search for a Technology

Operation Place

Search for a Hospital

Date

Date



Price

10000

Discount

Discount %

Comment

write your comment

Labs & Radiology

DoctorPrescription



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Clinics in Depth-Neurosurgery

Neurosurgery



Complaint

H.P.I

Examination

Neurological

Sensory

Motor

Cerebellar system

examination of spine

Diagnosis

Cranial

Spine

L5 (5th LUMBAR VERTEBRA)

SACRUM

T4 (4th THORACIC VERTEBRA)



Diagnosis

Search for a diseases

Please write to select diagnosis

Neurosurgery



Complaint

H.P.I

Examination

Neurological

Sensory

Motor

Cerebellar system

examination of spine

Diagnosis

Cranial

Spine

Please select area from the shape

Provisional diagnosis



Diagnosis

Search for a diseases

Please write to select diagnosis



Tabebby

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Clinics in Depth-Dental

Dental

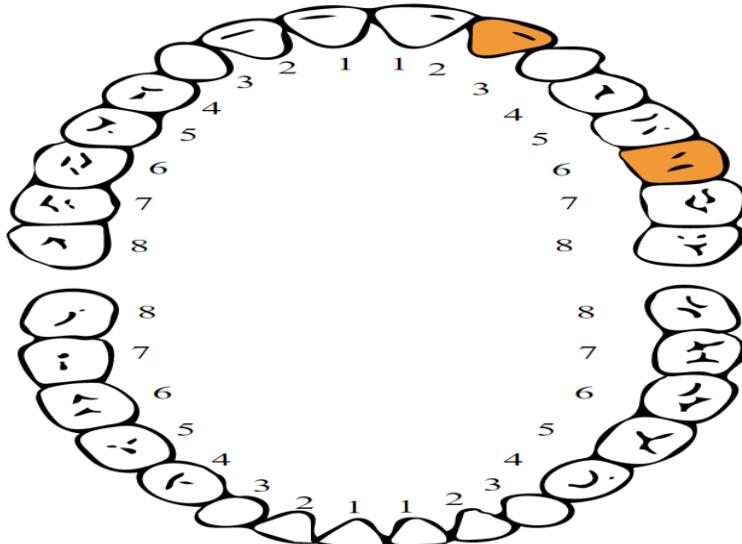
Visit

History

Follow up Comments

Endodontics

Endodontics



L-maxillary 1st molar

	Length	Master file
MB	3	4
DB	2	3
P	1	1
MB2	1	1

Price **No of sessions**

Comment
write your comment

Discount **%**

L-maxillary lateral incisor

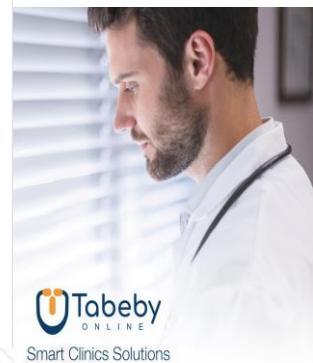
	Length	Master file
Canal	4	2

Price **No of sessions**

Comment
write your comment

Discount **%**

Diagnosis
Search for a diseases
Please write to select diagnosis



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Clinics in Depth-Nutrition and Slimming

Nutrition and Slimming

[Visit](#)[History](#)[Follow up Comments](#)[Print](#)

Chief Complaint

Sign

Symptoms

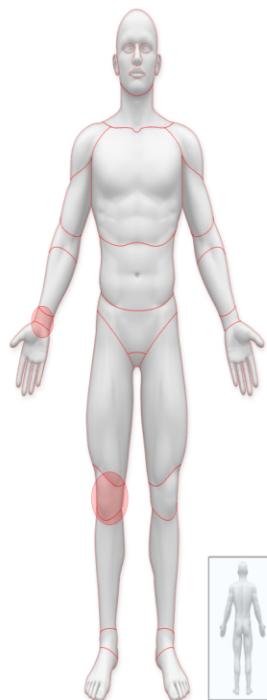
Onset

 Write your comment Write your comment Write your comment Date

Analysis

Fat Distribution

Measurements



Weight* Length* F% FM W% M%

23 Length F% FM W% M%

Select Labs

CBC

HGB RBC MCH Hemato C

HGB RBC MCH Hemato

Diagnosis

Search for a diseases

Please write to select diagnosis

Treatment

Select Sessions

Add Diet

Select a Saved Diet

Search for a diet

Days

6



Add Meal

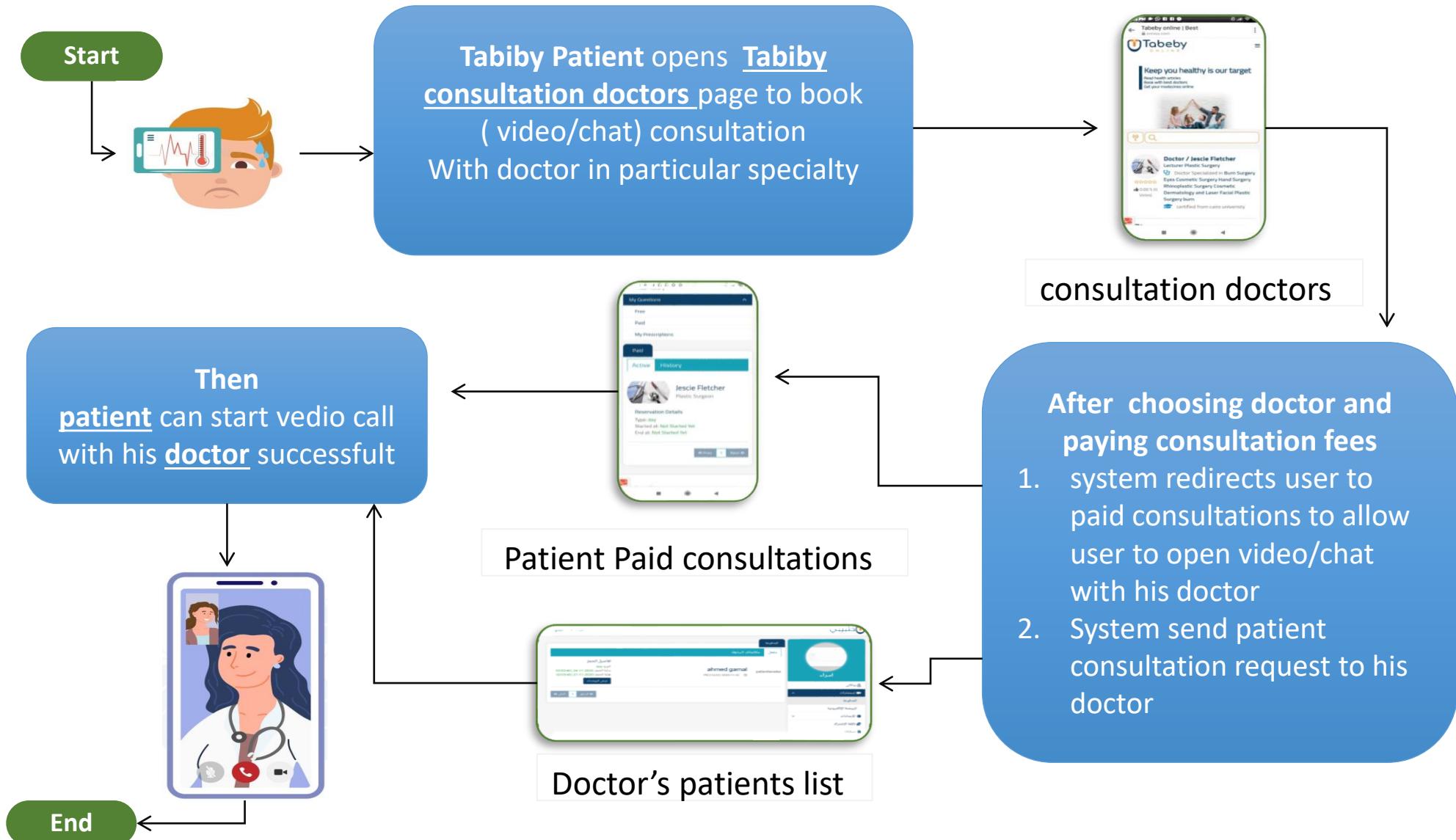
Day	Breakfast	Breakfast Snack	Lunch	Lunch Snack	Dinner
1	Search for a Meal				
2	Search for a Meal				
3	Search for a Meal				
4	Search for a Meal				
5	Search for a Meal				
6	Search for a Meal				



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Online Consultation-Patient



Online Consultation-Doctor



Start

Doctor joins to tabiby consultation Doctors to start his online consultation journey

