

# The General Authority of Healthcare and Ibnsina Pharma Sign a Cooperation Protocol

**Cairo, 6 May 2021**

The General Authority of Healthcare and Ibnsina Pharma signed today a cooperation protocol according to which ibnsina Pharma will provide support for the authority plans to digitalize its' health services in hospitals and others health centers that will serve the universal healthcare program participants'.

The protocol includes also cooperation in digitalizing the general authority of healthcare's supply chain including warehouses, in addition to develop applications that can provide health consultation virtually besides other initiatives that will add efficiency in the implementation of the Universal Healthcare System to be equivalent to international standards.

The protocol is part of the General Authority of Healthcare efforts to develop, upgrade and regulate the healthcare service providers and supervise the healthcare services provided to Egyptian citizens using digital solutions as directed by His Excellency President Abdel Fattah El-Sisi.

"Digital transformation is the future of healthcare services in Egypt. Integration and cooperation between different healthcare disciplines while putting patient interest as first priority is the key for a better patient experience and better results "said Ahmed El-Sobky, Chairman of the General Authority of Healthcare and the director of the Universal Health Insurance Project.

"Cooperation with Ibnsina Pharma, one of the leading pharma distributors in Egypt, indicates the support provided by the private sector to ensure the successful implementation of the Universal Health Insurance Project which is considered a milestone in improving the health system in Egypt" added El-Sobky.

"We are excited to sign this protocol with the General Authority of Healthcare as part of Ibnsina Pharma's corporate responsibility to provide support to the state efforts to implement the Universal Health Insurance Project which was launched by His Excellency President Abdel Fattah El-Sisi back in 2019 to establish a strong health system in Egypt as part of Egypt vision 2030 for the healthcare sector." Said Mohsen Mahgoub, Managing Director of Ibnsina Pharma

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## About Ibnsina Pharma

Originally established in 2001, today Ibnsina Pharma is Egypt's fastest-growing and second largest pharmaceutical distribution company. The Company distributes a competitive portfolio of pharmaceutical products from over 350 multinational and Egyptian pharmaceutical companies to more than 43,000 customers including pharmacies, hospitals, wholesalers and healthcare institutions across Egypt's governorates. Its fleet of around 670 vehicles completes an average of over 460,000 deliveries each month.

Ibnsina Pharma's core services for suppliers include management of warehousing and logistics for pharmaceutical products as well as the development and execution of tailored marketing solutions targeting a nationwide database of customers. The Company also provides efficient and reliable order-taking and delivery services to customers and was the first in its industry to pioneer a telesales model. Operating across 63 sites nationwide, Ibnsina Pharma's team of more

than 6,000 employees is dedicated to improving people's quality of life by ensuring their access to safe and high-quality pharmaceutical products.

For more information about Ibnsina Pharma, please visit: [www.ibnsina-pharma.com](http://www.ibnsina-pharma.com).