

FROST & SULLIVAN

**BEST PRACTICES**

AWARDS

**2024**

**Frost & Sullivan**

**COMPANY  
OF THE YEAR**

The Kingdom of Saudi Arabia  
Telehealth Industry  
*Excellence in Best Practices*

Your  
Transformation  
al Growth  
Journey Starts  
Here

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## CONGRATULATIONS!



Frost & Sullivan is proud to present Cura with this year's Best Practices Company of the Year Award in the Kingdom of Saudi Arabia Telehealth industry.

Frost & Sullivan's global team of Growth Pipeline experts continually identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As part of this ongoing effort, we identify companies that consistently develop growth strategies based on a visionary understanding of the future and effectively address new challenges and opportunities. This approach involves the deployment of best practices and strategic analytics across a value chain. Against this backdrop, Frost & Sullivan recognizes Cura for its valuable achievement.

Frost & Sullivan reserves this recognition for companies at the forefront of innovation and growth in their respective industries. These companies consolidate their leadership positions by innovating and creating new products, solutions, and services that meet ever-evolving customer needs. By strategically broadening their product portfolios, leading companies advance the overall market. Driving innovation and growth is a difficult task made even harder by the strategic imperatives forcing change today, such as disruptive technologies, value chain compression, industry convergence, and new business models. In this context, Cura's recognition signifies an even greater accomplishment.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors) making critical decisions every day to support the organization and contribute to its future. Frost & Sullivan enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments. We wish you great success!

Sincerely,



David Frigstad  
Chairman  
Frost & Sullivan

### Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Cura excels in many of the criteria in the Telehealth space.

Award Criteria	
<b>Visionary Innovation &amp; Performance</b>	<b>Customer Impact</b>
Addressing Unmet Needs	Price / Performance Value
Visionary Scenarios through Mega Trends	Customer Purchase Experience
Implementation of Best Practices	Customer Ownership Experience
Leadership Focus	Customer Service Experience
Financial Performance	Brand Equity

Best Practices Recognition: Awarding companies throughout a range of regional and global markets for their superior leadership and innovation





## ***Visionary Healthcare Solutions by Cura: Pioneering Amid Mega Trends in Saudi Arabia***

Cura has rapidly ascended as a beacon of innovation in the Saudi Arabia's healthcare landscape. With a focus on accessibility, affordability, and quality, Cura's holistic approach to healthcare is reshaping paradigms and setting new standards for excellence. Guided by a visionary leadership team, Cura of Saudi is poised to redefine the future of healthcare in the Kingdom and beyond, inspiring hope and transforming lives every step of the way.

In the last month of 2023, Cura collaborated with the Dulani Business Centre Initiative and launched a new medical service called Moeen Doctor Clinic Service. Through such a multi-disciplinary method which involves both clinicians and producers, the MedTech sector will manage to address major issues facing it while rearranging the otherwise prevailing competition.

The Duality is the very centre of collaboration and

the promise of developing more chances for medical staff to grow professionally. Doctors use Cura technology to freely find virtual clinics within the virtual platform heading for personal career development. Such independence may aid in the creation of a feeling of ownership, and control over these activities and unravel doors of innovations for smoother development.

A digitally driven medical practice can also benefit the medical community since the clinic/service Moeen Doctor offers is equipped with the hardware and software to cope with the steady rise of the digital era in the health tech environment. One of the vital points is the uninterrupted incorporation of Cura technology that allows doctors to deliver good care to their patients from distant parts and to widen their outreach by bridging geographical gaps.

*“At the front line of healthcare innovation, Cura sets standards with accessibility, affordability, and quality. Through joint efforts like Moeen Doctor Clinic Service, it strengthens professionals and bridges gaps with technology. Devoted to patient-centric care, Cura spearheads for a future where excellence is the norm.”*

***- Sapan Agarwal, Global Senior Vice President, Frost & Sullivan***

Aiming at matching the real-time healthcare situation. Cura has cooperated with Malath Insurance to enable insured people to receive teleconsultation services through their plans to have access to digital health.

Another partnership with Al Dawaa Pharmacies will also put Cura a step further in dealing with the challenge of significant barriers to accessing timely and convenient medical consultations and prescription services because of geographic limitation and since their pharmacies have dedicated service devices which enable immediate consultation sessions and prescriptions via these devices hence, convenience in health access is achieved.

