



EXECUTIVE HEALTHCARE SOLUTIONS

MARKET

Executive Healthcare Solutions (EHS) are Medical Insurance Providers that are African based and created bespoke plans specially for the African market. They know exactly and understand what is required for the region.

Their clients are High Net Worth Individuals, SMEs and Senior Management of Multi Nationals. The majority of their clientele are usually via referrals and word-of-mouth.

Their easily accessible modern state-of-the-art offices, unparalleled service and benefits offered have many clients transferring to them from other international private medical insurance providers.

With a turnover of USD4.6million and premium of USD17million they currently have 15,000 "lives" in East and Southern Africa.



Area 1 - Africa, India, Pakistan, Bangladesh and Sri Lanka; when the rest of the international private medical insurance providers were offering Worldwide including and excluding USA.

HISTORY

In 1998, Mr. Shiraz Maherali, Chairman of MIC approached Willis for an IPMI plan. They in turn introduced him to Goodhealth. Mr. Maherali and Goodhealth formulated a bespoke plan for members residing in Africa. These insurance plans specifically created to cater for people living in Africa and included evacuation to a country of their choice.

This concept was the "brainchild" of Mr. Shiraz Maherali and his son Mr. Aly S Maherali, who spent a year researching the market and came up with the plan initially offered by MIC (Overseas) Limited.

In 1999 they formed a Partnership between Goodhealth and MIC (Overseas) Limited that was headed by the CEO Mr. Aly S Maherali.

In 2002, it was re-branded under the company name EHS. Soon after, Executive Healthcare Solutions Limited ventured into Rest of Africa market.

In 2008, Executive Healthcare Solutions were licensed in Tanzania.

EHS's target is to be the leading medical insurance provider in East and Southern Africa. and they intend to increase their turnover and attain 25,000 lives in the next 5 years.

ACHIEVEMENTS

EHS's greatest achievement is to protect and provide the best service to the people who trust them with their lives.

From 2014-2017 they have received a great number of accolades including Top 100 prizes.

In 2017, they received the Safety and Health Requirements award for the Hospitality Industry.



In 1999, EHS was the pioneer in introducing the regional plan coverage that covered the following:

The brand started off gradually, however since 2005, has been growing at the rate of 15% per annum.

PRODUCT

Executive Healthcare Plan offers top-of-the-line bespoke insurance for the expat and higher income clientele.

They have four different levels of coverage and all of them include the following:

- Cancer treatment: covered in full as in-patient, day-patient and out-patient; from diagnosis to palliative stage
- Chronic Conditions: covered in full for treatment requiring in-patient or day-patient treatment in a hospital
- Kidney Dialysis: covered in full as in-patient, day-patient and out-patient.
- CT, MRI and PET Scans: covered as in-patient, day-patient and outpatient
- Emergency Evacuation: to the country of choice within the chosen area of coverage.
- Out of Country Transportation: to the country of choice within the chosen area of coverage.

RECENT DEVELOPMENTS

Executive Healthcare Plan keeps updating their plans and benefits to cater to the ever changing and more demanding needs of its clients.

In 1999, Major Medical Plan and Foundation plans were introduced.

In 2010, introduced the Lifestyle Plan, which is their comprehensive superior plan.

In 2014 they not only further enhanced their basic In-patient Plan but also introduced their 4th plan. The Major Medical Plus covers out-patient treatment for acute conditions up to \$5,000.

EHS have plans to expand in the sub-saharan market.

PROMOTION

Executive Healthcare Solutions greatest promotion is their reputation and the "word-of-mouth" of their satisfied clients. However, they also advertise in various magazines such as : Asian Weekly, Xpat Link, Artlife, Yummy, Nomad, Ismaili, Buy Rent, Msafiri, & Selamta

In 2018 they have plans to enter into the digital marketing platform.

Executive Healthcare Solutions sponsors the yearly Golf Tournament at Sigona Golf Club and actively participates in Expo's all over East Africa.

BRAND VALUES

EHS recognises the value of every member and is guided by the fundamental principle of establishing a long-term relationship with a wide spectrum of diverse membership/ clientele by enforcing commitment to leadership, excellence



and fairness in providing superior, affordable and creative healthcare insurance solutions.

The empowerment, obligation and respect for innovative ideas of partners and staff to their mission permits them to maintain a quality of service, presence, pride and a tradition of caring, which are the hallmarks of EHS.'

Peace of mind

No matter where they go, travellers and expats want to know that they can rely on their benefits when they need them. They count on EHS to recommend or choose the plan that will give them that confidence. With the Aetna Executive Healthcare Plan, that peace of mind is built right in.

Stability and strength

While working toward the goal of building a healthier world, EHS has earned the designation of 'Best International Private Health Insurance

Provider' for four consecutive years along with numerous other accolades.

Better value

EHS's world-class solutions help drive health care costs down and productivity up. They also offer significant value — often greater than what other companies can provide when comparing what's included for the price.

Experience, first-class service.

www.executive-healthcare.com

Things you didn't know about Executive Healthcare Solutions

- EHS offers guaranteed renewability.
- EHS provides evacuation to your country of choice.
- EHS provides out-of-country transportation.
- EHS is accepted in any hospital in any country.
- EHS has the largest Direct Settlement network in Africa
- EHS provides accident & emergency coverage outside "Area of coverage".
- EHS provides emergency outpatient treatment inside Area of coverage.
- EHS covers individual & group risks.
- EHS has a member online portal.
- EHS has a direct Settlement of all Inpatient claims.

