

PROFILE
2026

SANIMAR SMART CARE

Empowering Healthcare
Excellence



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WELCOME MESSAGE

At **Sanimar Smart Care**, we design and implement structured healthcare operating systems that strengthen institutional performance, reinforce operational stability, and create long-term value.

Whether you oversee a clinic, hospital, or healthcare investment, our focus is to establish disciplined operational foundations, ensure regulatory alignment, and drive measurable growth.

Underperformance is rarely a matter of effort – it is usually a matter of structure. Through defined governance frameworks and precise operational integration, facilities transition from instability to stable, sustainable performance.

The institutions we support strengthen regulatory readiness, improve financial transparency, align workforce structures, and elevate their market position. In a regulated and performance-sensitive sector like healthcare, stability is achieved through systems – not temporary fixes. This is the standard we apply in every engagement.

Khaled Mustafa

Founder & Chairman





ABOUT COMPANY

Sanimar Smart Care applies strategic insight and operational intelligence to strengthen the performance and long-term sustainability of medical facilities across Oman.

Sanimar Smart Care, operated by Abu Al Sanimar Medical Services (CR Registered in Oman), is a healthcare solutions provider headquartered in Muscat. We strengthen operational performance, improve service quality, and enhance patient care across hospitals, clinics, and medical centers.

We design structured strategies that address compliance, patient flow, and digital transformation – enabling facilities to operate efficiently and achieve sustainable growth.

We partner with healthcare providers to deliver practical solutions, from workflow optimization to accreditation readiness.



Sanimar Smart Care

VISION & MISSION

01 VISION

To become the strategic operational partner of choice for healthcare owners and investors – strengthening performance, stability, and long-term value creation across medical facilities in Oman.

02 MISSION

To apply structured operational intelligence, performance-driven systems, and practical healthcare expertise that enable medical facilities to operate efficiently, comply confidently, and grow sustainably.



FROM VALUES TO ACTION

At **Sanimar Smart Care**, our values guide operational decisions, governance standards, and performance accountability across every engagement. We translate these principles into disciplined execution – ensuring integrity, excellence, and measurable impact in every facility we support.



Core Values

1 Integrity

Transparency, accountability, and ethical governance guide every engagement and decision.

2 Innovation

Technology integration and structured problem-solving drive continuous operational advancement.

3 Excellence

Disciplined execution and performance standards define the quality of our services.

4 Collaboration

Structured partnerships with clients, teams, and stakeholders ensure aligned and measurable outcomes.

5 Sustainability

Long-term stability, risk awareness, and responsible growth underpin all strategic initiatives.

6 Compassion

Patient-centered principles remain embedded within operational design, communication, and service delivery.



Values in Practice

Our values are operationalized through structured systems, governance standards, and measurable accountability across every engagement.

HOW TO APPLY THESE VALUES

1 Staff Development

We establish continuous professional development frameworks that strengthen workforce capability, role clarity, and long-term institutional stability.

2 Quality Assurance

We implement disciplined quality control systems and compliance monitoring processes that safeguard safety, regulatory alignment, and operational performance.

3 Client Responsiveness

We apply structured communication protocols and performance review mechanisms to ensure alignment with client objectives and service expectations.

4 Innovation in Action

We integrate technology-enabled solutions that enhance operational visibility, workflow control, and data-informed decision-making.



MARKET & Audience

Who We Serve at the Broad Level?

Sanimar Smart Care, operated by Abu Al Sanimar Medical Services, serves institutional stakeholders across the healthcare ecosystem, offering flexible and scalable solutions tailored to each group.

OUR KEY CLIENTS INCLUDE

- Hospitals
- Medical Centers
- Private Clinics
- Government Health Institutions
- Medical Tourism Agencies

Geographic Focus

We are currently focused on the Omani market, with strategic plans to expand across the GCC and North African regions – including the UAE, Qatar, Tunisia, and Egypt.



