

ITMed Maroc

« Solution IT for Hospital 4.0 »

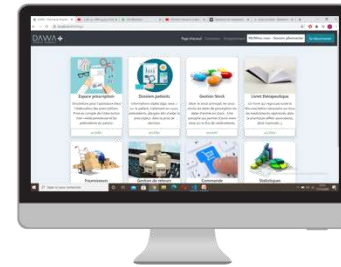
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ITMed Maroc

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CuisTEC 



DAWA 
HOSPITAL PHARMACY



MODULE FOR HOSPITAL PHARMACY MANAGEMENT



The Problem

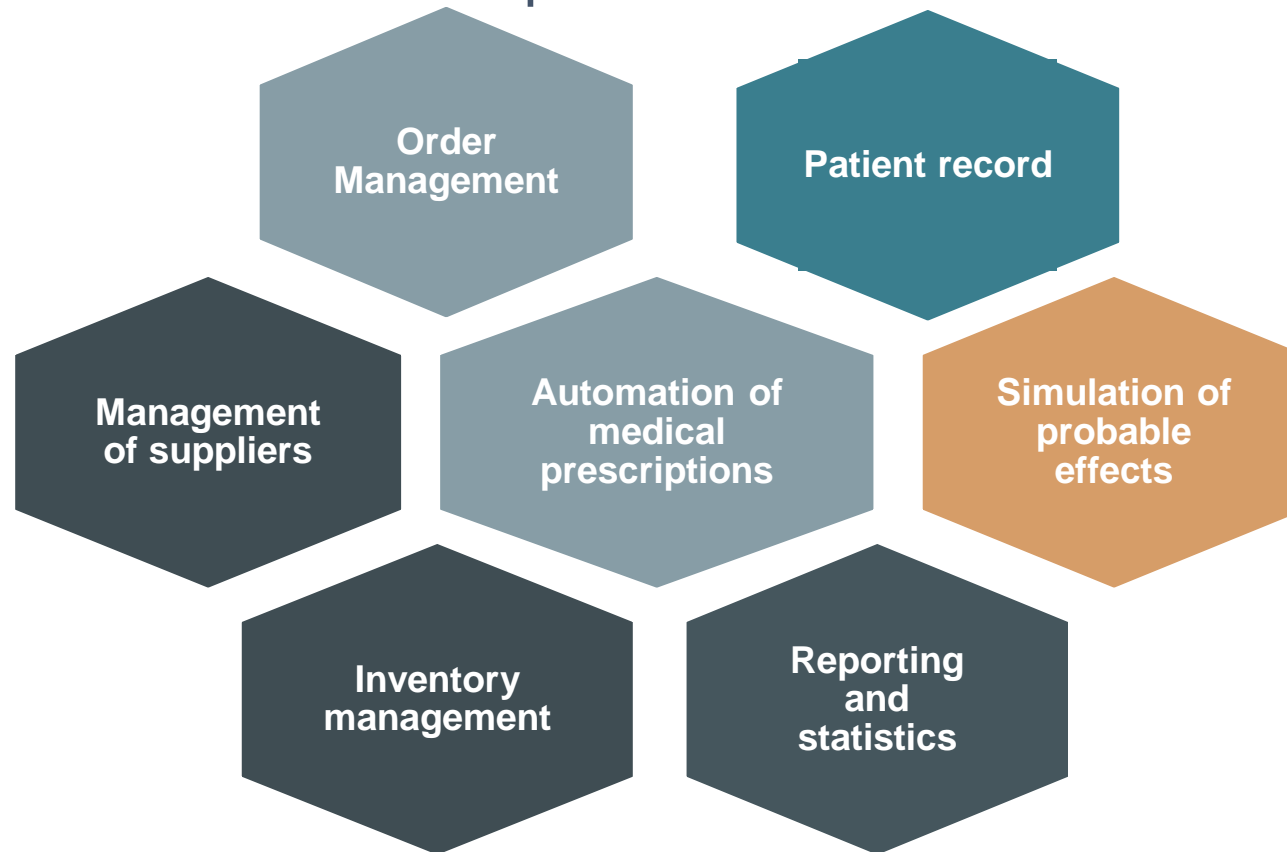


“

Manage the hospital pharmacy without disruption (Supply chain), without iatrogenic risk (patients / Meds), without waiting (physical flows), without additional costs (Waste).

”

Proposed features



CUSTOMER SEGMENTS

- 5 Public University Hospital Center
- 2 Private University Hospital Center
- 149 Regional public hospital
- 365 Clinics



CUSTOMER SEGMENTS

TOTAL AVAILABLE MARKET

University hospital Centers in MOROCCO (Private and Public)

SAM

90% People interviewed

SOM

We don't have more information this zone market

LAM

Benguerir Regional Hospital



**Hundreds of Moroccan and African hospitals
can use our app**

COST STRUCTURE

- OPEX (salaries, rent, etc) and capital expenses CAPEX (owned property and equipment).
- The cost to produce a single unit of the application is 50 000,00 DH
- Cost to Acquire Customer CAC (costs 11 200,00 DH to acquire a Customer 'z' for example the Marrakech university hospital)

REVENUE STREAM

REVENUE STREAM #1

Sale of the application

REVENUE STREAM #2

User training

REVENUE STREAM #3

Technical assistance

UNIQUE ADVANTAGE

Existing Alternatives

**Athos
PHARMA**

INSTA

**VERTIKAL
SYSTEMS**

ITMED MAROC

- The first company in Africa;
- Lead of the first experience of digitalization in Morocco;
- Mixture of profiles

MARKETING

- The product offered is the first of its kind in Morocco;
- Commercial approach based on communication about the product and the advantages of its application on the quality of care and the well-being of the patient: Social Media, professionals ...;
- Product test for free at the Marrakech University Hospital;
- Sale of the “digital application” product to various health establishments in Morocco;
- Extend the commercial field to the countries of North Africa;

SOCIAL ACTION

- 20% of the earnings => care for the underprivileged in the RHAMNA region

OUR TEAM



Dr. Kawtar RETMI

**Research and education fellow
industrial logistics, hospital
logistics, economics and
management
ISMB-MS-UM6P**



Pr. Fatima OUZAYD

**Full Professor at ENSIAS-UM5-RABAT
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Thank you for your
attention