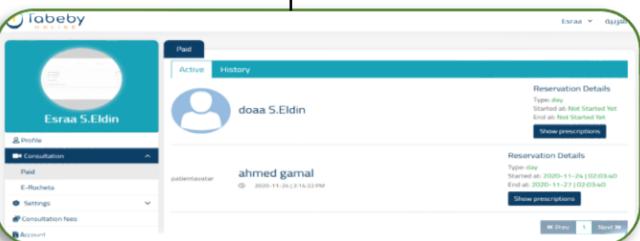


After doctor set his available appointments

1. Patient can book consultation with him
2. patient's consultation request appears at paid consultation patients list



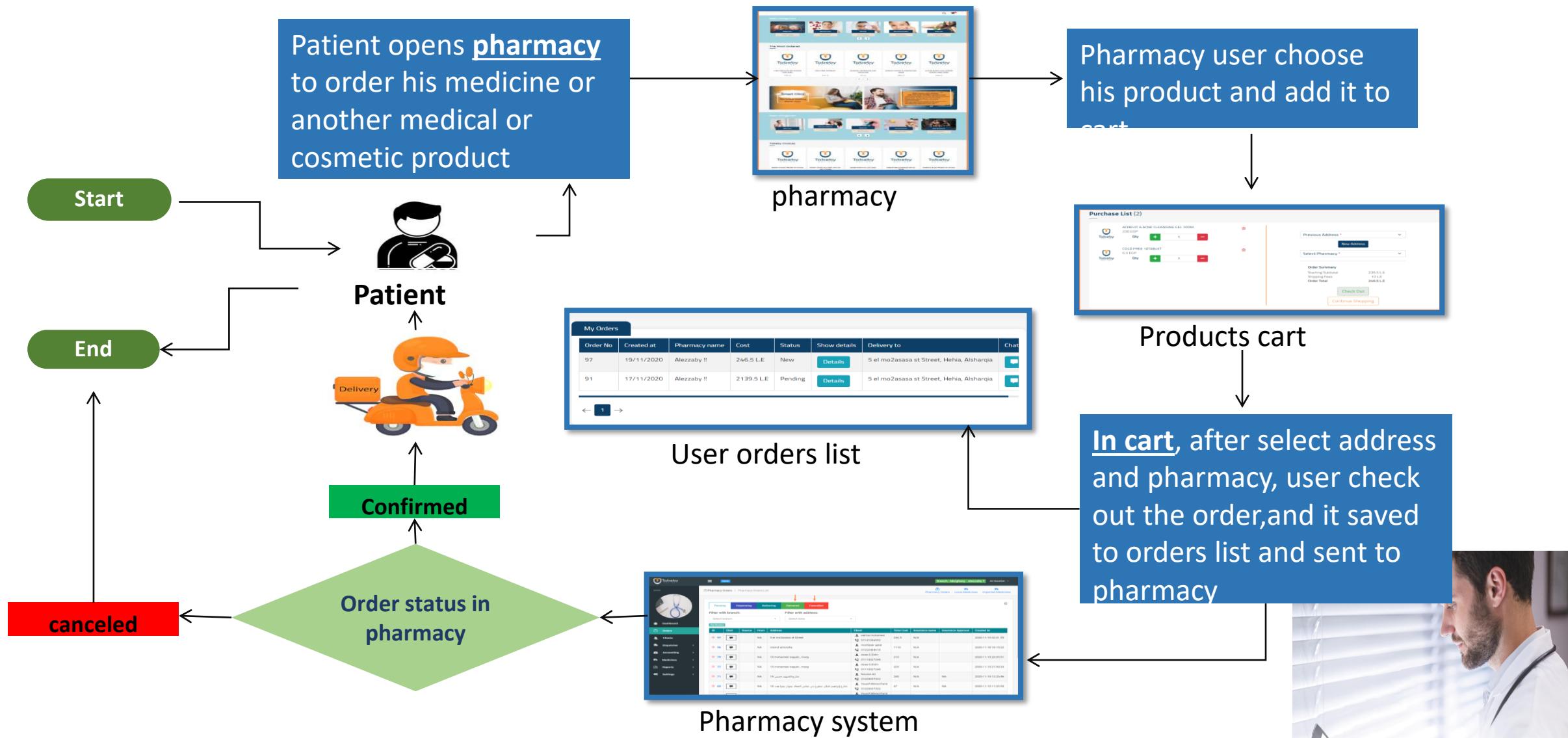
End



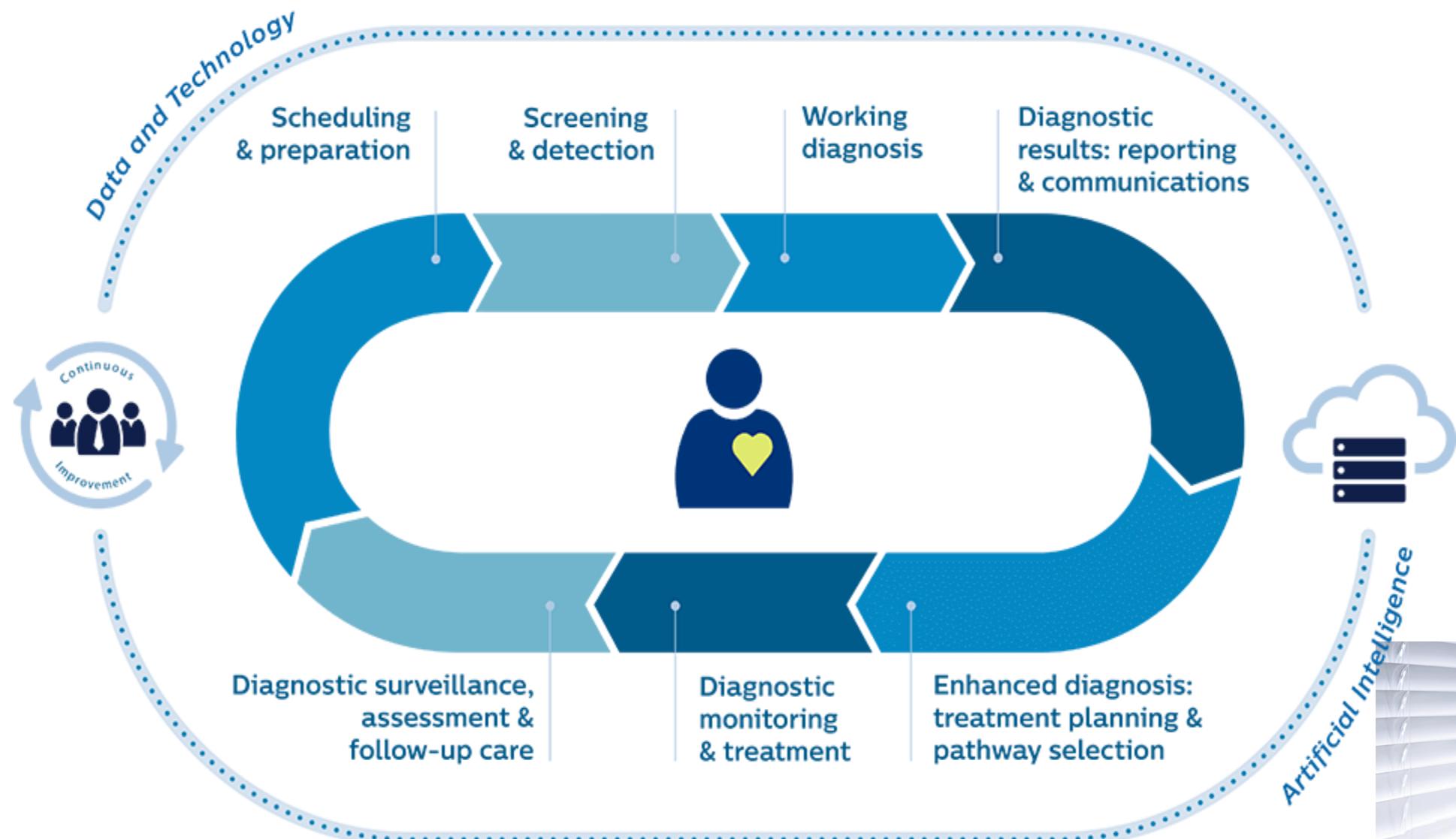
Then Doctor or Patient can start chat or video call