Specialized Market Segments

Focused Healthcare Sectors – and How We Support Them

Within the broader healthcare ecosystem, we engage defined market segments through structured strategic and operational frameworks:

1 Operational Management

We design and implement full operational restructuring programs for underperforming or inactive facilities, covering staffing structures, workflow redesign, financial controls, and quality system integration to ensure long-term performance stability.

2 Hospital Accreditation & Compliance

We support hospitals and clinics in achieving and sustaining recognized international standards, including JCI. Our engagement covers compliance structuring, internal audits, documentation systems, and accreditation readiness planning.

3 Digital Health Solutions

We implement structured digital systems for data governance, patient engagement, and workflow automation – enhancing operational control, reporting visibility, and patient experience.

4 Medical Tourism

We manage international patient transfers and cross-border referrals while supporting healthcare institutions in structuring, positioning, and managing medical tourism programs.



SERVICES & OPERATIONAL SOLUTIONS

Our Structured Healthcare Framework

Sanimar Smart Care delivers structured healthcare operating solutions built on governance, operational discipline, and measurable performance outcomes.

Our services are not standalone offerings.

They function as integrated components within a unified operational framework designed to strengthen institutional stability and long-term value.

Through structured intervention, regulatory alignment, system integration, and controlled growth planning, we support healthcare institutions in achieving:

- Operational control and efficiency
- Compliance readiness and quality assurance
- Sustainable financial performance
- Long-term organizational resilience

The following sections outline the full scope of our structured service portfolio.



Medical Center Leasing & Operational Management

Sanimar Smart Care delivers structured leasing and full operational management for inactive or underperforming medical centers. We assume responsibility for restoring performance, regulatory compliance, and financial stability.

Centers are operated under clearly defined engagement models – fixed rent, profit-sharing, or hybrid structures – designed to ensure predictable returns and professional operational control.

ONCE THE AGREEMENT IS IN PLACE, WE HANDLE FULL OPERATIONAL EXECUTION

- Licensing, compliance, and Ministry approvals
- Recruitment and management of medical and administrative teams (or integration of existing staff)
- Full operational control: patient flow, clinic management, finance, and performance marketing
- Supply chain coordination, equipment oversight, and quality systems
- Structured reporting and financial transparency for ownership

We operate with accountability, structure, and performance-driven systems that transform dormant facilities into stable, revenue-generating medical businesses.



Medical Center Turnaround & Crisis Recovery

Sanimar Smart Care leads structured turnaround interventions for medical centers facing operational instability, financial pressure, or performance decline. We assume active restructuring responsibility to stabilize operations, restore control, and rebuild sustainable performance.

OUR TURNAROUND FRAMEWORK INCLUDES

- Comprehensive operational gap analysis and performance audits.
- Staff restructuring and accountability system implementation.
- Service realignment based on market demand and revenue drivers.
- Structured short- and long-term recovery roadmaps.
- Financial stabilization strategies and executive leadership guidance.

We convert operational risk into controlled recovery – restoring performance, protecting value, and positioning facilities for sustainable growth.



Healthcare Operations Management

Sanimar Smart Care strengthens internal operational performance for medical facilities seeking structured improvement without full operational takeover. We optimize systems, controls, and workflows to enhance efficiency, compliance, and measurable results.

We work directly within your facility, implementing structured operational frameworks that drive performance – not advisory reports, but applied execution alongside your leadership team.

OUR SERVICES INCLUDE

- Workflow redesign to improve patient flow and operational efficiency.
- Staffing model optimization and performance management systems.
- Financial controls, budgeting structures, and cost discipline.
- Licensing governance, documentation control, and policy alignment.
- Resolution of communication gaps and scheduling inefficiencies.
- Development of systems that support quality, scalability, and regulatory compliance.

Our objective is operational stability and sustained performance – achieved through disciplined structure and measurable execution.