Moreover, the move from a pilot project to a four-city network company oriented at ramping up the

availability of 22,300 healthcare facilities in the kingdom reflects the twin commitments formulated to conceptualizing and achieving the megatrends.

While at this point of work, we could see that the cooperation which Cura maintains helps to raise their telemedicine significance even higher. This is the way Cura is becoming a well-liked leader in this strategic sector. Cura is the initiator of the first step towards the standardization of the industry. The future would be centred around people whose health buoyancy rests on this technology's fair distribution. Specifically, the major belief of building the level of professional satisfaction of the medical staff does not only benefit medical workers but at the same time helps to increase the total healthcare sector value.

### ***Cura's Best Practices in Employee Well-being: Saudi Arabia Initiatives***

In the modern business arena, the issue which is the most important factor for organization success is a corporate culture where employee well-being is a significant part. In this regard, the Ministry of Tourism in Saudi Arabia has kicked off a digital transformation endeavour that has prioritised the healthcare needs of their employees as one of the most important issues in the process. This undertaking faced obstacles inherent to the process of digital transformations, such as inadequate resources and platforms to support the collaboration. However, unlike the predecessors, by the means of the partnership between the Ministry and Cura accomplished significant outcomes utilizing niche solutions.

The tipping point in the digital migration strategy came in the year 2023 when Cura with the Ministry of Tourism of the Kingdom of Saudi Arabia was announced. Through this cooperation, having a timeline and a joint commitment dedicated to employee health, this organization consolidated its image as one of the companies with the highest Human Resource ranking. The main part of the collaboration was the orchestration of Cura's 'Virtual Clinic', which is futuristic. As such, the solution is created to help the Ministry staff by delivering wheel-oriented services.

This virtual clinic not only provided physical healthcare services but also incorporated psychological well-being in employees as Cura envisions the future of mental well-being to be integrated into all health services. With Cura setting a personal example of caring for employees' well-being, its alliance with the Ministry of Tourism went beyond its scope.

Acknowledging the barriers blocking syndicates in Saudi Arabia from making employee wellness a priority, Cura launched a transformational Corporate Wellness and Wellbeing Community in October 2023. This nationwide initiative which was meant to change how employees in every company feel was going to give organizations the knowledge needed to institute the right programs to create a real impact.

The basis of this program was formed by a strong commitment between the entities, which aims to provide comprehensive employee wellness support services, and Saaya Health, a global leader in that area. Through this forum, sharing ideas and knowledge becomes practice and helps organizations develop employee well-being initiatives that make all the difference

## *Leading with Integrity: Cura's Ethical Telehealth Approach*

In recent times health tech industry, there is a growing imperative to prioritize telemedicine, where innovation and necessity are driving pivotal advancements. In this constantly evolving landscape, Cura Healthcare System comes out not only as a provider of medical services but as a leader, whose vision for the future is very clear. Certainly, the heart of this vision is built on the principle of upholding privacy, security, and quality in all care. Therefore, a new norm of outstanding digital healthcare service is established

Leadership in Cura transcends mere decision-making; it epitomizes the dedication of a leader who ensures social responsibilities by treating everyone fairly and for the well-being of everyone. It can be witnessed from the fact the company got more than 55,000 detailed customer reviews as well as over 50,000 prescriptions administered; herewith, the statistics paint a lot about Cura's mission. Nevertheless, effective leadership provides more. Beyond the indicators, there is an environment of trust and reliability nurtured in all resulting in a well-functioning platform.

Privacy and security aren't empty phrases for Cura; they are rising principles that do not blot out the essence of its operations. Such that the importance of the protection of patient data is acknowledged Cura has developed a full-scale management system to ensure data encryption as well as compliance with the regulatory standards. This vital pre-dispositional concern doesn't limit itself to basic, criteria fulfilment; It's all about introducing the highest standards of data security for the telehealth sector.

The brand has built its leadership based on collaboration and the desire for permanent development. Cura more than just builds a platform with the Ministry of Health's support in training over 12,000 doctors. It also segments the community of medical practitioners established

during the digital age and cultivated to deliver quality care. Thanks to the collaborative synergy, the platform gains trust, trusting the culture of learning and innovations.

Cura's pioneering accomplishments in Saudi Arabia underscore its unwavering commitment to leadership in healthcare innovation. By diligently serving over 2.5 million citizens and residents, Cura demonstrates a steadfast dedication to addressing the healthcare needs of the nation.

Furthermore, Cura's leadership is evident in its successful advocacy and implementation of e-prescriptions across the kingdom, streamlining the healthcare process and embracing digital transformation for the benefit of patients and practitioners alike.

