Vezeeta partners with MSD Egypt to drive nation-wide public health awareness campaigns through cutting-edge digital solutions

The collaboration leverages Vezeeta's tech-driven solutions to empower doctors and patients with MSD's latest medical information and research-based scientific updates

July 2020, Cairo, Egypt – MSD Egypt, an affiliate of the global pharmaceutical leader, is partnering with Vezeeta, Middle East and Africa's leading digital healthcare platform to conduct digital awareness and engagement among patients and healthcare providers, alike.

The collaboration primarily focuses on increasing public health awareness by providing MSD's authentic medical information and scientific updates to doctors on Vezeeta's platform via its digital channels in Egypt. The partnership allows healthcare providers to access the digital awareness campaigns through the Stream on the dedicated Vezeeta Doctors' app, while Vezeeta's patients can access latest, live information via their social media channels.

"I believe that our partnership with MSD Egypt will deliver a truly unique value-driven solution that has the potential to improve healthcare across the nation at scale. By using accurate and authentic data to drive public health awareness, we can ensure the very best of medical care for our communities. As digital healthcare leaders, and trusted partners in the region, we're proud to join forces with like-minded pioneers who have made incredible strides in healthcare and continue to tap into the power of technology to improve the lives and wellbeing of our people," said **Amir Barsoum, Founder and CEO of Vezeeta.**

"Our partnership with MSD Egypt is focused on developing an intelligent ecosystem, built on advanced platforms and AI-driven capabilities, that help make healthcare and disease management in Egypt more convenient and efficient for all. At Vezeeta, we remain committed to empowering patients and doctors with knowledge and data to ensure the well-being of our community, and this partnership furthers our mission to do so," said **Ola Aly El Din, Business Development Director of Vezeeta.**

This collaboration fully aligns with MSD Egypt's mission to build and promote a Medical Education Development program for healthcare professionals in the country, through innovative and active digital activities that contribute to raising public health awareness in the society. As leaders in biopharmaceutical innovation, MSD continually embraces new-age solutions that expand accessibility of medical services and information, particularly in light of the Covid-19 pandemic that has triggered the need to reinvent MSD's means of reaching patients and doctors, in a safer and faster manner. The live Stream on Vezeeta's Doctors' app will provide MSD's targeted content to over 16,000 doctors, enabling efficient disease management through the platform.

"This pandemic has triggered an unprecedented demand for digital health-tech solutions, that we believe, will power this initiative and will help us achieve our ultimate goal to bring our science and support to healthcare providers for improving patients' lives. For this reason, MSD Egypt is glad to enter the collaboration with Vezeeta, because furthering digital transformation and reimagining our ways of working, are key pillars in MSD's strategy to fortify our future," said **Dr. Ramy Koussa, Managing Director of MSD Egypt Cluster.**

For more than 125 years, MSD has been inventing for life, bringing forth medicines and vaccines for many of the world's most challenging diseases in pursuit of its mission to save and improve lives. MSD continues to demonstrate its commitment to patients and population health in more than 140 countries by increasing access to healthcare, to prevent and treat diseases such as diabetes and cancer through far-reaching policies, programs and also partnerships.

As a trusted healthcare partner in the region, Vezeeta currently serves more than 5 million patients across 6 countries with a network of over 30,000 doctors on digital healthcare platform, that offers a diversified product portfolio that includes the doctors' appointments booking platform, tele-health solutions and online ordering and delivery of medications, among other key services. Vezeeta is transforming the healthcare experience of patients by digitally streamlining their healthcare journey.

For more information, visit www.Vezeeta.com

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About Vezeeta
Vezeeta is a global digital healthcare powerhouse that serves and empowers patients in every step of their healthcare journey by tapping into the power of data and knowledge. Trusted by patients, healthcare providers and medical industry leaders to facilitate and enhance healthcare accessibility and quality around the globe, Vezeeta is transforming the booking experience of more than 5 million patients across 6 countries, by enabling them to search, book and review the best doctors and medical services in just one minute. Vezeeta also provides innovative SaaS solutions to more than 30,000 healthcare providers listed on its platform.
To learn more about Vezeeta, visit www.vezeeta.com

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