Accessible, affordable, sustainable
The new future of private healthcare
As the global population grows and the elderly become a larger proportion, the need for quality healthcare is ever more pressing. At VPS we are acutely conscious of these issues and our philosophy is predicated on developing practical solutions.

The VPS brands are a culmination of who we are and our core values. Our interdisciplinary approach and integration across various specialties and units enable us to develop innovative responses to complex healthcare problems, and thereby improve the lives of our patients and their families.
Welcome

Healthcare should be about wellness

VPS Healthcare has become a substantial enterprise with diverse assets in several countries. But our business is not only about building critical mass and growing revenues – we are determined to be a positive force wherever we operate.

For example, in the Middle East we own a network of hospitals that need to remain financially stable. But we also run an extensive occupational health service, and our mobile clinics take screening and testing into communities and workplaces, rather than waiting for them to develop problems. It may ultimately cost us, but we firmly believe that prevention is better than cure.

We were the first healthcare group to offer free mobile mammography in the UAE and thousands of women have benefited. We have also conducted more than 300 free cardiac surgeries, and offers 24-hour mobile emergency medicine services – they bring patients from strife-torn areas and we treat them.

Yes, we are motivated by philanthropy, backed by sound business reasoning. We fulfil a crucial social role in the communities that make our enterprises viable. By showing empathy and solidarity, we build strong and lasting relationships that are beyond value.

Our philosophy relates to the needs of a growing and aging global population. By 2050, the world’s population will rise to 9.7 billion, with 2 billion over the age of 60.

Clearly, the need is for high-quality healthcare that is accessible, affordable, and sustainable.

VPS Healthcare is itself maturing. We have grown very rapidly in the 10 years of our existence and are still growing – regionally, internationally, and in diversity of activities.

Being sensitive to market needs and responding appropriately has been at the heart of our success, coupled with an acute focus on quality in everything we do. And that will continue to be our guiding light as we enter our second decade.

Dr Shamsheer Vayalil
Managing Director
Introducing VPS Healthcare

Dynamic progress in just 10 years

VPS Healthcare’s multinational operations comprise a network of hospitals and medical centres, on-site services, homecare and occupational health, dental education, pharmaceutical manufacturing, and retail pharmacies. The group’s integrated healthcare delivery system provides primary, secondary, and tertiary care, with centres of excellence in various specialties.

A team of more than 10,000 employees includes more than 1,000 doctors and serves more than 3 and a half million patients every year, while our surgeons carry out more than 60,000 procedures annually across 60 operating theatres.

In just 10 years, VPS has established itself as a significant player in the private healthcare industry, building its first hospitals – and brands – from scratch. Recently, the group has made several major acquisitions of established facilities in India and Europe, as well as entering into new joint ventures in Qatar and Saudi Arabia.

VPS serves patients from all segments of society, and excellence underpins all of its subsidiary brands – not only those focused on the premium segments. The group’s vision is to create a truly sustainable community welfare model for all strata of society.

One of the group’s strengths is the extent and diversity of the VPS network, enabling patients to be referred for consultations and other services from geographically remote facilities to more centralized super-specialty centres.

This is being further strengthened by investing millions of dollars in expansion. With so many new projects under development, VPS seeks to meet growing demand for healthcare in each region, while ensuring that the group is ever more focused on both quality and service.

Our vision
Wherever we operate, to be the preferred and trusted choice in quality healthcare, associated support functions, and services.

Our mission
To achieve world-class corporate governance in healthcare, using technology and the latest medical advancements to provide services and outcomes that exceed expectations.

Our core values
Compassion for our patients
Teamwork with our staff and partners
Integrity in our professional conduct
Responsible corporate citizenship
Commitment to stakeholder needs

VPS Healthcare's continued expansion demonstrates the group's commitment to sound governance policies and practices, reflecting its strength as a dynamic, progressive and global business. These include an ongoing commitment to the management of truly global professional standards and quality. Members of the leadership team apply their specialist knowledge and expertise to ensure compliance with regulatory requirements across multiple domains and sectors. This is particularly relevant in countries from America to Europe, the Americas, Africa, and Australasia.

