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Vezeeta taps into B2B digital innovation with the launch of new SaaS Solution

Cairo, 14 July 2021 – Vezeeta, the Middle East and Africa's leading digital healthcare platform, is rolling out its B2B SaaS solution to empower healthcare providers with unrivalled technology across its growing footprint. The launch is supported by TEAMFund, a USA-based impact VC committed to driving tech transformation and healthcare access in emerging markets.

The new white label-led solution titled 'Vezeeta-in-a-Box', enables healthcare entities, both small and large, to enhance their patients' healthcare experiences, through a digital-first approach. Hospitals and polyclinics can now fully and easily integrate with Vezeeta's SaaS solution through APIs under their branding, allowing their patients to enjoy the platform's streamlined healthcare experiences. The full suite of capabilities includes real-time online booking for doctors in-clinic and telehealth follow-up appointments, labs, scans and operations, as well as purchase and delivery of prescription medications.

Since launching in Saudi Arabia in April 2021, 'Vezeeta-in-a-Box' has integrated with 3 mega hospitals and 9 polyclinics. The solution will now be available in other key markets starting with Egypt, Nigeria, Kenya and Ghana.

"Vezeeta's commitment for empowerment has moved beyond the consumer, allowing healthcare entities to deliver the same, exceptional quality of healthcare access to their patients under their brand. Our SaaS solution first digitized and disrupted the industry with the doctors' booking solution, and then revolutionized the pharmacy sector. Now, in the aftermath of the Covid-19 pandemic, as the need for digital transformation across the industry becomes urgent, the white label led-solution is set to elevate patients' access to quality care by empowering healthcare entities through next-gen digital tools," stated **Mohammad El Mougi, Chief Product Officer, Vezeeta**.

"Vezeeta's tech team has worked around-the-clock to develop and launch the B2B SaaS. This product is particularly beneficial for entities that are looking to reduce time-to-market, and cut costs and investments associated with developing and maintaining such technological capabilities," said **Nana Frimpong, VP of Africa at Vezeeta**, who is leading the B2B SaaS business across all countries.

Vezeeta's SaaS for pharmacies was first rolled out in Egypt in February 2021, and has served more than 1 million patients to date.

"TEAMFund is proud to partner with Vezeeta, a mission-driven, transformative company that is putting to practice and championing the principles of ESG and impact, to actively ensure the wellbeing and health of underserved communities in emerging markets. Vezeeta's B2B solution is well positioned to drive sustainable changes within the health-tech landscape across the world, including both developed and developing markets, and disrupt the way healthcare entities interact and treat their patients at-large through innovative, easy-to-use solutions," said **Yousuf Mazhar, Managing Partner, TEAMFund.**

To date, Vezeeta has served over 10 million patients across 55 cities, more than doubling its growth year-on-year.

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About Us:
Vezeeta is a leading digital healthcare platform that serves and empowers patients in every step of their healthcare journey through data and knowledge. We are trusted by patients, doctors, leading pharma companies, and medical insurance providers to facilitate access to healthcare. With more than 30,000 doctors across 55 cities in 6 countries, Vezeeta today is changing the lives of over 10 million patients across Middle East and Africa.

To learn more about Vezeeta, visit the website or download the app.

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