

Mohammed VI University Polytechnic
CIAM- Centre Interface Application Médicale.



ITMed Maroc

"Solution IT for Hospital 4.0"

Kawtar RETMI & Btissam ENNAFFAH-CIAM-UM6P

Fatima OUZAYD – SSL-ENSIAS

Problem



1-Foods Waste and the use of paper (COVID 19) problem



2-Physiological and bacterial contamination problems

3-Lack of visibility of internal circulation of logistics flows



4-Communication problems between professionals on the care of a patient

In Morocco, the majority of public or private hospitals use non integrative software that don't contain the solution for physiological or bacterial safety.



Solution

- **Transform the hospital kitchen by designing and developing a logistics information system to automate the process;**
- **Monitor the flow and secure patient care while respecting hygiene rules;**
- **Save money and environment**

Solution

- Our company ITMED MAROC will have already the first version of our application **CUISTECH** in one year at the end of 2020.
- **It provides the following values to our Customers:**

E-Tracking of hospital catering flows (food, cold chain, orders, logistics indicators, etc..) in real time with computer and robotic system

Optimization of logistics expenses by mastering hospital catering process

Reduction of the risk of infectious contamination by integrating hygienic standards (Biological and physiological)

Monitor the flow and secure patient care while respecting hygiene rules

Transform the hospital Kitchen by designing and developing a logistics information system to automate the process



Customer Segments

- 5 Public University Hospital Center
- 2 Private University Hospital Center
- 149 Regional public hospitals
- 365 Clinics
- Restaurants subcontracting to hospitals
- Any segment concerned by collective catering



Customer Segments

Despite the current situation of
"COVID-19"

- 11 people interviewed
- aged between 30 and over
- 6 women and 5 men
- Rabat / Kenitra / Rabat
Casablanca / Marrakech
- 9 of them are for this

solution



Hundreds of
Moroccan and African
hospitals can use our
app

TAM
University hospital Centers in
MOROCCO
(Private and Public)

SAM
90% People interviewed

SOM
We don't have more information
this zone market

LAM
University Hospital Center
of **BENHRIR**

University Hospital Center of BENGUERIR

CARE



Assisted living home (70 beds)



Patient Hotel (50 beds)



High performance sports center



**Post acute suites and rehabilitation & disability center
(120 beds)**



Center for traditional eastern and oriental



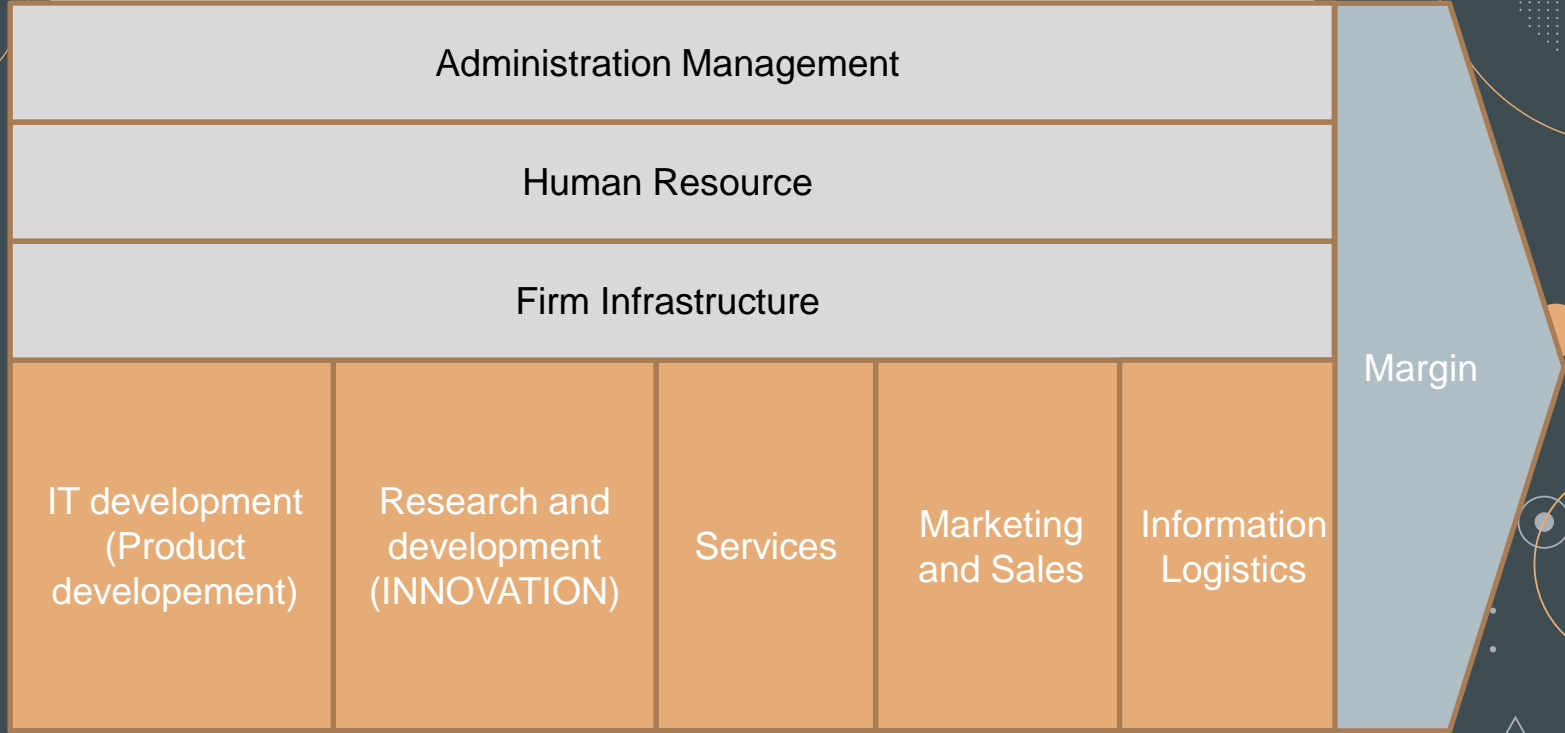
HOSPITAL (200 beds)