Recognition by international accreditation authorities demonstrates the quality of governance. Various facilities have been endorsed by Joint Commission International (JCI), the largest health care standards organization in the world, for its high standards of care; National Accreditation Board for Hospitals and Healthcare Providers (NABH), the largest public service healthcare accreditation body in India; IM US College of Technology, the global conformity laboratory standards; and ISO, the International Standards Organisation. Pharmaceutical products are approved by US FDA, HealthCare Products Regulatory Agency, and numerous national and international bodies from across the globe. These agencies set the highest standards for healthcare, and VPS is fully demonstrative of its vision to work for a better tomorrow.

Dr Shamsheer Vayalil
Managing Director

Dr Shamsheer Vayalil has more than 25 years of experience in the healthcare industry, having served as a member and Director of Board of W.H.C. Properties, Abu Dhabi Medical City and the Abu Dhabi Health Authority. He completed his Medical Degree in Medicine from the Kasturba Medical College in India and has been the Managing Director of Abu Dhabi Healthcare Services since its inception in 1997. Dr Shamsheer is responsible for building market presence and guiding on best practice and the group’s performance of all VPS hospitals. He graduated from Kasturba Medical College in India where he studied Advanced Radiology and became the…

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Senior Director

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Chief Technology Officer

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President, Business Development

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Mr Omran holds a BSc in Business Administration from Suffolk University, Boston, a member of the Harvard Business School, and has completed the Advanced Competitive Programme.

Mr Singh has brought significant and diverse experiences from different healthcare settings, working in reputable companies in various sectors including technology, private equity, and government. He has worked extensively in Europe, the Americas, Africa, the Middle East, and Asia, working with a wide range of healthcare providers. Since joining VPS, Mr Singh has……
Although VPS businesses are designed to cater for different market segments, all share the same principle of premium quality – in patient care, clinical excellence, and across all administrative functions. Each facility has its own dedicated quality team striving to achieve ever-higher standards, guided by a group-wide Quality Committee chaired by the Senior Director.

Patients are very conscious of the VPS emphasis on quality, whether members of local communities or those coming from abroad for treatment. This is evident in the number of requests to open new facilities and the volume of overseas patients – at times accounting for as much as 75 percent of monthly occupancy at some of the VPS hospitals based in Dubai and Abu Dhabi.

Providing the highest quality of healthcare has always been a cornerstone of the VPS philosophy. This was motivated not only by the need to meet regulatory requirements but an inherent desire to do things right, distinguishing VPS facilities by their unrivalled clinical and professional standards. That commitment has been endorsed by accreditation or certification from a number of global authorities and standards organisations, and recognition in the form of awards received from healthcare congresses and industry-specific programmes.

Eight VPS hospitals are accredited by JCI, the global quality authority that accredits healthcare organisations and programmes in the USA and more than 60 other countries. These are the Burjeel Hospitals in Abu Dhabi and Dubai, Medeor in Abu Dhabi and Dubai, LLH in Abu Dhabi and Musaffah, and Lifecare in Musaffah and Baniyas.

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Between hospitals, medical centres, and pharmaceutical exports, VPS Healthcare has developed an extensive international coverage — a presence that is growing steadily as the group explores opportunities for further diversification and strategic synergies.

From being exclusively based in the United Arab Emirates, VPS has entered the neighbouring Gulf states and India. The group is poised to further strengthen its operations at home and abroad. Planning and negotiations are well-advanced on several bold initiatives where the VPS model can bring healthcare benefits and strategic value to new markets.

**Reach**

- Abu Dhabi
- Al Ain
- Sharjah (in development)
- Dubai
- Oman
- Kochi
- Saudi Arabia (in development)
- Kuwait
- Qatar (in development)

**Constant growth poised for new phase**

13 brands
20 hospitals
100 healthcare centres
10k employees

- Middle East
  - Burjeel
  - Tajmeel
  - Medeor
  - LLH
  - Lifecare
  - LifePharma
  - Lifeline
  - Response Plus Medical
  - OccuMed
  - Prince Medical Center
  - UBI Pharma

- India
  - VPS Rockland
  - VPS Lakeshore
  - Educare

Reach
Valued guests, not patients

VPS Healthcare’s flagship brand combines premium hospital care with all the amenities of a five-star hotel.Burjeel essence – the art of healing – is a marriage of medical excellence with an ambience designed to speed patient recovery. Burjeel operates ultra-premium hospitals, specialist centres, and medical clinics in the UAE and Oman, where patients are referred to as guests.