Feasibility Studies & Market Research

Sanimar Smart Care delivers structured feasibility assessments and market intelligence for healthcare investors, operators, and developers evaluating new services, expansions, or acquisitions. Our objective is capital protection, risk control, and long-term performance validation.

We integrate clinical, operational, and financial analysis to determine true market viability – ensuring decisions are supported by measurable demand, realistic projections, and strategic positioning.

OUR SERVICES INCLUDE

- Market demand assessments for new services or specialty lines.
- Location analysis and competitive benchmarking.
- Financial projections, breakeven analysis, and ROI modeling.
- Operational viability assessment (space planning, staffing models, equipment requirements).
- Risk identification with structured mitigation planning.
- Acquisition due diligence for healthcare facility investors.

We replace assumptions with structured analysis – enabling informed, risk-aware healthcare investment decisions.



Strategic Planning & Growth

Sanimar Smart Care designs structured growth frameworks for medical centers, specialty facilities, and healthcare ventures seeking disciplined expansion and long-term value creation.

We align business models, operational systems, and financial architecture to ensure growth is measurable, sustainable, and strategically positioned within the healthcare market.

OUR SERVICES INCLUDE

- Business model review and service portfolio optimization.
- Budget structuring, pricing strategy design, and revenue forecasting.
- Operational workflow mapping and patient journey architecture.
- Organizational structure design, role definition, and KPI governance.
- Market positioning strategy and structured expansion planning.

We ensure growth decisions are data-informed, operationally grounded, and aligned with regulatory and market realities.



Quality & Accreditation Implementation Support

Sanimar Smart Care delivers structured implementation of healthcare quality and accreditation standards at both national and international levels, including the Oman Healthcare Accreditation System (OHAS) and Joint Commission International (JCI).

We move beyond documentation by embedding quality frameworks directly into operational systems – ensuring standards are applied consistently in daily clinical and administrative practice.

OUR SUPPORT INCLUDES

- Structuring and leading multidisciplinary quality teams aligned with standards' chapters.
- Developing and customizing policies and procedures based on service scope.
- Reviewing and correcting compliance gaps across existing documentation.
- Establishing structured document control systems (version control, approvals, access governance).
- Staff training and applied coaching on operational implementation of standards.
- Step-by-step readiness planning to ensure sustainable compliance.

We do not prepare facilities merely for inspection – we build structured quality systems that integrate compliance into daily operations.



Patient Growth Marketing & Business Development

Sanimar Smart Care designs structured patient growth frameworks that align marketing execution with operational capacity and revenue targets. Our focus is measurable demand generation, service-line visibility, and sustainable volume growth.

We integrate marketing strategy with performance tracking – ensuring outreach efforts translate into appointments, service utilization, and financial return.

OUR MARKETING SYSTEM INCLUDES

- Specialty-focused campaign design aligned with service portfolio priorities.
- Structured monthly and quarterly execution plans with defined performance metrics.
- Brand positioning and visual identity refinement for institutional credibility.
- Digital demand generation across Facebook, Instagram, Google, and WhatsApp.
- Google My Business optimization and localized SEO strategy.
- Community-based referral activation (corporate outreach, schools, strategic partners).
- Transparent reporting dashboards tracking visits, leads, conversion, and ROI.

We build predictable patient acquisition systems – not isolated campaigns – ensuring growth is structured, measurable, and aligned with financial objectives.



Staffing & Human Resources Solutions

Sanimar Smart Care designs structured workforce frameworks that align human capital strategy with operational performance, regulatory compliance, and service delivery standards.

We support healthcare facilities in building disciplined staffing models and governance-driven HR systems that ensure accountability, efficiency, and long-term team stability.

OUR SUPPORT INCLUDES

- Recruitment of physicians, nurses, and administrative personnel aligned with service needs.
- Development of structured HR systems (role definitions, onboarding frameworks, performance appraisal models).
- Implementation of internal HR policies aligned with clinical workflows and accreditation standards.

