

My Freelance Business

NAMUWAYA
SUSANPROFILE

Hire a A School Lab -
Jan 2026, Mbale



Susan Namuwaya

IKIGAI: (Purpose) - To repair and maintain human life through specialised medical treatment and care

- ❖ **Passion:** Interacting with different communities and facilitating personal health care and maintenance.
- ❖ **Vocation:** Teaching and demonstrating personal health care tips.
- ❖ **Profession:** Experienced doctor and life coach dedicated to making a positive impact on people's health status.
- ❖ **Mission :** Saving lives for a better future.

PERSONALITY TYPE : Hardworking, direct,
self-dependent

TARGET AUDIENCE:

- ***Local residents***
- ***Emergency patients***
- ***Chronic disease patients***
- ***Corporate employees***
- ***Medical tourists***

SKILLS:

- ❖ Effective communication and public speaking.
- ❖ Counselling.
- ❖ Problem solving.
- ❖ Technical proficiency
- ❖ Leadership
- ❖ Teamwork and collaboration

VISION/GOALS:

- ☐ To create a platform for accessible education and personal development resources.
- ☐ To reach and mentor at least 700 individuals in the next five years.
- ☐ To establish partnerships with local organizations to promote community engagement and support.
- ☐ To write a book on personal health care and maintenance by 2027.

S & J HOSPITAL BUSINESS MODEL

Key Partnerships

- ❑ Pharmaceutical and Med-tech suppliers

- ❑ Health insurance companies

- ❑ Government health departments
- ❑ External diagnostic labs & specialists
- ❑ Medical Universities (for teaching hospitals)

Key Activities

- Patient diagnosis and treatment

- Surgery and emergency care

Key Resources

- Preventative wellness programs
- Research and clinical trials
- Facility and equipment maintenance

Value Propositions

- ✓ High quality patient outcomes: Specialised expertise and advanced tech

- ✓ Efficiency: Short wait times and integrated digital records

- ✓ Trust and Safety: Accredited care and compassionate staff
- ✓ 24/7 Accessibility

Customer Relationships

- Personalised care: High-touch doctor-patient interaction
- Patient portals: Self-service for results and scheduling
- Community outreach

Channels

- Physical hospital facility
- Telemedicine platform
- Referral network
- Mobile App

Customer Segments

- ❖ Local residents (primary care)
- ❖ Medical tourists (if specialised)

- ❖ Emergency patients
- ❖ Corporate employees

- ❖ Chronic disease patients (Diabetes, Oncology)

Cost Structure

- ❖ Marketing and Compliance

- ❖ Supplies

- ❖ Maintenance

- ❖ Personnel

Revenue Streams

- Insurance Reimbursements

- Government Subsidies

- Service fees
- Diagnostic fees
- Pharmacy sales

THANK YOU