The company’s $1.5 billion expansion programme is led by the new Burjeel Medical City in Mohammed Bin Zayed City, a tertiary-care complex that will be the UAE’s largest private healthcare provider when it opens in 2017.

The landmark project focuses on ultra-specialist domains such as oncology, long-term care, and wellness, along with advanced imaging, emergency, and endoscopy, a rehabilitation centre with prosthetics and orthotics services, outpatient clinics, day surgery centres, state-of-the-art operating theatres and critical care areas.

The new facility will comprise a 300-bed hospital, long-term care villas, administrative buildings, and a mosque – together covering 82,000m² of floor area.

Burjeel represents the pinnacle of medical care, coupled with exclusive hotel-style services such as valet parking, exquisite VIP lounges, luxurious fitness facilities, upmarket restaurants and cafes. Although there are standard rooms, the emphasis is on suites, the largest with five bedrooms, so the entire family can stay in comfort and give their loved ones personal support while undergoing treatment.

In total, Burjeel’s expansion programme provides for 10 new properties in the UAE and Qatar – four hospitals, five specialist centres, and one medical centre – under construction or already open.
Our brands | Tajmeel

Beauty
at its finest

Tajmeel epitomises leadership and innovation in dental care and cosmetic treatment, embracing the VPS values of premium quality service, delivered in a warm and reassuring environment.

Tajmeel epitomises leadership and innovation in dental care and cosmetic treatment, embracing the VPS values of premium quality service, delivered in a warm and reassuring environment. There are four facilities in Abu Dhabi, including the locally famous and highly successful Tajmeel Kids Park Medical Centre, which combines dentistry with a visit to the zoo.

Tajmeel is committed to providing the foremost quality of dental service in the UAE, performed by world-class experts who are highly skilled and experienced in all dental specialties. The centres are equipped with the latest technology and staffed by acknowledged leaders in their field.

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Tajmeel takes pride in continuing to raise the quality of products and services – responding to the challenging needs in a changing healthcare landscape.

The goal is to be the most trusted dental services provider in the UAE, delivering satisfaction through the science of healing and the art of care.

Tajmeel will continue to rapidly advance this cause, using the latest technologies to generate results where clients’ best interests are served.

Tajmeel Dental Centre, Karama area of Abu Dhabi City

Tajmeel Specialized Medical Center, Al Dar Building in Abu Dhabi City

Tajmeel Kids Park Medical Center, Al Shahama area of Abu Dhabi City

Tajmeel Royal Dental Mobile Clinic
A new concept in healthcare – multi-specialty family hospitals that take the best principles of the hospitality industry, combined with state-of-the-art medical facilities. Medeor strives to conveniently deliver the highest quality of care to the maximum number of people at the optimum cost.

The Medeor 24x7 Hospitals in Abu Dhabi, Dubai and Al Ain provide the highest levels of medical care. Round-the-clock services include emergency rooms and on-site pharmacies to ensure patients get the attention they need, whenever they need it.

Medeor Medical Centres based in retail malls and other convenient locations bring a range of everyday services so much closer to the customer. The goal is always to make the journey to wellness quicker, easier, and more comfortable – and thereby as stress-free as possible.

Staff will always go the extra mile to ensure that each patient receives the individual care needed for full and rapid recovery – forming a proactive partnership with the emphasis on a holistic and long-term view of the patient’s health.

Medeor’s 14-storey property in Abu Dhabi is located in the central business district, providing sufficient capacity without compromising patients’ personal space. Patient comfort is paramount.

In Dubai, Medeor 24x7 has departments for all major specialties, complemented by centres of excellence such as mother and child care, urology, gastroenterology, and laparoscopic surgery. The hospital combines the latest advances in medicine with a refreshing level of warmth and compassion in a family environment.
Hospitals in Abu Dhabi City and the Musaffah area of Abu Dhabi

Medical centre in the Mussafah area of Abu Dhabi

Hospitals in the Mussafah and Baniyas areas of Abu Dhabi

Easy access to premium care

The Lifecare brand represents superior services, conveniently available and accessible to the communities living in Abu Dhabi’s Mussafah and Baniyas areas.