Our approach strengthens workforce reliability, role clarity, and performance accountability – ensuring human capital supports institutional growth and compliance objectives.



Digital Health & Smart Solutions

Sanimar Smart Care implements structured digital systems that enhance operational visibility, performance control, and regulatory alignment within healthcare facilities.

Our focus is not software deployment, but operational intelligence – designing digital frameworks that support measurable clinical, administrative, and financial outcomes.

OUR SOLUTIONS INCLUDE

- Custom digital systems aligned with facility-specific operational requirements.
- Performance and compliance dashboards for executive-level oversight.
- Appointment management, follow-up automation, and patient communication platforms.
- Workflow automation to improve efficiency and reduce operational risk.
- Mobile-enabled platforms supporting referrals, analytics, and team coordination.

We integrate digital infrastructure into core operations – ensuring technology strengthens governance, performance monitoring, and service continuity.



Service Quality Audits & Patient Experience Optimization

Sanimar Smart Care conducts structured clinical and service quality audits to ensure healthcare facilities maintain measurable performance standards aligned with regulatory and operational expectations.

We implement systematic patient experience evaluation frameworks that convert feedback into structured improvement initiatives and performance indicators.

OUR SERVICES INCLUDE

- Internal clinical performance audits and service quality benchmarking
- Design and implementation of structured patient feedback and satisfaction measurement systems.
- Development of corrective action plans aligned with defined performance metrics.
- Staff coaching programs focused on communication standards and patient interaction protocols.

We translate quality assessment findings into controlled improvement strategies – strengthening safety, efficiency, and service reliability across daily operations.



Medical Facility Design Support

Sanimar Smart Care provides healthcare-focused operational design oversight for new and expanding medical facilities, ensuring spatial planning aligns with clinical workflows, regulatory requirements, and long-term performance objectives.

We integrate layout planning, equipment positioning, and workflow engineering into a structured framework that supports efficiency, safety, and accreditation readiness.

OUR SERVICES INCLUDE

- Functional space layout review and operational design validation.
- Patient flow and staff movement optimization through structured spatial planning.
- Equipment placement strategy and utility routing coordination.
- Identification of infection control zones, safety pathways, and risk mitigation measures.
- Alignment with Ministry of Health (MOH) requirements and accreditation preparation standards.

We ensure facility design supports operational discipline, regulatory compliance, and sustainable performance – not merely architectural aesthetics.



Medical Equipment Supply

Sanimar Smart Care provides structured sourcing and procurement coordination for medical equipment and consumables aligned with the operational scope and clinical requirements of healthcare facilities.

Our approach focuses on cost discipline, product suitability, and supply reliability – ensuring procurement decisions support performance, compliance, and service continuity.

OUR SERVICES INCLUDE

- Equipment sourcing for clinics and specialty centers.
- Supply of essential consumables (gloves, syringes, sterilization materials, and related clinical supplies).
- Structured procurement models: consignment, bulk purchasing, or demand-based supply.
- Import coordination and setup facilitation.
- Post-delivery verification and supplier follow-up.

We ensure procurement decisions are operationally justified, financially controlled, and aligned with the facility's service strategy.



Medical Equipment Maintenance & Compliance

Sanimar Smart Care provides structured equipment maintenance governance to ensure medical assets remain safe, functional, and compliant with regulatory and accreditation requirements.

We implement preventive maintenance systems, documentation control, and lifecycle oversight to protect operational continuity and minimize compliance risk.

OUR SERVICES INCLUDE

- Preventive maintenance programs with defined schedules and tracking.
- Calibration and documentation aligned with national and international accreditation standards.
- Installation coordination, upgrade management, and technical repair oversight.
- Lifecycle monitoring and performance tracking of critical clinical equipment.
- Vendor coordination and structured response to technical incidents.