Pharmacy workflow



Lab workflow



Insurance Agency

Patient Insurance file

Partners Management

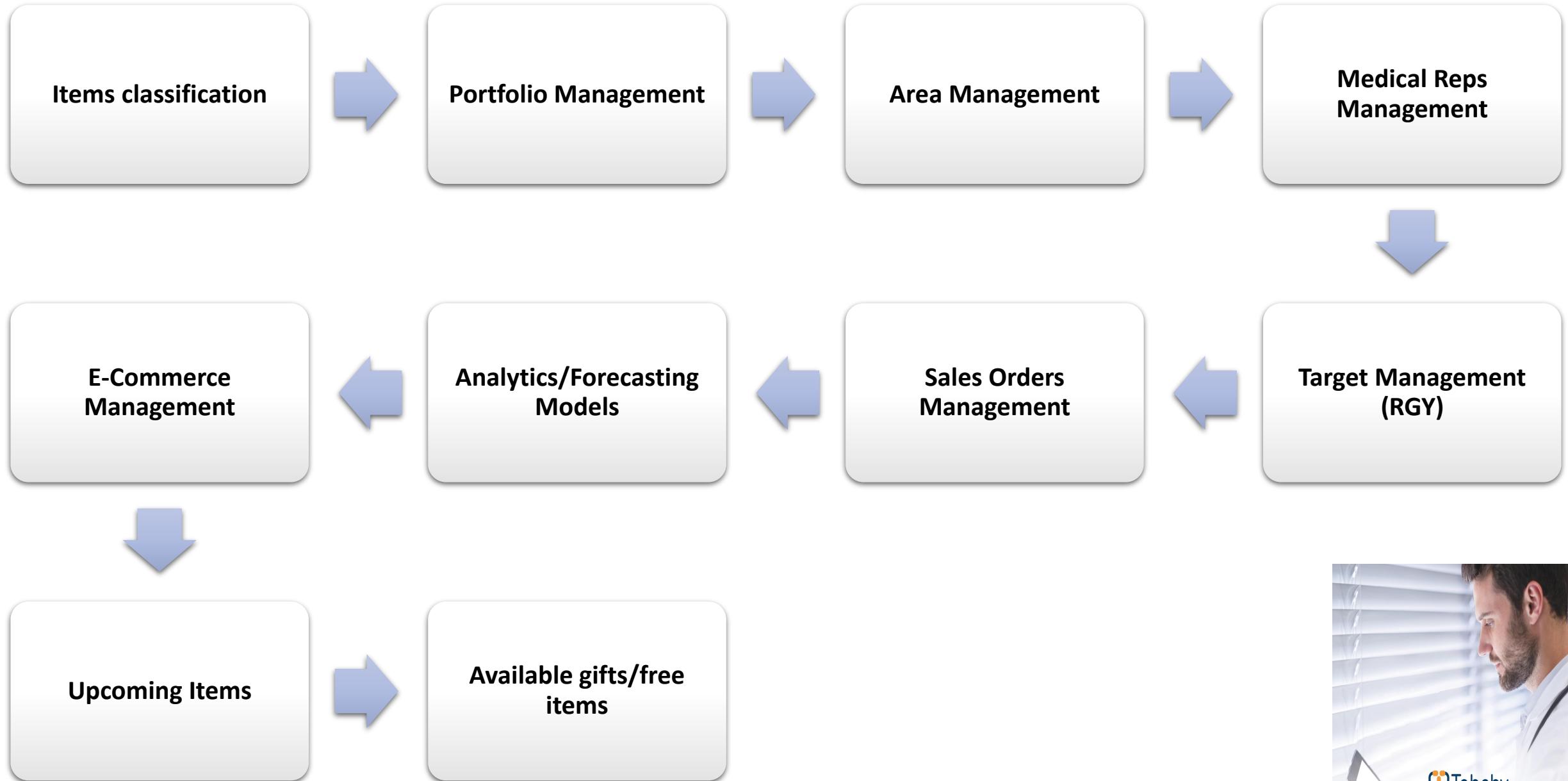
Beneficiaries Management

Registration renewal

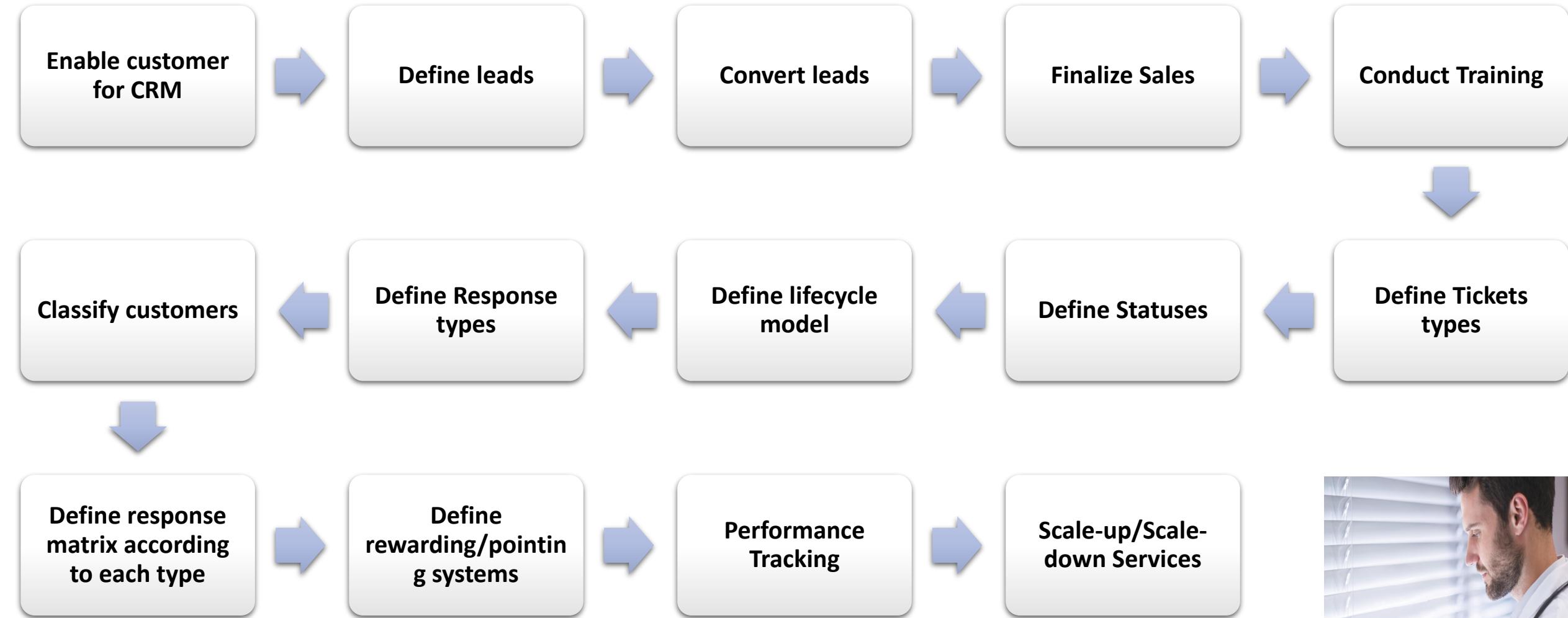
Approval Notification Center

Approval Levels

Distribution Agency



CRM, B2B and B2C Models



AnalyticA Journey

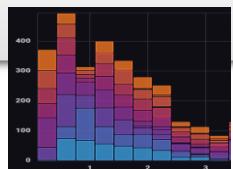
1. Listing Module Objects



2. Composite reports according to metadata



3. Data summarization levels



4. Dashboards with RGY approach



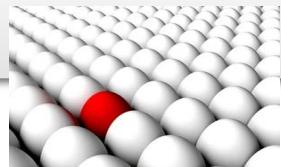
8. Trends



7. Relational Models



6. Anomalies



9. Comparative Analytics



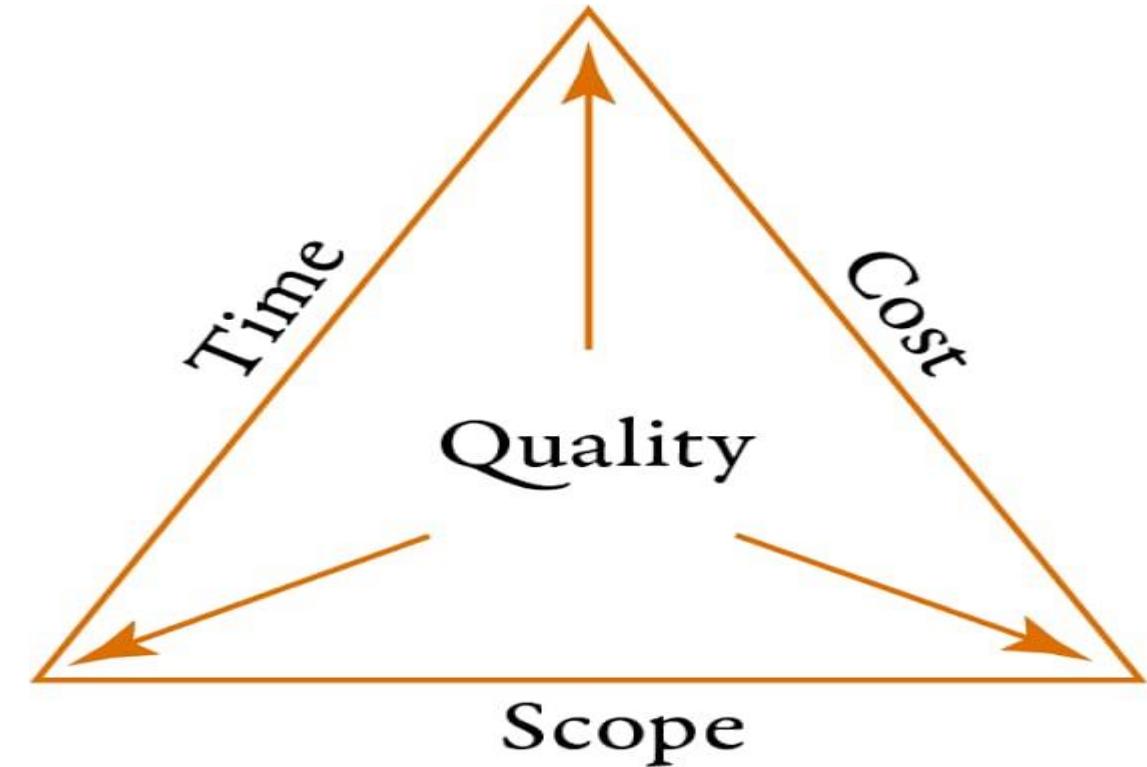
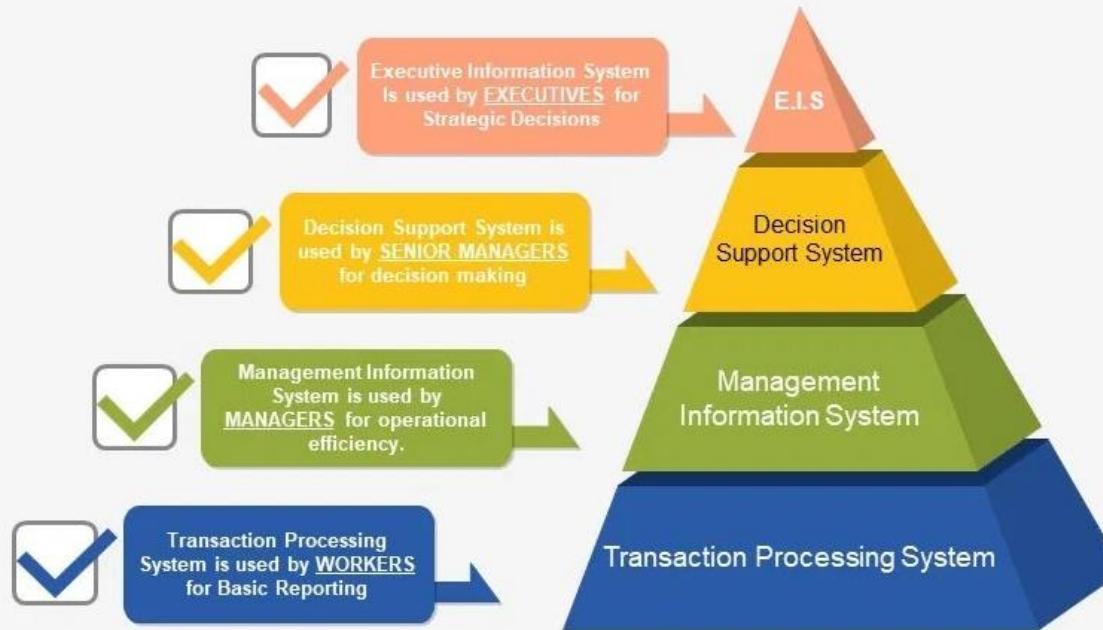
10. Forecasting Model



AnalyticA Core Concepts-Management Levels Support

Types of Information Systems

Hierarchical representation of Information Systems.



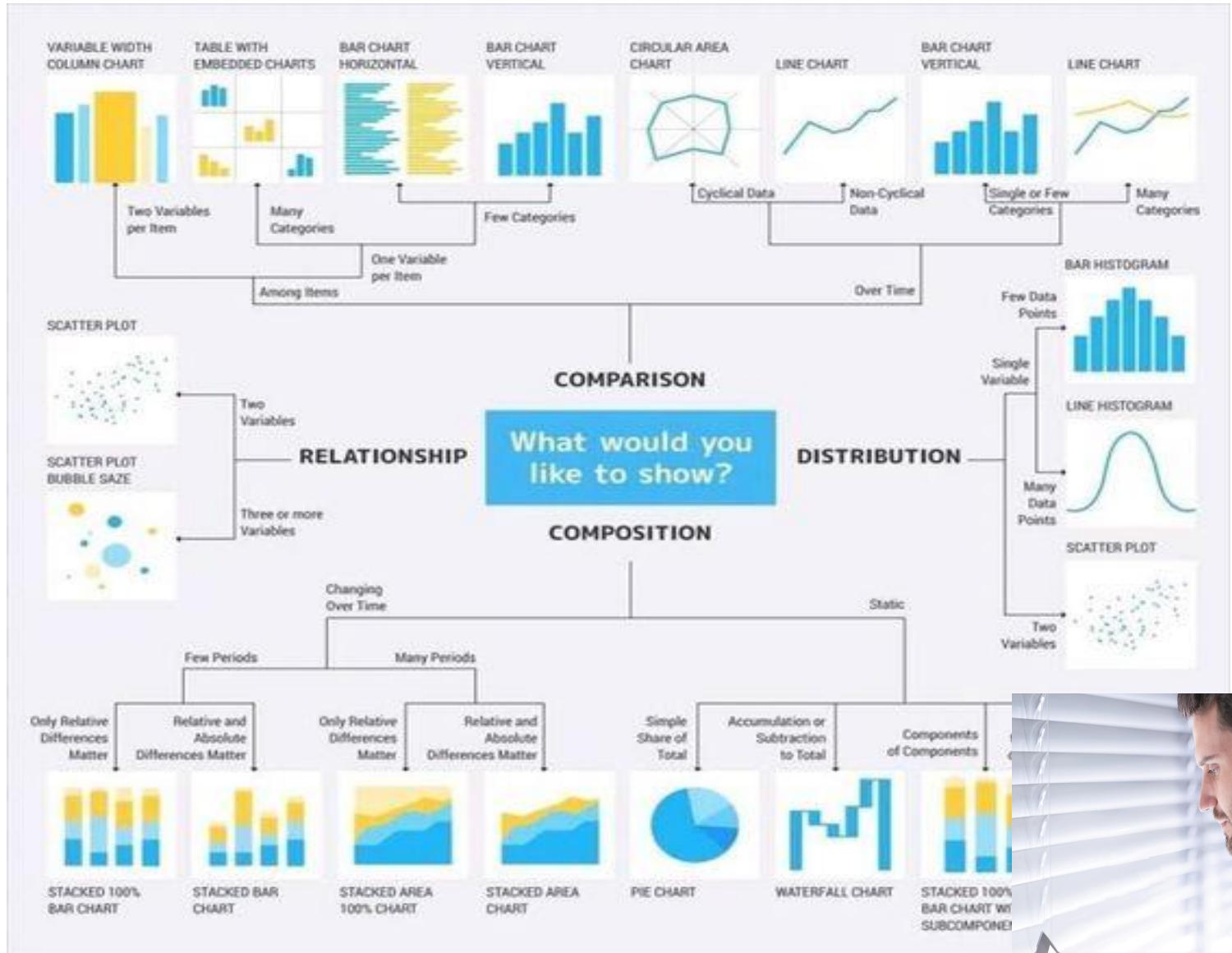
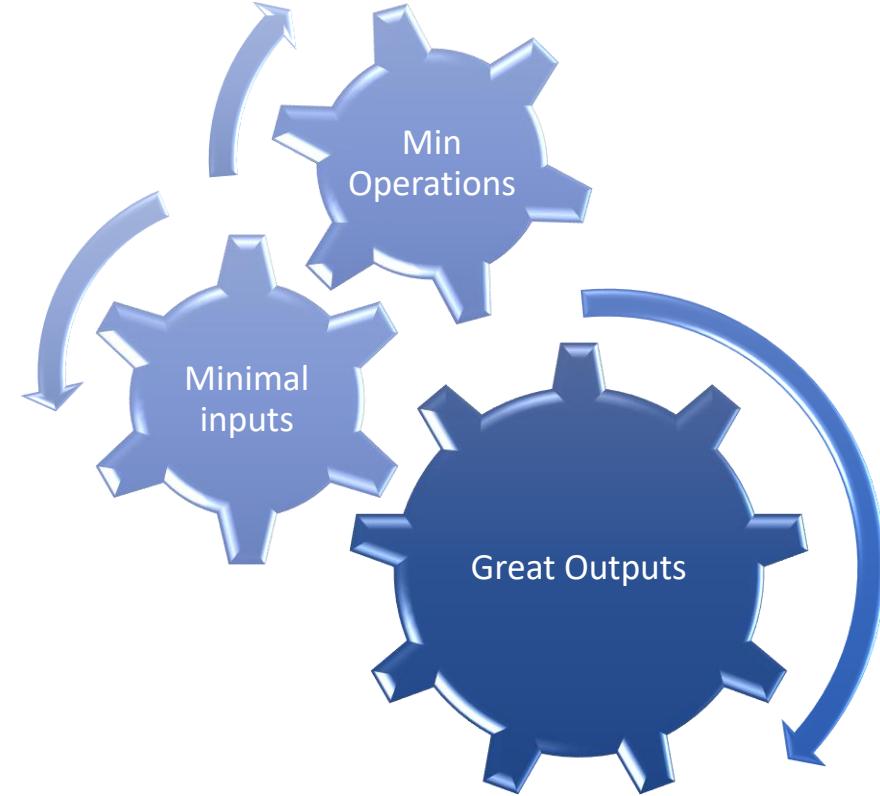
Support different management levels with highest level of quality