The two hospitals are private and multi-specialty, fully equipped with state-of-the-art technology and providing more than 15 medical and surgical specialties and clinical services.

Both Mussafah and Baniyas hospitals are accredited by Joint Commission International. Highly experienced teams of healthcare professionals are expert in various medical specialties including general medicine, gynaecology, paediatrics, dermatology, dental, cardiac, neurological, ophthalmic, respiratory, and critical care.

Hospital personnel are committed to a compassionate patient-centric approach that addresses day-to-day healthcare needs. Teams of expert clinical staff are supported by dedicated paramedics and support staff.

Mass market, personal attention

The LLH brand was born of a desire to provide highly cost-effective yet reliable healthcare services, complemented by personal attention. While catering to the mass market and a niche demographic sector, LLH maintains the same level of medical expertise that is synonymous with all the VPS brands.

Two LLH hospitals and a medical centre are situated close to Abu Dhabi’s business and industrial hubs. Their mission is to preserve and restore health and well-being through rotation use of empowerment and technology, adhering to core values of compassion, teamwork, and integrity. LLH has become the destination of choice for thousands of resident workers and their families, who put their trust in the dedication of medical staff in attending closely to each patient’s needs with respect and dignity.

Our brands | LLH

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The Lifeline brand was conceived as the epitome of world-class medical institutions, offering quality and affordable medical care equipped with the most advanced facilities in treatment, equipment, and diagnosis. Today the Lifeline brand is exclusive to two hospitals in Oman – Sohar and Salalah.

Both hospitals share a commitment to advanced technology combined with all-round expertise, ensuring that the best in diagnostic, curative, and preventive healthcare is available on one site. They offer a wide range of services including all kinds of investigations, outpatient department, inpatient facilities, 24-hour emergency care, and a range of supportive services. In-house pharmacies are manned round-the-clock by experienced personnel who take care of all inpatient and outpatient needs.

Opened to the public in 2011, Lifeline Sohar offers many medical specialties with compassionate patient-centric care to address the community’s day-to-day needs. The hospital has a vast pool of experienced doctors, dedicated paramedics, and support staff who have leading-edge technology at their disposal. Lifeline Salalah, which opened in 2012, also has a 24-hour accident and emergency department that they handle virtually any medical emergency.

Lifeline hospitals are staffed by renowned specialists and medical personnel offering comprehensive services and bringing world-class healthcare within the reach of every segment of the communities they serve.
Strategic coverage across Delhi

Located in India’s National Capital Region, VPS Rockland’s three multi-specialty hospitals in Delhi provide superior care through a combination of advanced medical facilities, clinical excellence, and high-end technology. VPS acquired Rockland in 2016, representing an investment of about $22 million, including further development of the network.

Rockland’s first hospital was Qutab in 2002. It has about 10,000m² of built area, including six operating theatres, MRI, and advanced intensive care services. The second hospital, Dwarka, was commissioned in 2006, and offers services from basic specialties to advanced neuro-spinal and cancer surgery. The third, Manesar, is a 550-bed multi-specialty hospital occupying a 2-hectare campus with a built area of 50,000m². The three facilities employ about 1,300 people.

Manesar Hospital is set to be the tertiary care hospital for the entire region of more than 15,000km². Its strategic location close to arterial roads provides ease of accessibility and accessibility to emergency and trauma cases. VPS plans to develop Manesar into a referral centre for oncology.

Rockland is also developing a 3-hectare site in Noida, south of Delhi – a greenfield project still at the planning stage. The new hospital will be on a scale similar to Manesar – on completion, it will augment VPS’s coverage of the entire National Capital Region.
VPS Lakeshore in Kochi, India, is a multi-faceted super-specialty facility with a unique blend of state-of-the-art infrastructure, highly experienced healthcare professionals, and latest medical technology. It is also one of India’s leading academic medical centres with a range of postgraduate programmes.