Our focus is asset reliability, regulatory readiness, and sustained equipment performance – ensuring facilities remain inspection-ready and operationally secure.



Medical Tourism & International Patient Coordination

Sanimar Smart Care provides structured international medical coordination services for patients requiring advanced treatment outside Oman. Our approach prioritizes clinical alignment, case oversight, and continuity of care across borders.

We manage the full referral pathway under a coordinated medical framework, ensuring clinical documentation integrity, communication accuracy, and procedural transparency throughout the treatment journey.

OUR SERVICES INCLUDE

- Coordination of medical appointments, specialist consultations, and surgical scheduling.
- Structured liaison with accredited hospitals and consultants overseas.
- Review and organization of medical records, imaging, and clinical documentation.
- Negotiation and verification of treatment packages and procedural details.
- Travel coordination support and pre-treatment planning guidance.
- Ongoing case monitoring before, during, and post-treatment.

Through our licensed medical coordination office, we ensure ethical practice, documentation accuracy, and structured case management – protecting patient interests while maintaining professional healthcare standards.



Medical Translation Services (English - Arabic)

Sanimar Smart Care delivers structured medical translation services supporting regulatory compliance, operational governance, and patient-facing communication across healthcare institutions.

Our translations are designed to maintain clinical accuracy, terminological consistency, and alignment with national and international healthcare standards.

OUR SERVICES INCLUDE

Operations & Compliance

- Translation of policies, procedures, administrative manuals, and governance documentation.
- Internal forms, circulars, and structured staff communication materials.
- Licensing documentation and compliance materials required for audits and inspections.

Training & Education

- Medical training materials, course content, and internal instructional guides.
- Educational brochures and structured instructional documentation.
- E-learning scripts and localized digital training content.

Marketing & Public Communication

- Patient-facing materials, awareness campaigns, and institutional messaging.
- Social media communication and community engagement content.
- Website and mobile application content aligned with healthcare terminology standards
- We ensure linguistic precision, regulatory alignment, and cultural appropriateness – reducing communication risk while strengthening institutional credibility.



Confidential

Mystery Audit

Sanimar Smart Care conducts structured, confidential service evaluation audits designed to assess real-world operational performance across the full patient journey.

Using trained evaluators operating under defined assessment criteria, we measure service delivery consistency, communication standards, compliance behaviors, and operational discipline – from initial appointment contact through discharge and billing.

OUR AUDITS COVER

- Appointment booking processes, reception standards, and communication protocols
- Waiting time management, consultation flow, and professional conduct.
- Cleanliness, privacy protection, and safety compliance.
- Billing transparency and discharge procedures.
- Overall service consistency and first-contact impressions.

All findings are documented within a structured evaluation framework and delivered confidentially, accompanied by targeted improvement recommendations aligned with operational standards.



Event & Training Management

Sanimar Smart Care designs and executes structured professional development programs that strengthen clinical competence, regulatory compliance, and organizational capacity within healthcare institutions.

We manage medical conferences, CME- and CPD-accredited educational programs, and targeted workforce training initiatives aligned with licensing requirements and institutional performance objectives.

OUR SERVICES INCLUDE

- Planning and execution of medical conferences and professional seminars.
- Organization of CME (Continuing Medical Education) and CPD (Continuing Professional Development) programs in coordination with recognized accrediting bodies.
- Development and delivery of structured in-house clinical and administrative training programs.
- Implementation of digital and hybrid learning platforms to extend educational access and engagement.

We integrate professional education with operational strategy – ensuring workforce development supports regulatory standards, clinical excellence, and sustained institutional growth.



Strengths of SANIMAR SMART CARE

Sanimar Smart Care delivers measurable operational performance, structured growth, and financial stability across healthcare facilities.

1 Industry Experience

Proven leadership in healthcare operations, performance restructuring, and institutional growth.

2 Operational Excellence

Workflow optimization and cost control systems that improve operational efficiency and protect margins.