That decrease :

1. Utilize time
2. Reduce cost
3. Increase quality of work

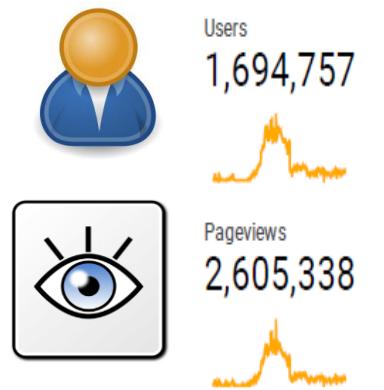
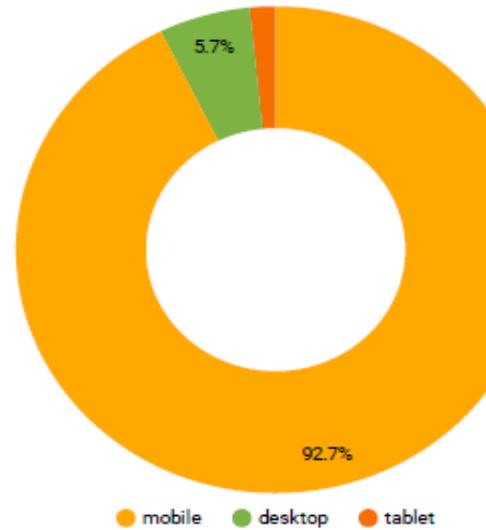


AnalyticA Core Concepts-Approach and Types



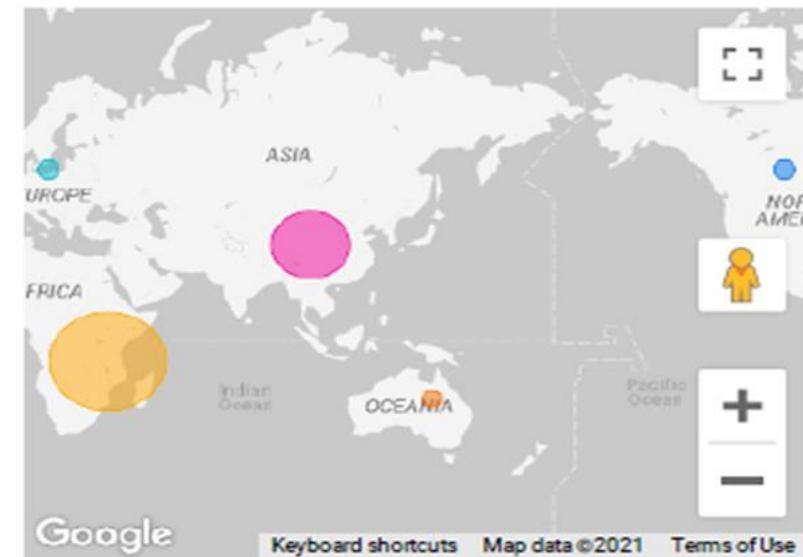
TabebyOnline In Figures

What device are people using?



5000 Diet Plans

Country breakdown



Google

Keyboard shortcuts

Map data ©2021

Terms of Use

Continent	Users	New Users
1. Africa	1,019,977	1,035,482
2. Asia	624,438	626,597
3. Americas	30,750	30,112
4. Europe	30,670	29,638



Smart Clinics Solutions

Subscription Models



%60 of overall Features

+20% = 80%

+20% = 100%



Platforms



Portals

Mobile Apps

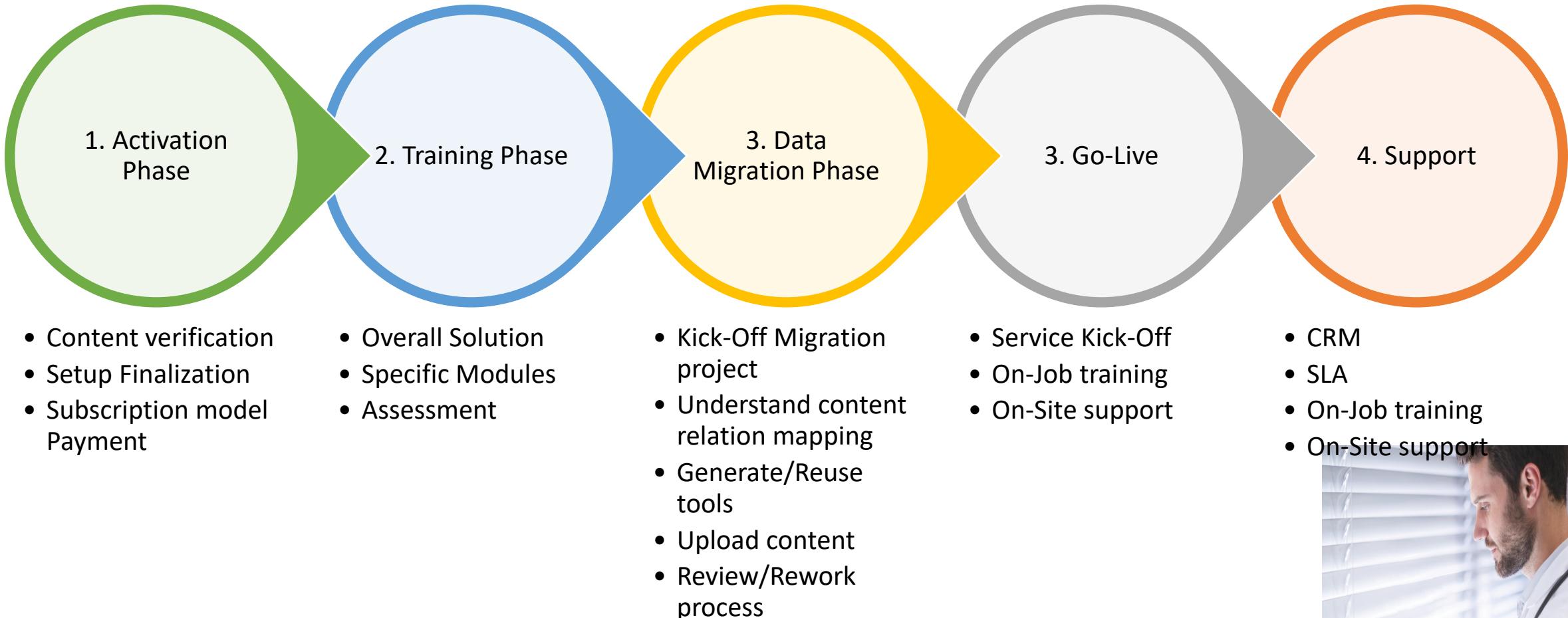
Smart TVs

Backend solution



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Operation Model





Thank You



Smart Clinics Solutions

Software Engineering Governance Model

uc Startup Model

Analysis Models Governance

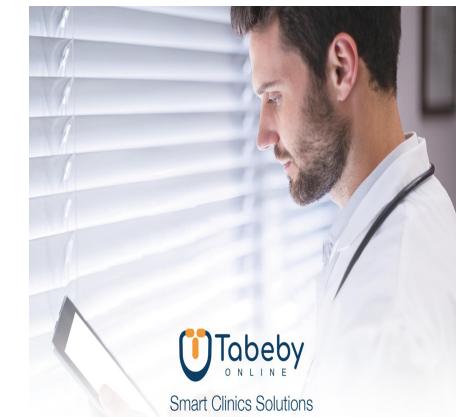
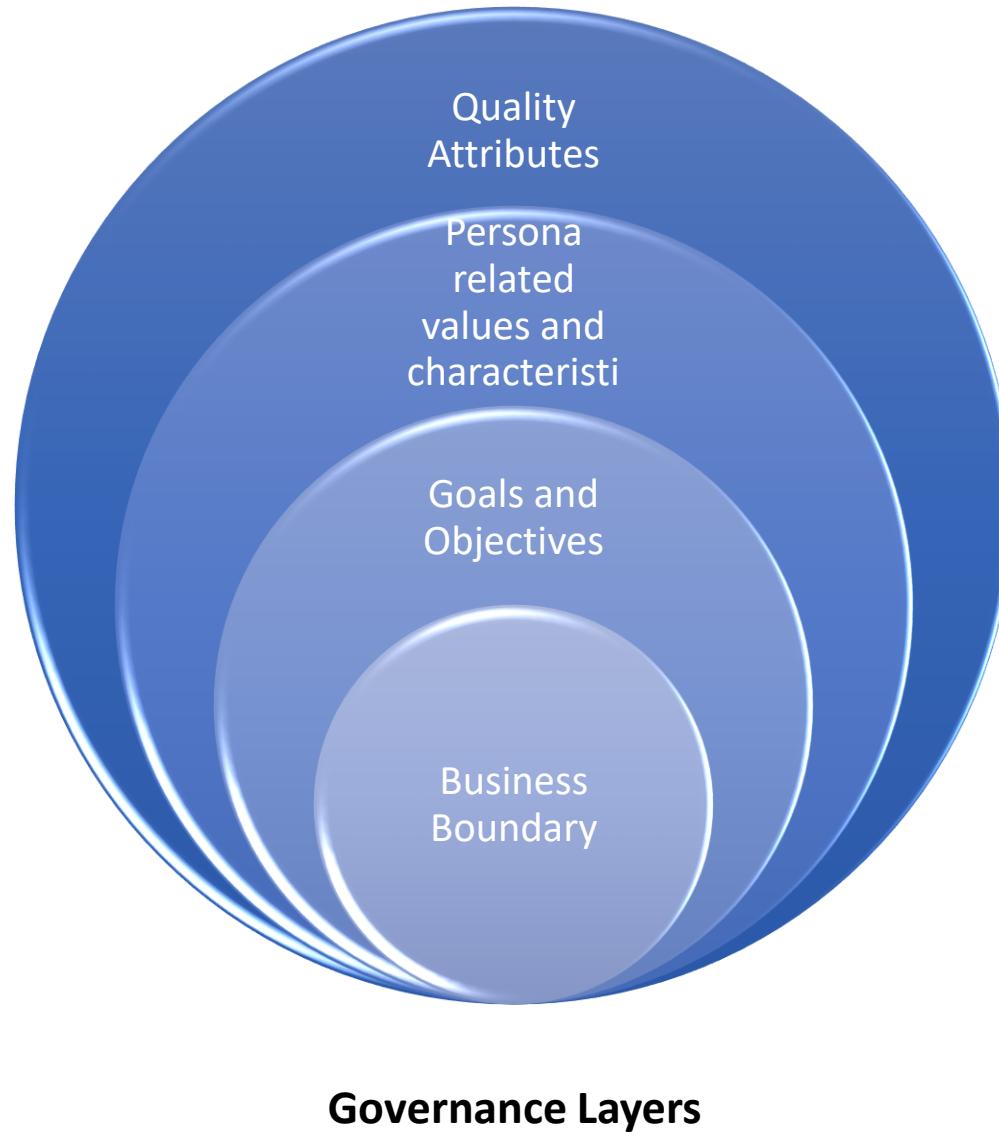
-  Use Case View : Persona Definition
 -  Use Case Model :Use Case Governance Model