Costs Structure

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

Our Value Chain

Support Activities



Primary Activities

Revenue Streams

REVENUE STREAM #1

Sale of the application

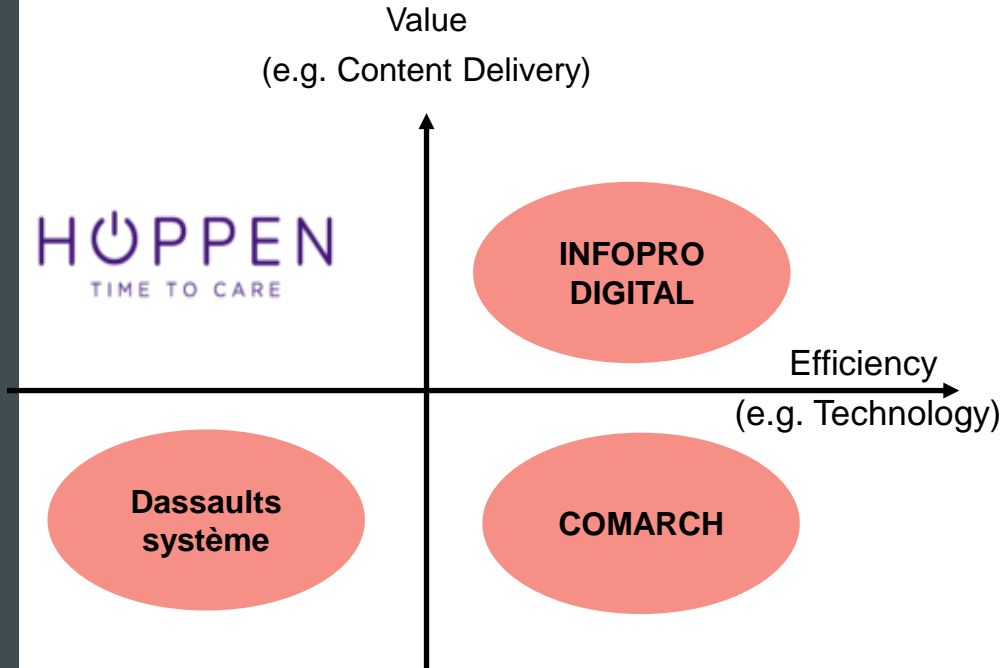
REVENUE STREAM #2

User training

REVENUE STREAM #3

Technical assistance

Unique Advantage



ITMED MAROC

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

Our Team



Pr. Kawtar RETMI

Research and education fellow
industrial logistics, hospital logistics,
economics and management
CIAM-UM6P



Dr Btissam ENNAFFAH

Professor affiliate
CIAM-UM6P
Director of laboralim



Pr. Fatima OUZAYD

Full Professor at ENSIAS-UM5-RABAT
Industrial Engineering and operations
Research Field HOSPITAL SUPPLY CHAIN

Thank you!

Kawtar RETMI - CIAM - UM6P

Btissam ENNAFFAH - CIAM - UM6P

Fatima OUZAYD - ENSIAS



CIAM

Centre Interface Application Médicale
Medical Application Interface Center

