## 1. 7keema

Overview & Business Model
- Founded: 2018 (first on-demand home nursing app in Egypt)
- Coverage: Cairo and major governorates via ISO-certified nursing staff  cite turn1search3
- Model: In-house roster of registered/licensed nurses, structured into three levels (specialist, technician, aide)  cite turn1search4
- Pricing: Competitive rates with occasional discounts (e.g. 50% off equipment rental)  cite turn1search0

Key Features
- Instant booking or scheduled shifts
- Detailed nurse profiles (photos, certificates, ratings)
- 24/7 chat support and monthly care plans
- Partnerships for remote doctor consultations  cite turn1search0

UX & Technology Insights
- Mobile-first UX with emphasis on quick "one-tap" service request
- Clear differentiation by service level and pricing tiers
- Regular app updates solving earlier tech issues, strong App Store ratings  cite turn1search2

Strengths
- First-mover advantage and strong brand recognition
- High trust via ISO 9001 certification and structured quality control
- Broad service scope (wound care to full ICU at home)

Weaknesses
- Limited to their employed nurses—coverage gaps in smaller cities
- No bidding or dynamic pricing—patients can't negotiate

## 2. Care Hub (مستشفى منزلي)

Overview & Business Model
- Founded: 2019 as Egypt's first "hospital-at-home" provider  cite turn2search6
- Coverage: Branches in Alexandria, Cairo-New Cairo, Sidi Gaber; emergency response in 25 min  cite turn2search6
- Model: End-to-end home-hospital services (ICU, labs, radiology, dialysis) through own medical teams

Key Features
- Full "home hospital" capabilities: ICU setup in under 60 min, dialysis, chemotherapy
- Integrated pharmacy network and diagnostics
- Family-app ("Carehub Family") for monitoring care delivery  cite turn2search7

UX & Technology Insights
- Website-centric flow; mobile apps secondary (low install counts)
- Rich service catalog but complex information architecture on web  cite turn3view0

Strengths
- Unique "full hospital" offering at home, strong emergency and critical care
- Backed by a large organization (500-1 000 employees) and multiple branches

Weaknesses
- High operational costs; premium pricing not always transparent
- Heavy reliance on own teams limits scalability outside major cities

## 3. Hospitalia

Overview & Business Model
- Founded: 2019 as an e-health marketplace  cite turn4search0
- Coverage: Cairo/Maadi area, virtual plus in-home visits
- Model: Marketplace connecting patients to external providers (doctors, nurses, physios, labs)

Key Features
- Multi-service booking: doctor visits, nursing, physiotherapy, radiology, telehealth
- "Get Matched" hotline and optional web self-booking  cite turn4search0
- 24/7 support with quality-assurance protocols

UX & Technology Insights
- Clear "choose → match → care → get well" flow on homepage
- Emphasis on virtual consultations alongside home visits

Strengths
- True marketplace model with an expanding provider network
- Funding (~$205K) and Seedstars Cairo recognition  cite turn4search5 turn4search6

Weaknesses
- Smaller team (2-15 employees) may struggle to maintain quality across varied services
- Coverage still largely Cairo-centric

## 4. Homecare for Caregiver ("Caregiver")

Overview & Business Model
- Model: SaaS scheduling and documentation tool for home-care agencies and their caregivers  cite turn5search0
- Coverage: Global/agency-focused, not a patient-facing booking platform

Key Features
- Electronic Visit Verification (check-in/out, task logging)
- Care plan management, HIPAA-compliant messaging (Mobile Caregiver+ variant)

UX & Technology Insights
- Enterprise-grade UI for caregivers/agencies—complex for end-patients
- Focus on compliance and documentation rather than discovery or trust building

Strengths
- Robust back-office tools for care agencies
- HIPAA compliance—suitable for regulated markets

Weaknesses
- Not a direct competitor for consumer booking flow
- No patient-facing profiles, ratings, or marketplace dynamics

## 5. Tabibi 24/7 (OtlobTabib)

Overview & Business Model
- Model: Multi-channel booking (app/website/hotline) for clinic visits, home visits, telehealth  cite turn5search4
- Coverage: Nationwide Egypt (hotline 16724), broader MENA presence

Key Features
- Seamless switch between clinic, home, and virtual care
- Integration with insurance networks and corporate accounts

UX & Technology Insights
- Simple service selector with hotline fallback; website heavy on content
- No real-time provider availability or profiles

Strengths
- Strong brand in digital healthcare bookings (initially for clinic visits)
- Insurance partnerships enhance affordability

Weaknesses
- Home care is an add-on, not core; limited specialized nursing features
- Lacks community/forums or peer reviews

## 6. Taib (طيب)

Overview & Business Model
- Model: One-stop home-care app in Saudi Arabia; launched in Egypt as well  cite turn6search0
- Coverage: KSA major cities; Egypt rollout unclear

Key Features
- Multi-service booking: nursing, physiotherapy, lab tests, telehealth
- Family accounts, multi-location support, insurance integration  cite turn6search0
- "Multi-service cart" for booking several services at once

UX & Technology Insights
- Polished app UI focusing on insurance-backed workflows
- Emphasis on booking multiple services in one session

Strengths
- Strong insurance network (Bupa, cooperative, etc.)
- Mature cross-service booking cart

Weaknesses
- Limited presence in Egypt; focus on KSA
- Closed provider network—no freelance-style flexibility

## 7. Eshfaa (إشفاء)

Overview & Business Model
- Model: Digital platform offering integrated home nursing, radiology, labs, doctor visits  cite turn7search0
- Coverage: Cairo, Giza, Alexandria, Damietta; expanding

Key Features
- Personal case management with end-to-end coordination
- Focus on patient experience management and quality standards  cite turn7search3

UX & Technology Insights
- Clean web booking flows; limited patient reviews visible
- Emphasis on "person-centred care" and recurring case-manager assignments

Strengths
- Holistic approach with physiotherapy and diagnostics
- Accredited by international bodies (TEMOS)

Weaknesses
- Provider network still under development—coverage gaps
- No public bidding or dynamic scheduling features

## Implications for Our "Freelance-Style" Platform

1. Marketplace Flexibility:
   - Unlike 7keema/Care Hub, allow any qualified nurse (freelance) to bid for or accept jobs nationwide.
2. Dynamic Pricing & Bidding:
   - Patients post their needs; nurses submit quotes. Leverage supply-demand to optimize pricing.
3. Trust & Verification:
   - Combine 7keema's ISO-style vetting with Hospitalia's QA programs and Eshfaa's case-management.
4. Multi-Service Bundling:
   - Adopt Taib's "multi-service cart" so patients can book nursing + lab + telehealth in one flow.
5. Community & Support:
   - Add a patient forum ("Community") inspired by social features—absent in most incumbents.
6. Scalable Coverage:
   - Leverage freelance supply to cover underserved areas beyond Cairo/Alexandria.