Architecture Governance Model

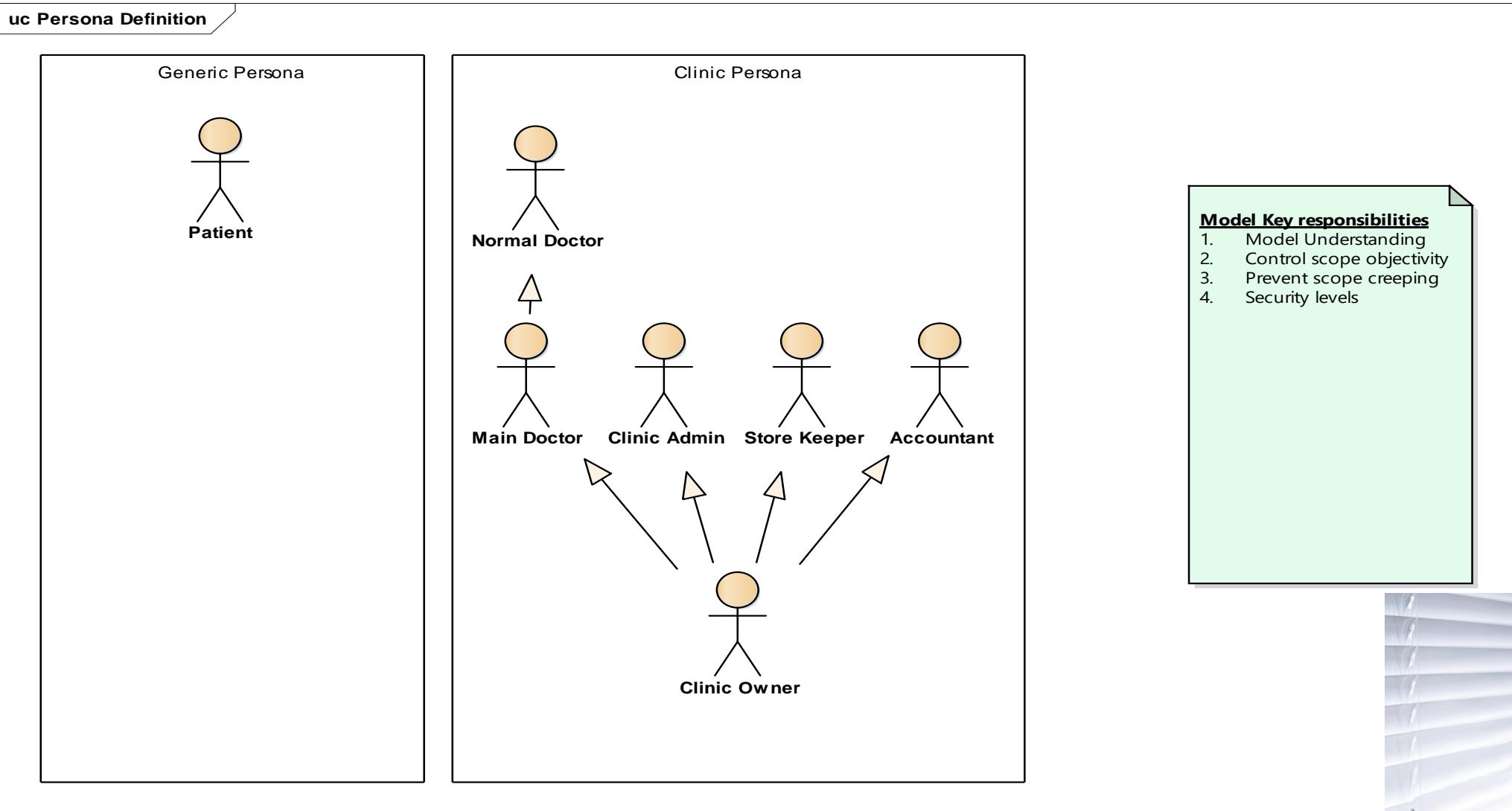
-  **Dynamic View : Generic Business Flow**
 -  **Class Model : Generic Class Model**
 -  **Component Model : Component Governance Model**
 -  **Deployment Model : DEP Governance Model**



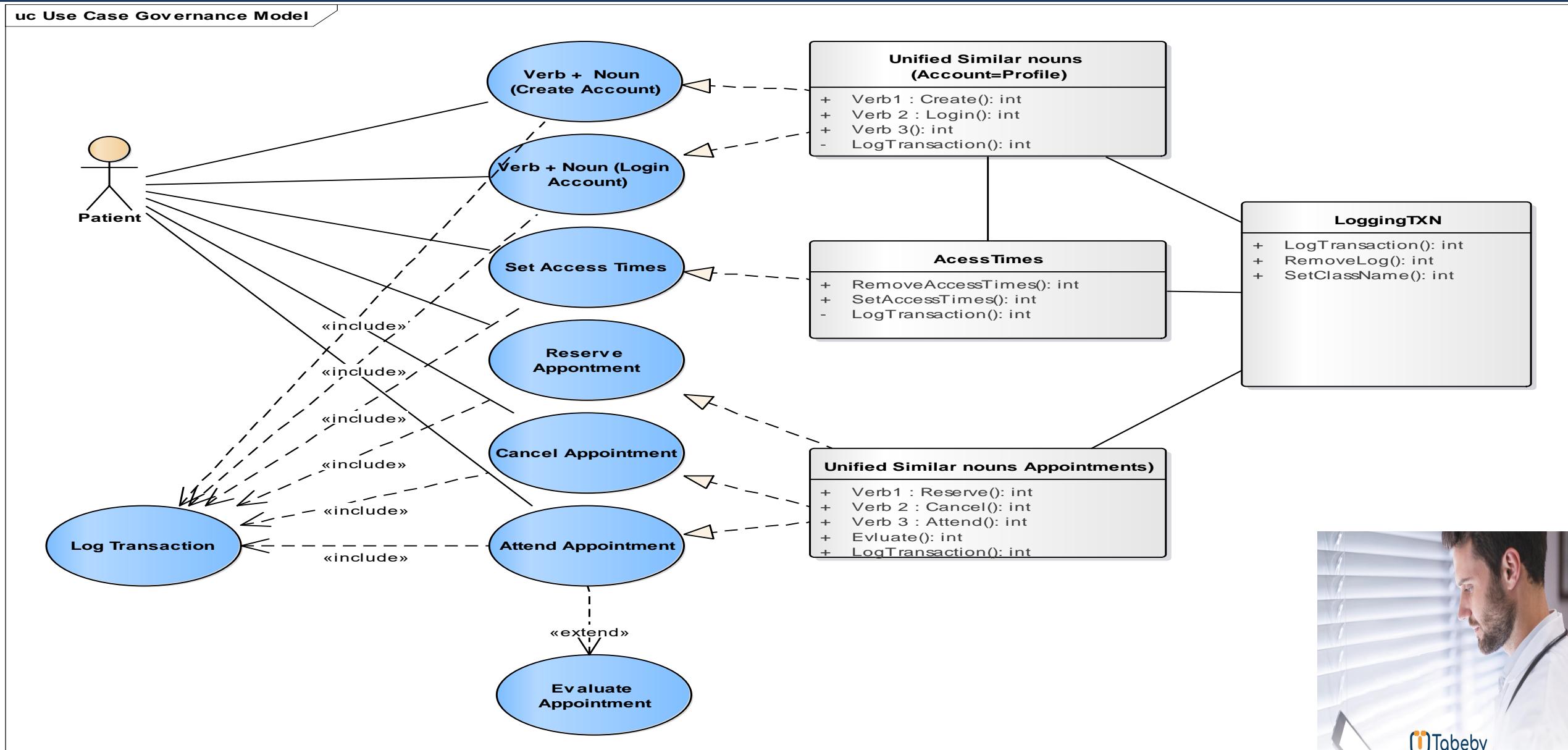
Business Governance Model



Persona Governance Model



Use case realization Governance Model



Traceability Governance Model

TabebyOnline - Enterprise Architect

FILE EDIT VIEW PROJECT PACKAGE DIAGRAM ELEMENT TOOLS ANALYZER EXTENSIONS WINDOW HELP

Relationships between Use Case Model and Use Case Model

Start Page Startup Model Specification Manager Relationship Matrix

Source: Use Case Model Type: UseCase Link Type: Realization Profile: Refresh
Target: Use Case Model Type: Class Direction: Both Overlays: <None> Options

Relationship Matrix Grid:

Source	Target	Link Type	Profile
Use Case Model::Attend Appointment	Use Case Model::Access Times	Realization	
Use Case Model::Cancel Appointment	Use Case Model::Logging TXN	Realization	
Use Case Model::Evaluate Appointment	Use Case Model::Unified Similar nouns (Ac)	Realization	
Use Case Model::Log Transaction	Use Case Model::Unified Similar nouns Ap	Realization	
Use Case Model::Reserve Appontment		Realization	
Use Case Model::Set Access Times		Realization	
Use Case Model::Verb + Noun (Create Account)		Realization	
Use Case Model::Verb + Noun (Login Account)		Realization	

Project Browser

- Model
 - Use Case View
 - Use Case Model
 - Use Case Governance Model
 - Actors
 - Primary Use Cases
 - Primary Use Cases
 - Attend Appointment
 - Cancel Appointment
 - Evaluate Appointment
 - Log Transaction
 - Reserve Appointment