Cura began an association with Al-Tadawul, part of the Saudi German Hospital Group in October last year. It was a great step for their initiative to change the face of healthcare. This collaboration brings Quality Health Tech services to the palm of your hand through Cura's innovative cross-all-Saudi German Hospital Group locations, now within everyone's reach with just a click.

The news about platform improvements made by Curia lately included articles like sick leave requests, doctor reports based on the SOAP method, doctors finding engine improvement, and hospitals' digital lead generation. The proposed improvements are here to ensure maximum comfort of patients, ease of patient care processes and improve the user's general experience in the current system. Apart from this, Cura has included several sign-in methods, like email and social media, in addition to the previous ones, which are intended to make the registration process usable and more convenient for their clients.

With these innovations, Cura continues to prioritize patient-centric care and remains committed to delivering a holistic healthcare experience to patients across the kingdom.

From Frost & Sullivan observations, Cura is at the forefront of ethical leadership in the health tech industry, emphasizing patient trust, privacy, and

security. Through collaborative partnerships and innovative features like sick leave requests and enhanced doctor search, Cura prioritizes patient-centric care and expands access to medical services. This commitment to excellence ensures a holistic healthcare experience for patients across the kingdom

## **Transforming Healthcare: Cura's Path to Elevating Customer Ownership Experience**

In the wake of the COVID-19 pandemic, the telemedicine industry witnessed a seismic shift, catapulting it into the forefront of healthcare solutions. Companies like Cura swiftly adapted to the changing landscape, transitioning from a Business-to-Government (B2G) revenue model to a dynamic Business-to-Consumer (B2C) approach. Embracing this evolution marked not just a response to the crisis, but a strategic move towards redefining customer ownership experience in healthcare.

The challenge in the telemedicine industry was multifaceted. Patients faced difficulty in accessing quality care remotely, while healthcare providers grappled with scalability and efficient service delivery. Amidst this backdrop, Cura emerged as a beacon of innovation, leveraging technological infrastructure to bridge gaps and revolutionize the customer journey.

In 2023, Cura's transformative strides underscored the power of its customer-centric approach. A staggering 39% month-over-month surge in total orders within a six-month sprint illuminated the growing demand for accessible healthcare solutions. But Cura's impact extended beyond mere numbers, delving into the heart of customer ownership experience.

Central to Cura's success was its embrace of a distributed care model. By integrating specialized and urgent care services seamlessly into the platform, Cura empowered users with tailored solutions that catered to their unique needs. The

19.4x growth in the distributed urgent care model and the 5.1x expansion in specialized care exemplify the company's commitment to holistic healthcare delivery.

Moreover, Cura's pivot towards B2B2C partnerships underscored its collaborative ethos. The 7.3x increase in total B2B2C orders signalled not just a business strategy, but a testament to the interconnectedness of stakeholders in the telemedicine ecosystem. By forging symbiotic relationships with businesses, Cura amplified its reach and impact, amplifying the customer ownership experience manifold.

However, Cura's journey towards redefining telemedicine didn't stop at service provision. Recognizing the pivotal role of insurance in healthcare access, the company prioritized growth and innovation in this domain. The remarkable 56% increase in insurance adoption from 2022 affirmed Cura's commitment to comprehensive care, removing financial barriers and fostering inclusivity.

Beyond the numbers, Cura's narrative epitomizes a paradigm shift in the telemedicine landscape. It underscores the imperative of prioritizing customer ownership experience in healthcare, transcending traditional boundaries and embracing innovation. As we navigate the post-COVID era, Cura's story serves as a beacon of hope and inspiration, heralding a future where healthcare is not just accessible, but truly transformative.

## ***Building Brand Equity: Cura's Customer-Centric Approach Sets New Healthcare Standards***

Cura's innovative approach represents a significant improvement over traditional healthcare models by offering a highly convenient platform for users to access quality services from a wide range of specialists. By bridging the communication gap between patients and medical assistance providers, Cura not only empowers individuals to make informed decisions about their healthcare but also guides customers on their healthcare journey. Detailed doctor profiles, showcasing certifications and experience empower users to take control of their healthcare experience by allowing users to choose their preferred healthcare provider autonomously.

Cura's app and web network have established a strong brand presence in Saudi Arabia's healthcare sector, with over 6,700 healthcare professionals covering 200 specialties. The issuance of 33,768 e-prescriptions and 67,502 diagnoses underscores the platform's reliability.