The hospital opened its doors to integrated healthcare in 2003, becoming part of VPS Healthcare in 2016. Lakeshore is widely recognised as a leader in medical education, groundbreaking research, and innovative, patient-centred clinical care. It has incorporated innovative diagnostic and therapeutic medical technologies, keeping pace with the progress of medical science.

Lakeshore has become the hospital of choice for people worldwide seeking primary and specialty care in virtually every field of medicine. Lakeshore offers multi-organ transplantation, gastroenterology, GI surgery, medical and surgical oncology, joint replacement, accident and trauma, orthopaedics, sports medicine, neurology, neurosurgery, cardiology, cardiovascular surgery, endocrinology.

It also supports pioneering research and treatment for life-threatening diseases through core facilities and services. Special research attention is paid to diseases endemic to its local area of Kerala. Training in advanced endoscopic procedures is given to doctors from India and abroad, and continuing medical education courses are designed to prepare postgraduate students for National Board Examination.
OccuMed has a long history of working across a range of industries and business sectors. The facility is fully equipped with the most modern equipment for accurate and reliable test results, covering all occupational medicine needs from audiometric to spirometer testing, ECG, treadmill test, ultrasound, ophthalmology, X-ray, and full-scale laboratory services, delivered onsite at the client’s premises or at the clinic itself.

Typical screening services and programmes include health surveillance and medicals for the construction industry, automotive workshops and body shops, SME manufacturing, users of vibrating tools, food industry and food handlers, and oil and gas workers. All services are provided by a well-trained and experienced medical team comprising occupational health doctors, nurses, and technicians.

Services are not limited to testing but extend to health risk assessments and identification of hazards that could cause illness, working with companies to minimise absenteeism and to promote a healthy work environment.

From its Abu Dhabi base, OccuMed arranges occupational health assessments and examinations throughout the UAE. Specialists also advise on managing sickness absence, helping to minimise disruption and loss of productivity.

On-site or off-site medicals are completed for forklift drivers and plant operators as well as tests for hearing, lung function, periodic screening of night-shift workers, and pre-employment health screening.

Guarding lives on-site

As the largest provider of on-site healthcare management, occupational health solutions, and medical emergency transfer from remote work sites, Response Plus Medical handles the healthcare of more than 2.5 million people in Middle East workforces.

The company has five specialist areas of operation:

- **Onsite Medical** assesses health conditions at clients’ operational sites and provides support in prevention, treatment, and recovery in the workplace, including round-the-clock emergency treatments. The onsite team is highly experienced in remote location primary healthcare, including general practice and first aid training management.

- **Occupational Health Services** specialises in providing customised employee health check-ups, along with training in the use of protective clothing, maintaining a healthy lifestyle, and prevention of transmissible diseases.

- **Mobile Clinics** bring high-quality medical care and critical medicines directly to patients, using trucks equipped with examination rooms, laboratory services, X-ray, ultrasound, ECG, and a full range of ancillary services.

- **Medical Support for Events** provides professional site and resource management at sport and entertainment events, coordinating specialist medical and ambulance services.

- **Emergency Medical Services** includes high-quality medical care and critical medicines directly to patients, using trucks equipped with examination rooms, laboratory services, X-ray, ultrasound, ECG, and a full range of ancillary services.
Our brands | Educare

Our brands | Prince Medical Center

Educate Institute of Dental Sciences, based in Kerala, India, provides dental education that ranks with the world’s best. It is affiliated to Kerala University of Health Sciences and recognised by the Dental Council of India. State-of-the-art facilities help develop a positive mind-set and the necessary aptitude in students over five years of rigorous practical and theoretical studies.

Educate students learn in a fully-equipped dental laboratory, complete with specialised pre-clinical and clinical facilities. Education is based mainly on practical exposure, teaching students the best practices in dental education and producing skilled professionals by exposing them to as many patients and dental conditions as possible.

Young dentists graduating from Educate are committed to excellence, and work to prevent, diagnose, and treat dental anomalies and diseases.

Educate has a long-standing policy of providing easy access to dental treatment at affordable rates and organises free camps to foster public consciousness of the importance of dental care. Hostel accommodation is provided for out-of-town students and the library offers a vast collection of academic books as well as professional papers, international journals, reference materials, and newsletters.