Properties

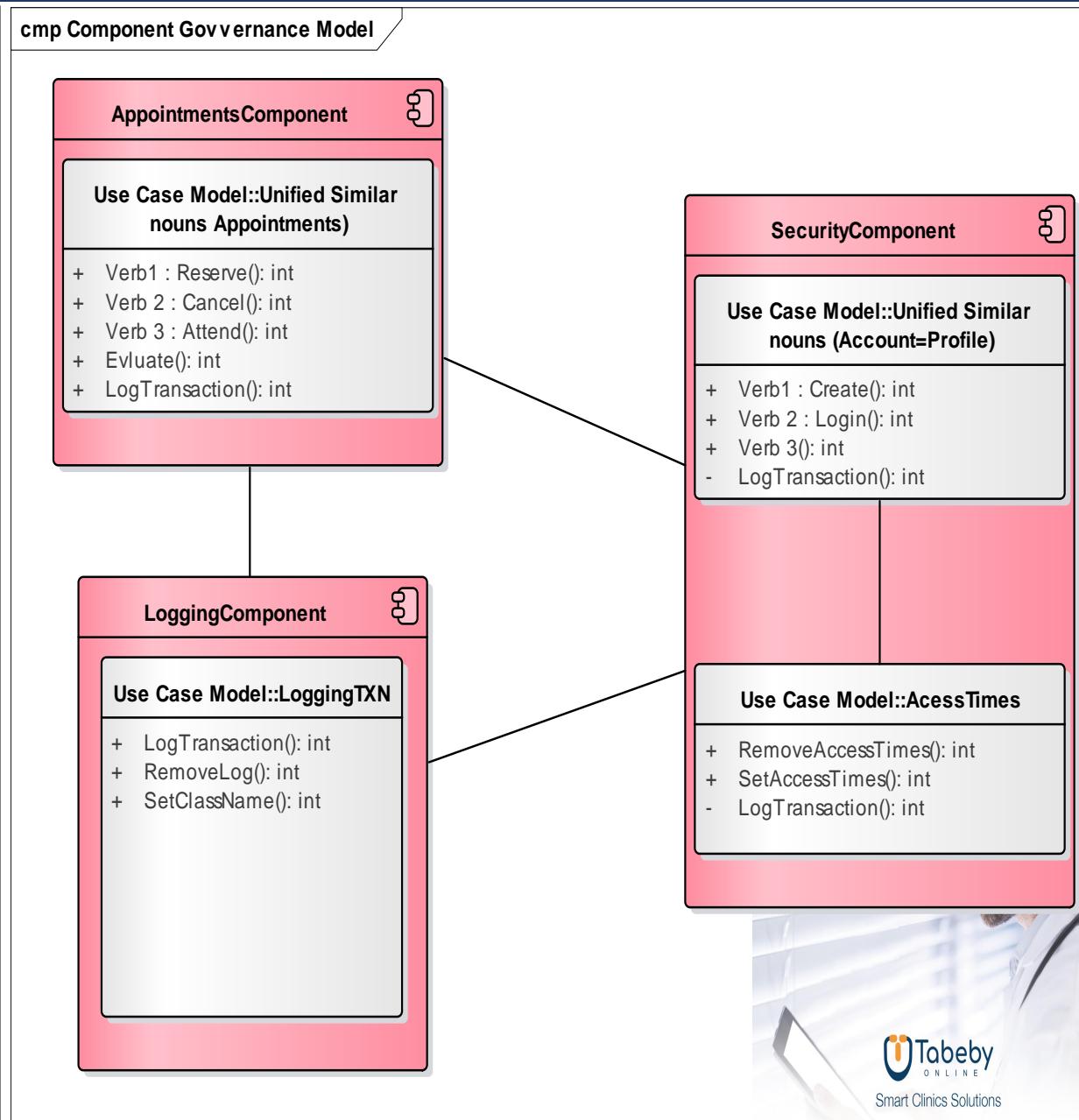
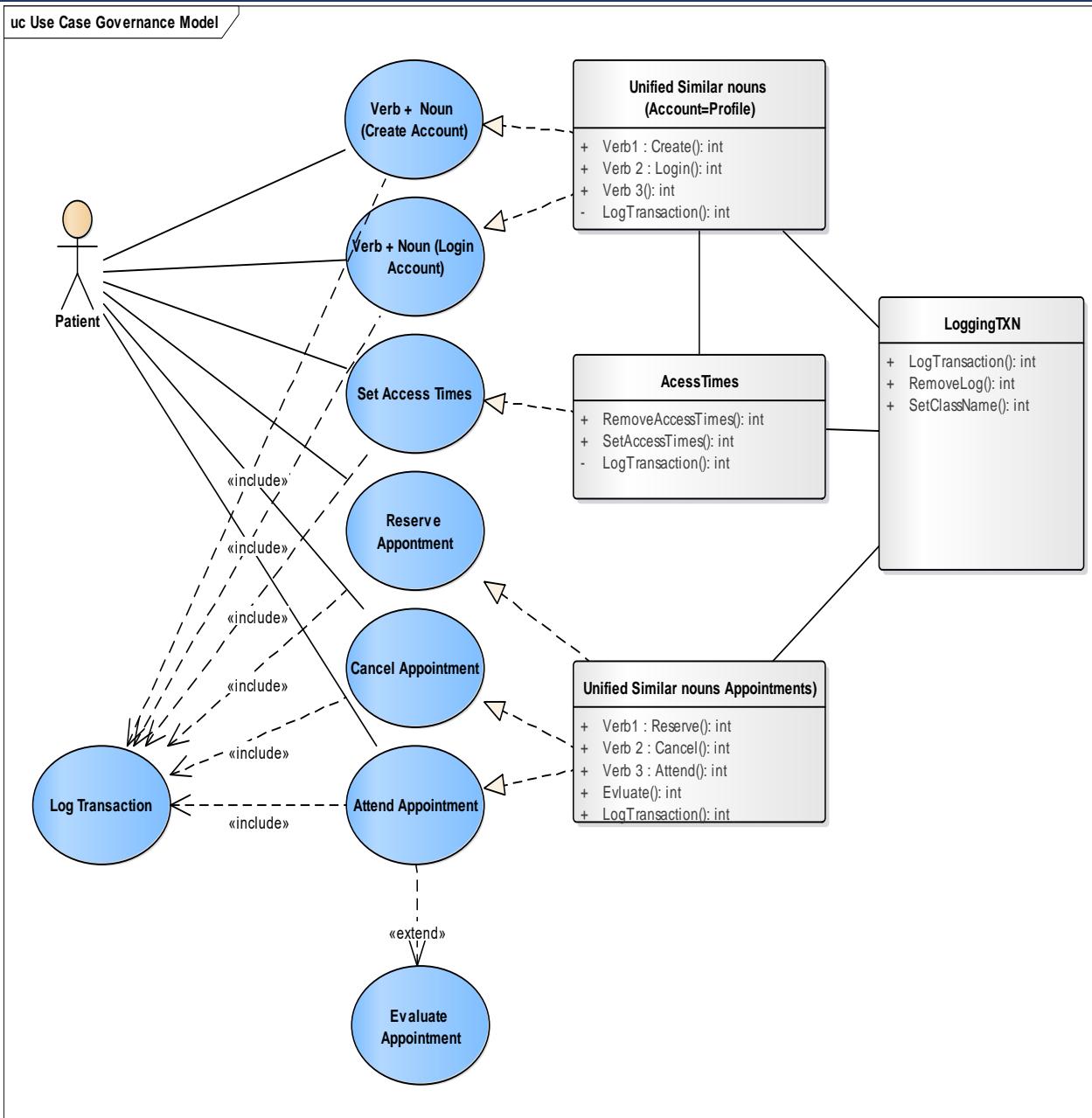
General Settings

- Name
- Scope
- Type

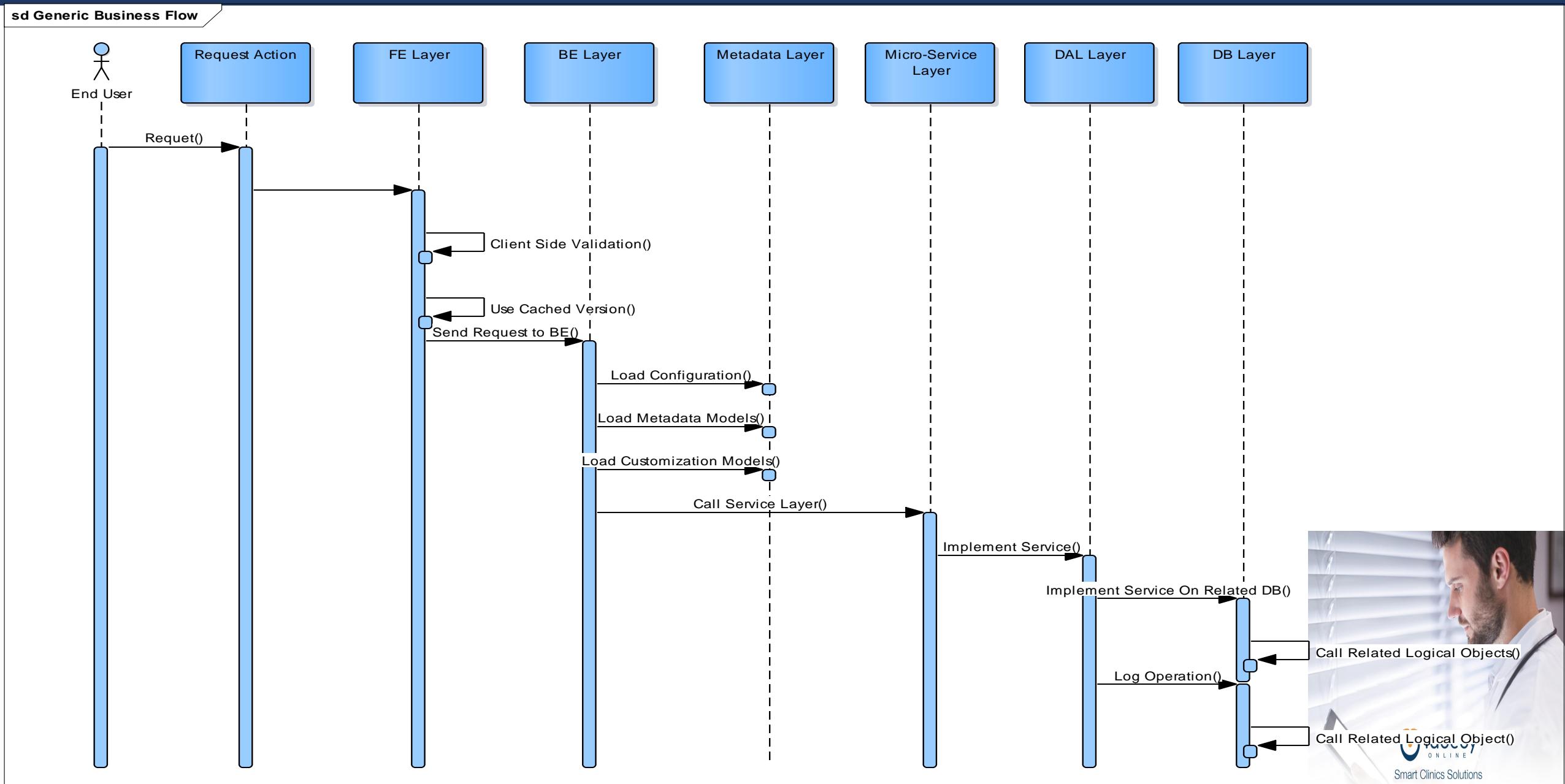
Use Case Diagram:Primary Use Cases: created: 9/2/2021 12:54:54 AM modified: 9/2/2021 12:54:54 AM 100% 827 x 1169