3 Strategic Management

Performance-driven management frameworks aligned with staffing efficiency, service quality, and financial results.

4 Accreditation Mastery

Expert guidance in international and national accreditation standards, compliance systems, and audit readiness.

5 Digital Innovation

Data-driven systems for operational visibility, performance monitoring, and revenue control.

6 Full-Service Integration

Integrated operational solutions – from leasing and staffing to biomedical coordination and performance marketing.

7 Financial Flexibility

Flexible engagement models aligned with facility size and growth stage, supported by ROI-based financial planning.



Strategic Direction

Sanimar Smart Care is currently focused on structured execution within defined healthcare verticals that provide operational stability and scalable revenue foundations.

OUR IMMEDIATE INSTITUTIONAL FOCUS INCLUDES:

- Developing operational medical center leasing models with performance-driven management frameworks.
- Expanding structured medical coordination services for cross-border referrals and institutional partnerships.
- Strengthening medical equipment supply operations through reliable sourcing and client-aligned procurement models.
- Reinforcing regulatory compliance systems and governance integration across all service lines.

Our expansion approach is disciplined and opportunity-driven. Regional growth into selected GCC and North African markets will be pursued through structured partnerships and controlled scaling models – not speculative expansion.

Sanimar Smart Care prioritizes sustainable operational systems, institutional credibility, and revenue-backed growth over rapid, unstructured expansion.



Future Goals

Short-Term Goals (1-2 Years)

- Expand operations across Oman by leasing and optimizing medical centers.
- Establish a trusted reputation in healthcare compliance, training, and operational support.
- Expand our partnerships with clinics, hospitals, and strategic healthcare stakeholders.

Long-Term Goals (3-5+ Years)

- Expand regionally into the UAE, Qatar, Tunisia, and Egypt – with a focus on healthcare accreditation, operational consulting, and digital transformation.
- Establish operational partnerships with hospitals and clinics across target markets to deliver managed services, training, and quality improvement programs.
- Build strategic alliances with international accreditation bodies, medical suppliers, and digital health innovators to enhance service offerings.
- Host national and regional conferences to position the company as a thought leader in healthcare quality, innovation, and system transformation.

Company Culture & Leadership

Sanimar Smart Care operates under a disciplined leadership model grounded in operational accountability, structured governance, and institutional integrity.

Our culture is built on clarity of responsibility, measurable performance standards, and collaborative execution across all service lines.

WE ARE COMMITTED TO

- Strategic partnerships built on transparency and long-term value.
- Continuous capability development aligned with evolving healthcare standards.
- Institutional compliance, operational discipline, and quality-driven execution.

Leadership within Sanimar Smart Care is defined by system thinking, performance oversight, and responsible growth – ensuring that every engagement reflects stability, structure, and measurable impact.



Leadership Team

Founder & Chief Executive Officer

A visionary leader with over 25 years of experience in healthcare operations, business development, and clinic transformation

Senior Medical Advisor

Provides independent clinical insight and professional guidance to support service development, quality standards, patient safety, and overall healthcare performance.

Digital Health & IT Systems Lead

Leads digital transformation through smart healthcare technology, system integration, and workflow automation to enhance operational efficiency and patient experience.

Financial Planning & Control Manager

Directs financial planning, budgeting, and cost optimization with a focus on long-term sustainability and performance accountability.

Healthcare Operations & Compliance Manager

Manages clinic operations, supplier coordination and inventory control. Ensure full compliance with healthcare laws and licensing requirements.

Digital Marketing & Communications Manager


Oversees the company's presence on Instagram, WhatsApp, and other platforms. Delivers engaging content and active communication to keep patients informed and connected.


Together, this multidisciplinary team powers Sanimar Smart Care, operated by Abu Al Sanimar Medical Services – delivering innovative, structured, and value-driven healthcare solutions across Oman and the region.





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Contact us today to discover
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