The institute is also extensively involved in research, studying baseline dominance of dental diseases and establishing strategies to control and monitor long-term after-effects. Online knowledge-management helps to keep students and faculty abreast of the latest developments in professional and academic practice.

Prince Medical Center is one of the largest homecare providers in Abu Dhabi, covering all areas and suburbs. The company’s operational facility is centrally located and equipped with modern diagnostic tools needed to provide most advanced medical services. A highly-experienced team of health practitioners provide patient-centric care in a relaxed and comforting style and environment.

Specialties cover obstetrics and gynaecology, pediatrics, dental, dermatology and cosmetology, diabetes and endocrinology, ophthalmology, orthopedics, general medicine, general surgery, and gynecology and diagnostics.

Prince Medical Center also offers home physiotherapy and long-term homecare services, giving patients individualised high-quality medical care, nursing, and rehabilitation care in the privacy of their homes.
Pharmaceutical manufacture – Dubai factory in Jebel Ali Free Zone

Under construction:
Pharmaceutical manufacture – Abu Dhabi factory in Khalifa Industrial Zone (Kizad)

Our brands
LIFEPharma

Aspiring global player

Within the next decade, LIFEPharma will grow to become a billion-dollar enterprise in finished dosage medication, with a competitive presence in the US, European, Canadian, South American, Asian, African, Russian, and Chinese markets, as well as licensing arrangements in other parts of the world.

Besides the GCC region and Africa, LIFEPharma is already exporting to Asia, Europe, and both North and South America. Aiming to become a global player in pharmaceutical manufacturing, LIFEPharma has created production facilities of the highest standard and achieved accreditation from many regional and international health authorities.

The company’s current Dubai factory manufactures tablets, capsules, liquid suspensions, and syrups. It has been approved by the European Medical Agency, as well as health ministries in the UAE, Kenya, South Africa, Angola, Bahrain, Ivory Coast, and Iraq.

LIFEPharma has embarked on major expansion, investing over $250 million in a new pharmaceutical research and manufacturing plant in Abu Dhabi, the first in the Gulf region to produce anti-cancer drugs. The new plant will adhere to international standards specified by globally recognised authorities such as the UK’s Medicines and Healthcare Products Regulatory Agency and the US Food and Drug Administration.

The new factory will occupy a 17,000m² site in Khalifa Industrial Zone (Kizad). Alongside cancer control and research, it will produce vaccines, sterile injections, and solid dosage oral medication for the treatment of illnesses such as hepatitis and influenza.
VPS in the community

Social responsibility is ingrained in the VPS ethos

Thousands of people trust VPS with their health every day. Anything that matters to their health matters to us. But the commitment to wellness extends beyond the everyday activities of the group’s hospitals and clinics. This has earned VPS its widespread reputation as a socially responsible organisation.

By its nature, VPS is a community-centric organisation. Providing quality healthcare for all, at affordable rates, is a core business principle.

As a tribute to the late HH Sheikh Zayed bin Sultan Al Nahyan, founding president of the UAE, VPS initiated the first global initiative to provide 100 free heart surgeries for underprivileged people across the world. This was completed in 2014 and subsequently increased to 1,000 free heart surgeries. At part of the effort, 30 children from Iraq and five from Ethiopia were airlifted to India to undergo lifesaving surgeries.

Significant donations have been made to Syrian refugees, in a campaign called Our Hearts with the People of Syria, as well as to flood victims in Jammu and Kashmir, the latter through the Indian Prime Minister’s National Relief Fund.

Donations have been made to the Emirates Red Crescent to support the United Arab Emirates’ ‘Yemen: We Care’ campaign, as well as significant contributions to the Government of India’s Swachh Bharat Abhiyan campaign to clean streets, roads, and infrastructure in more than 4,000 cities and towns. The campaign was launched in 2014 by Prime Minister Narendra Modi and is India’s biggest cleanliness drive.

VPS Healthcare also supported the families of victims of the tragic 2010 Mangalore plane crash in India, offering jobs and educational assistance. Many of those who took up the offer still work with the organisation.

As part of its social responsibility efforts, VPS has deployed mobile mammography units to increase awareness about breast cancer, an endeavour that led to a Guinness World Record in 2014 for the largest simultaneous self-examination for breast cancer in the world.

VPS in the community