Smart Clinics Solutions

Components Governance Model



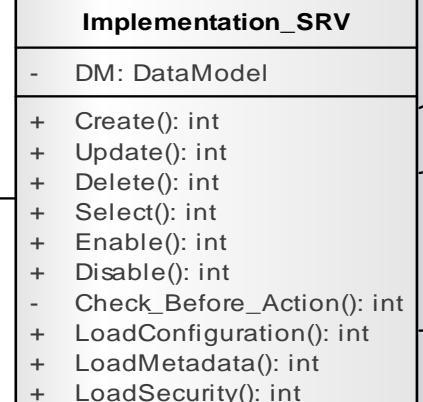
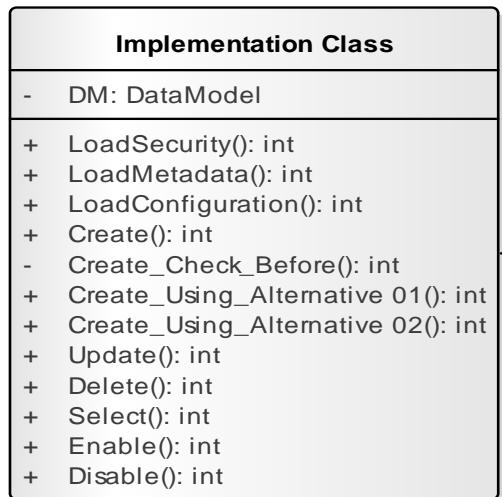
Architecture Governance Model



Implementation governance

class Generic Class Model

Implementation governance



AttributesMetaDataTable

SecurityMetaDataTable

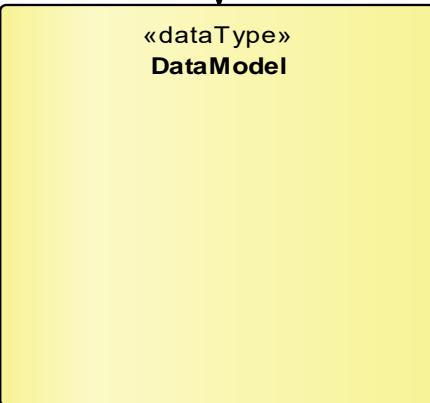
ObjectCustomFilters

- ApplicationCode: int
- ObjectName: char
- FilterIndex: int
- FilterArDesc: char
- FilterEnDesc: char
- FilterBody: char
- FilterDefault: boolean
- SystemFilter: boolean

ObjectMetadata

- ApplicationCode: int
- ObjectName: int
- DBObjectName: int
- ArabicCaption: int
- EnglishCaption: int
- ObjectOrder: int
- MaxRecords: int
- UniqueFields: int
- KeyField: int
- SingleMany: int
- Display Order: int
- ShowEmptyList: int
- ScreenAttrib: int
- Comment: int