With 496,341 registered users and over 22,300 monthly active users, Cura's services are widely embraced. Notably, 28% of patients are dependents, highlighting its appeal as a family-oriented healthcare provider. The platform boasts more than 51.4K positive reviews, with an impressive 82% reporting a "very good" rating, indicating high user satisfaction.

Furthermore, 4%-9% of customers from outside

Saudi Arabia signal Cura's growing international recognition. These metrics reflect Cura's robust brand equity, built on quality, reliability, and trust in healthcare delivery.

In response to evolving customer expectations, Cura's pay-per-time consultancy model emphasizes convenience and underscores the company's commitment to customer happiness and business profitability. The program's effectiveness and acceptance are evidenced by a 40% month-on-month rise and a seventeen-fold increase in 2021.

At the heart of Cura's success lies its unwavering dedication to customer-centric practices. By prioritizing individual needs and preferences, Cura has cultivated a loyal customer base that values transparency, choice, and empowerment. This focus on customer satisfaction not only enhances the brand's marketing appeal but also fosters long-term connectivity based on safety and dependability.

In an era where conformity and choices are paramount, Cura remains at the forefront of the evolving telehealth environment, setting high standards for privacy, security, and quality care. Unlike impersonal digital communication, Cura's approach is characterized by a human touch, aimed at making a positive impact in the lives of individuals seeking healthcare services.

*"Cura gives prominence to patient-centric care, privacy, and security. Through innovative and pioneering solutions and collaborations, it redefines healthcare standards, emphasizing trust and integrity in every interaction. From trailblazing telemedicine to enhancing user experiences, Cura is focused on shaping a holistic healthcare journey for all patients."*

***-Dr Rishi Pathak, Global Research Director, Frost & Sullivan***



## **Conclusion**

A range of strategic partnerships, coupled with the ethical mindset of Cura and a customer-oriented approach give it the experienced edge in the healthcare area. More than this, by taking the lead and blazing the trail of giving value to trust privacy, and conveniences, Cura has redefined the meaning of high performing.

The future leaders of healthcare delivery in Saudi

Arabia undoubtedly are innovators as they prove it through their business model that life will be better for patients with the introduction of things like teleconsultation services and enhanced digital platforms. With its strong overall performance, Cura earns Frost & Sullivan's 2024 The Kingdom of Saudi Arabia Company of the Year Award in the Telehealth industry.

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## What You Need to Know about the Company of the Year Recognition

Frost & Sullivan's Company of the Year Award is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

### Best Practices Award Analysis

For the Company of the Year Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Visionary Innovation & Performance*

**Addressing Unmet Needs:** Customers' unmet or under-served needs are unearthed and addressed by a robust solution development process

**Visionary Scenarios Through Mega Trends:** Long-range, macro-level scenarios are incorporated into the innovation strategy through the use of Mega Trends, thereby enabling first-to-market solutions and new growth opportunities

**Leadership Focus:** Company focuses on building a leadership position in core markets and on creating stiff barriers to entry for new competitors

**Best Practices Implementation:** Best-in-class implementation is characterized by processes, tools, or activities that generate a consistent and repeatable level of success

**Financial Performance:** Strong overall business performance is achieved in terms of revenue, revenue growth, operating margin, and other key financial metrics

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.



## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

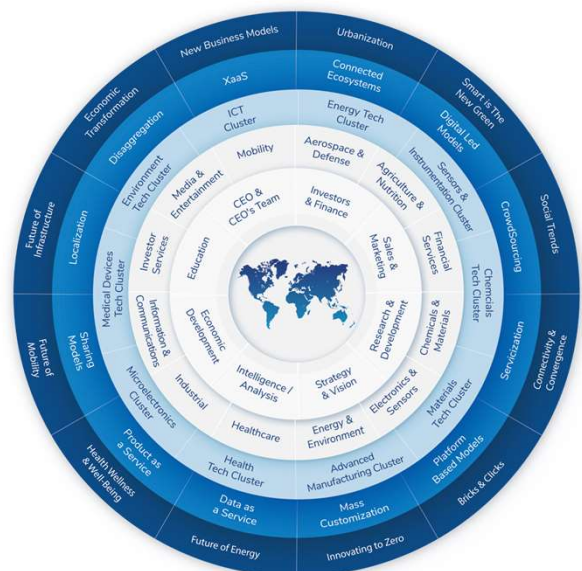
### Key Impacts

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**



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