Estshara announces a momentous agreement with Integrated Diagnostics Holding to provide virtual medical advices to patients

- The partnership provides patients with 24/7 instant access to specialised physicians to obtain recommendations.
- The services will officially launch on Dec 6th on Estshara and Al Mokhtabar platforms.

Cairo, Dec 6th 2021: Estshara, the Cairo based healthtech start-up, entered into a partnership agreement with Integrated Diagnostics Holding (IDH), a leading consumer healthcare company in the Middle East and Africa, allowing an improved care provision and providing a full-fledged and superior patient experience. The agreement was signed by Dr. Manal Abdel Aziz, The Operation Manager in Almokhtbar and Amin Elhemaily, the CEO and Founder of Estshara.

The signed agreement represents a significant shift in the Egyptian healthcare by igniting the implementation of a technology enabled and patient-centric healthcare system. With this new partnership, ALMOKHTABAR patients will have instant access to obtain recommendation and detailed medical support around the clock, seven days a week. By simply using Al Mokhtabar and Estshara different platforms patients will be able to determine their preferred way of communication, upload necessary scans and test results, and get connected with physicians in just four minutes' feedback time.

Furthermore, the developed technologies to enable this service includes the latest implementations of AI and machine learning as well as promoting e-payments and financial inclusion. The later empowers the advancement and digitization of provided healthcare, especially for patients, while ensuring the ease of use and reduction of costs. In addition to providing a secure and centralised medical record database that allows physicians to understand the patients' medical history and the level of care they need.

"Estshara is a one-stop-shop and gateway for patients to reach medical providers and obtain necessary medical services, advices, diagnosis and referrals. Not only that we support the patients throughout their medical journey, but also aim to provide a complete ecosystem to all stakeholders in digital healthcare," said Amin Elhemaily. "The key for future success is going digital. We strongly believe in establishing solid partnerships that enrich the healthcare ecosystem, provide our sector with opportunities, and accelerate digital transformation. We are very proud and excited to announce this strategic partnership with ALMOKHTABAR to advance digital health capacity and achieve sustainable development which aligns with Egypt's Vision 2030."

Dr. Manal Abdel Aziz commented: "At Al Mokhtabar, our foremost priority has been to create a patient centric experience that focuses on providing high quality end-to-end services. As the COVID-19 pandemic remains a health hazard, our flexible business model and professional experts are focusing on minimizing the disruptions to patients' lives. By integrating our services with Estshara, Al Mokhtabar patients will be able to obtain their test results as well as medical advices in one simple step and from the comfort of their own homes. This partnership marks the beginning of a new digital era for us."

Earlier this year, Estshara has raised $500,000 in a Seed funding round led by Egypt Ventures. This new funding enabled the healthtech platform to invest in its digital infrastructure and to deliver multidisciplinary health services.

- For further information please visit [Al Mokhtabar](#) and [Estshara](#) websites