ObjectsCustomization



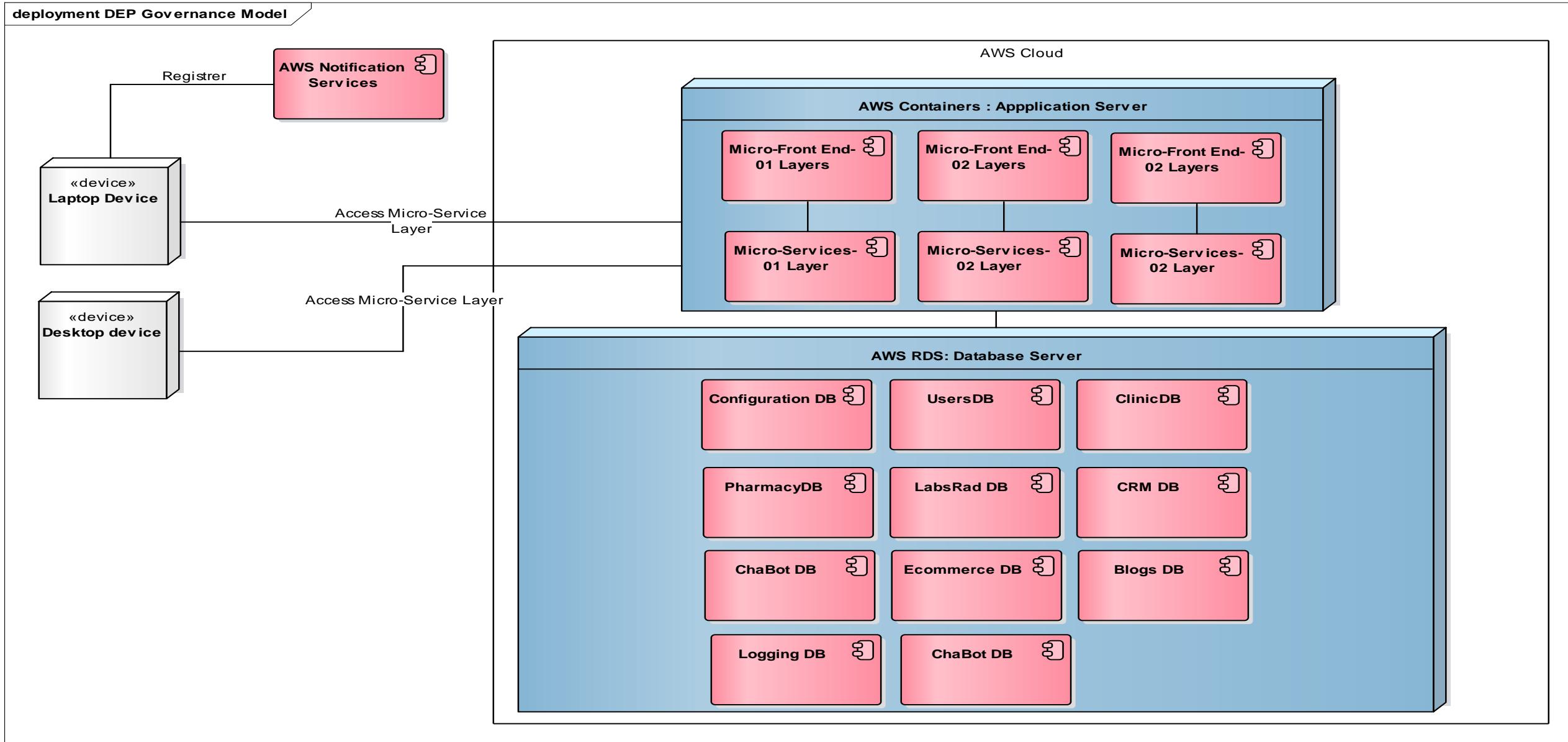
Favorites/Pin/UnPin

Subscription

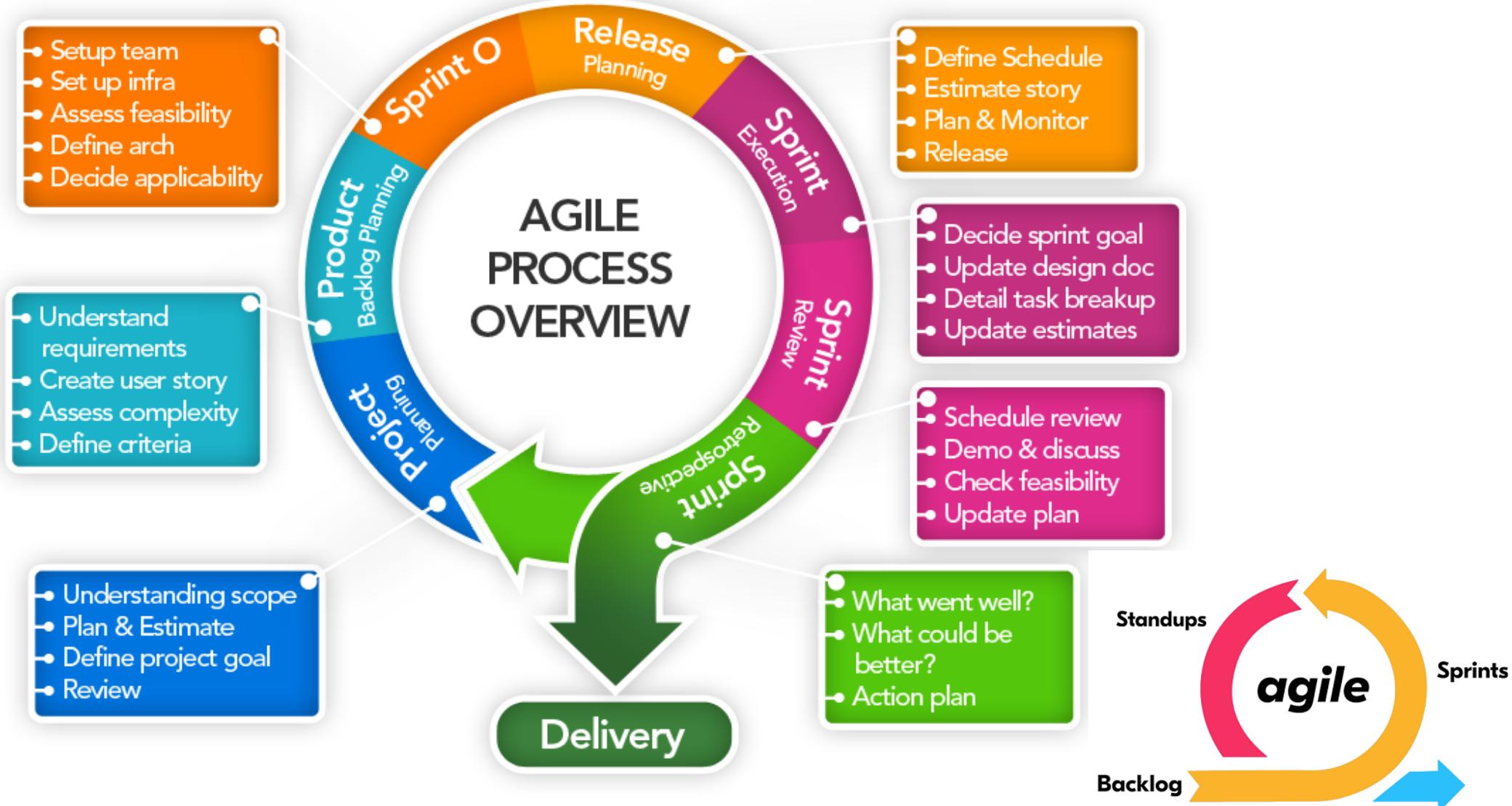
Features



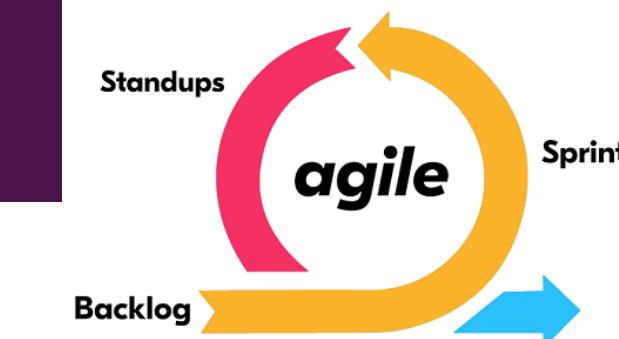
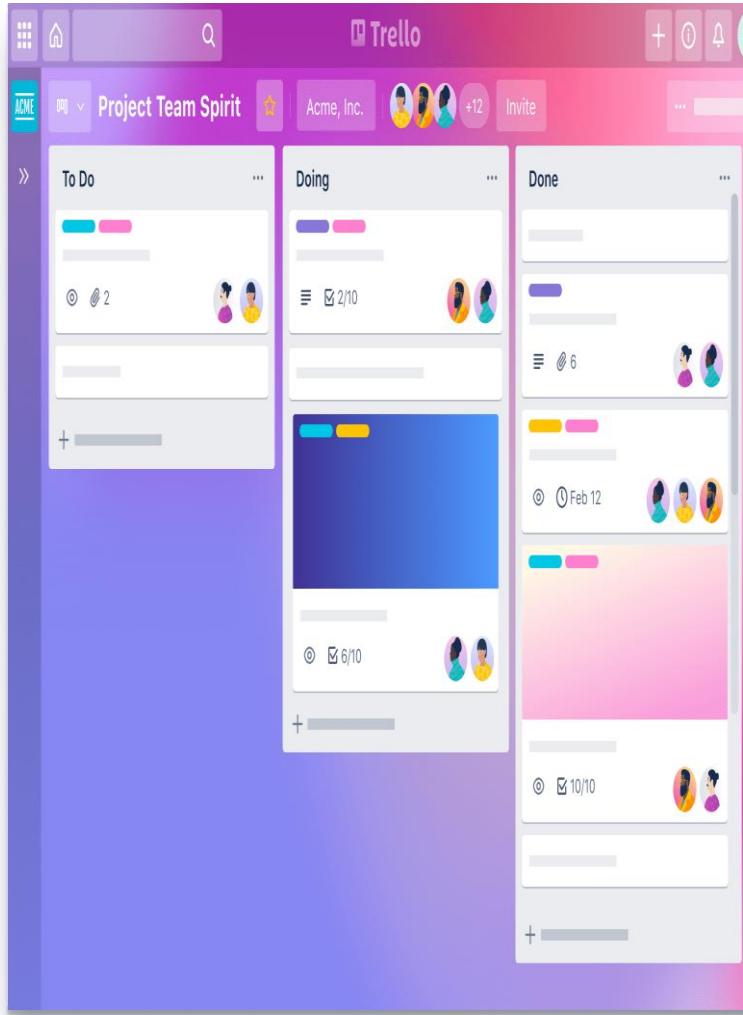
Deployment Governance



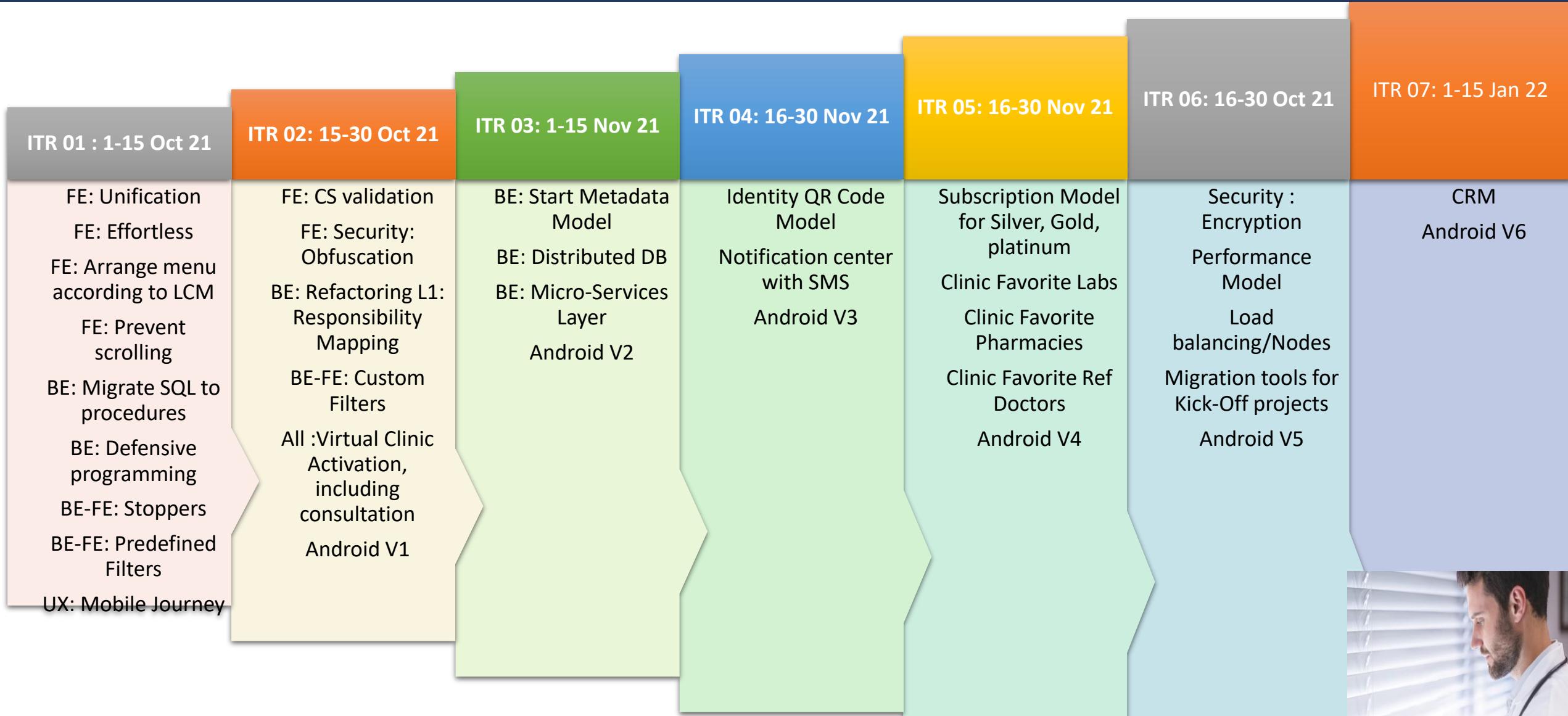
Management Governance-Agile approach



Management Governance Tools



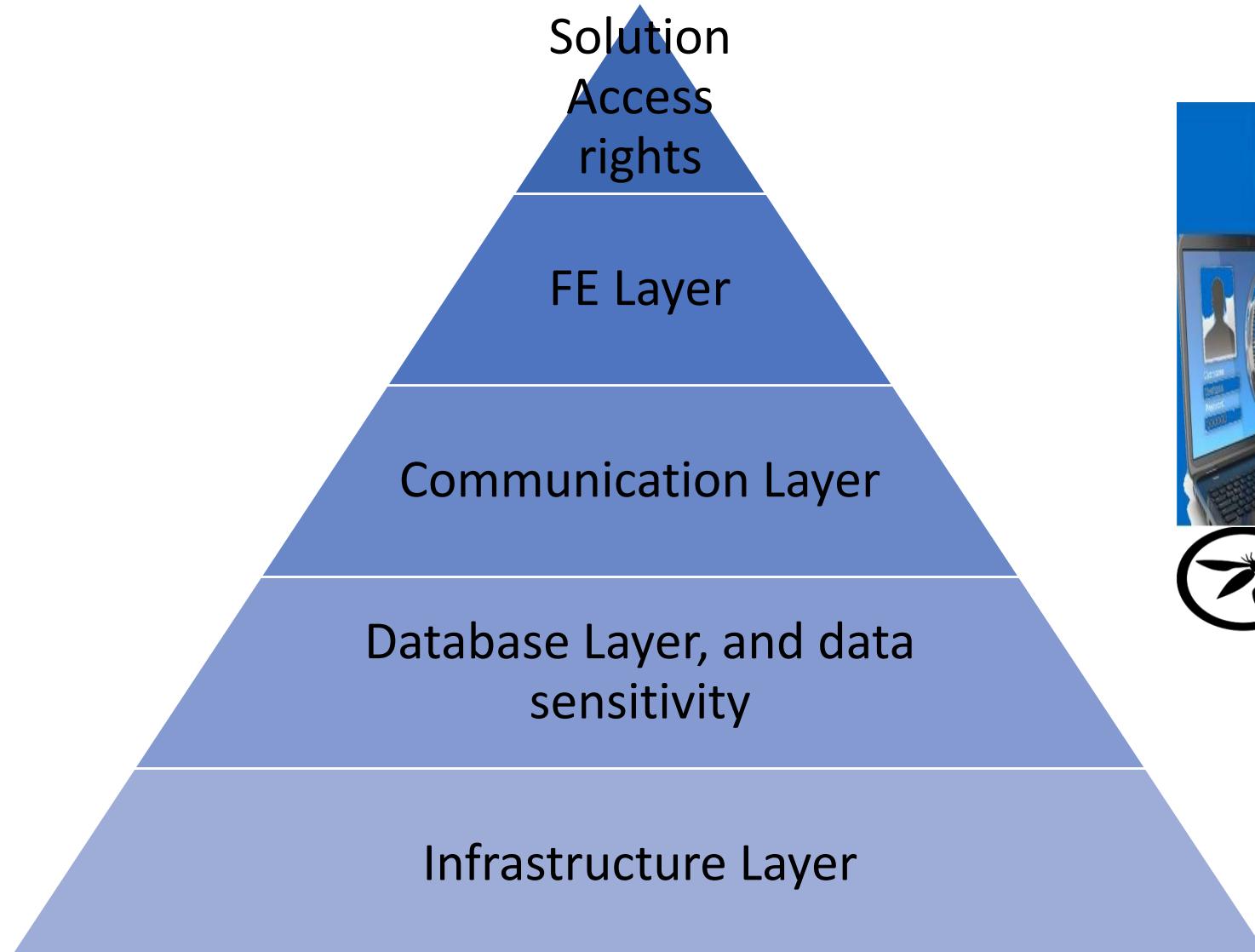
Execution Plan



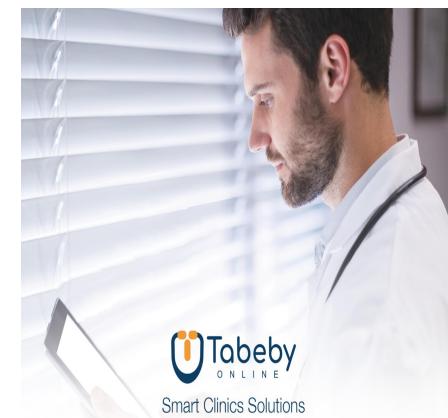
Iteratively, For Each Module



Security Models



OWASP
Mobile Security Project



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Technology Stack



Cloud Design Maturity Stages



Level 01:



Level 02



Level 03



Level 04

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Thank You



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