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IMED-INC ACADEMY

PROFESSIONAL RADIOLOGY TRAINING

Shady Zohdy
Prep.PhD, MBA,PMP,HRMD,IAC
Sr. Healthcare Managing Director MENA Region

message FROM CEO

We fully recognize the needs of the pioneers of our academy, who have been integral partners in our successes, and we eagerly anticipate even greater achievements in the future.

Officially recognized by the Egyptian government as the leading institution for Professional Radiology Training, our academy provides specialized education in diagnostic radiology and medical imaging. We have obtained all necessary approvals to establish ourselves as a distinguished institution in this field.

Our students can trust the value of their certificates, accredited by the Egyptian government, the UAE's scientific office, and IMed Inc. in South Korea.

With a highly qualified faculty, we offer both theoretical and practical training, preparing students to meet international standards and become global experts in radiology. We continuously adapt our programs to align with industry needs, ensuring our students are equipped for high professional standards and personal growth.

We believe in every student's potential for success and are dedicated to helping them achieve it. Our student-centered educational philosophy fosters a vibrant community striving for excellence in all endeavors.

We take pride in our achievements and assure you that pursuing your Professional Radiology Diploma with us will be a rewarding experience, enhancing your understanding, analytical skills, creativity, and originality.

Shady Zohdy Mohammed

- Senior Healthcare Managing Director of iMed Inc. Factory (Africa and Middle East Office).
- CEO and Member of the Board of Directors of iMed Healthineers Academy - Egypt Office.
- Former Member of the Board of Directors of the Faculty of Health and Applied Sciences - Galala University in Egypt

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OUR BIG IDEA

Our Vision is to establish ourselves as the leading authority in healthcare education, committed to equipping trainees with the vital skills and knowledge necessary for achieving professional excellence in the healthcare field.

Our MISSION is to provide healthcare professionals Radiology Doctors, Radiology Technologists, Radiology Technicians, Biomedical Engineering and also Technicians with comprehensive Professional Radiology Trainings & enabling them to confidently and competently transition from academia to the professional field in Radiology Industry.

OUR CORE VALUES

Expertise

We are dedicated to establishing ourselves as the leading authority in healthcare education, leveraging our deep expertise to provide top notch training programs.

Commitment To Excellence

We are committed to equipping trainees with the vital skills and knowledge required for professional excellence in the healthcare field, ensuring they are well prepared for success.

Comprehensive Training

We provide healthcare professionals with comprehensive Professional Radiology Training, enabling a seamless transition from academia to the professional field.

Quality Assurance

We prioritize ensuring the quality of our services and programs for all trainees in the healthcare sector, maintaining high standards to deliver valuable learning experiences.

Confidence and Competence

We aim to empower healthcare professionals with the confidence and competence needed to excel in their roles, supporting their professional growth and success.

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OUR STRATEGY

Enhance Knowledge and Skills

Objective

- Create and implement extensive educational initiatives that highlight the most recent developments in radiology and medical technology.
- Partner with industry specialists to offer practical training sessions and workshops.

Expected Outcome

Participants exhibit improved competence in utilizing advanced radiology tools and methodologies.

Foster Innovation

Objective

- Promote engagement in research initiatives pertaining to radiology and medical technology.
- Provide support and guidance for the creation of innovative solutions within the field.

Expected Outcome

Participants play a role in the advancement of new technologies or techniques that enhance radiology practices.

Promote Precision and Accuracy

Objective

- Highlight the significance of precision in image interpretation and analysis through targeted training programs.
- Establish stringent evaluation and feedback systems to maintain high accuracy standards.

Expected Outcome

Participants consistently produce precise and accurate diagnoses and technical assistance.

Facilitate Collaboration

Objective

- Host networking events and interdisciplinary forums for radiology professionals and biomedical engineers.
- Promote theformation of cross disciplinaryproject teams to tackle real world issues.

Expected Outcome

Robust partnerships and collaborations are established, resulting in integrated strategies for patient care and technology advancement.

Contribute To The Medical Technology Sector

Objective

- Aid in the conversion of research discoveries and innovations into practical applications.
- Cultivate partnerships with industry stakeholders for the deployment of new technologies.

Expected Outcome

The program makes a substantial contribution to progress in the medical technology sector, enhancing healthcare outcomes.

OUR GOAL ARE SMART

Specific

Provide high high-quality healthcare education programs tailored for Radiology Doctors, Radiology Technologists, Radiology Technicians, and Biomedical Engineers, focusing on innovation, precision, and advancements in the medical technology sector.

Measurable

Measure the success of the education programs through participant feedback, certification rates, and the number of innovative projects or contributions made by the participants in the medical technology sector.

Achievable

Develop and deliver educational modules and workshops that cater to the specific needs and skill levels of Radiology Doctors, Radiology Technologists, Radiology Technicians, and Biomedical Engineers, utilizing available resources and expertise in the field.

Relevant

Enhance the knowledge and skills of healthcare professionals in the radiology and biomedical engineering fields to drive innovation, improve precision in medical technology, and make significant contributions to the healthcare industry.

Time-Bound

Implement the educational programs within the next six months, with regular assessments and updates to ensure alignment with the latest advancements in the medical technology sector.

OUR SERVICES

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Radiology Modalities Training

- Xray Types & Modality.
- Image Processing Types & Technology.
- CARM Modality.
- Fluoroscopy Modality.
- Panorama Modality.
- Mammogram Modality.
- DEXA. Modality.
- Ultrasound Modality.

How to Penetrate your Market Career Job? "Real Market Journey"

- Cases Study.
- Professional Field Training.

Professional Sales Roll-Plays

We have 3-Programs:

- 1-Basic Level.
- 2-Advanced Level.
- 3-Professional Level.

ProjectManagement Sessions Introductions to PMP Program.

- Entry Level –Qs & As .

Professional Management Sessions

- Human Recourses Development Program(HRD).
- Human Recourses Management Diploma(HRM).
- MBA Program

1- Leadership.
2- Entrepreneurship.
3- Organizational Behavior.
4- Strategic Management.
5-Corporate Social Responsibility(CSR).
6-Brand Management.
7-Crises & Risk Management

Professional Marketing Sessions

We have 2-Programs:
1- Advanced Level.
2- Professional Level.

KEY TIMELINE GOALS

SECOND QUARTER MILESTONES

Q1 2020 MILESTONE
Introducing

Q1 2021 MILESTONE
Penetration

Q1 2022 MILESTONE
Development

Q3 2022 MILESTONE
iMed Academy Branches

Q3 2024 MILESTONE
Success & Sustain

Q3 2025 MILESTONE
Differentiation

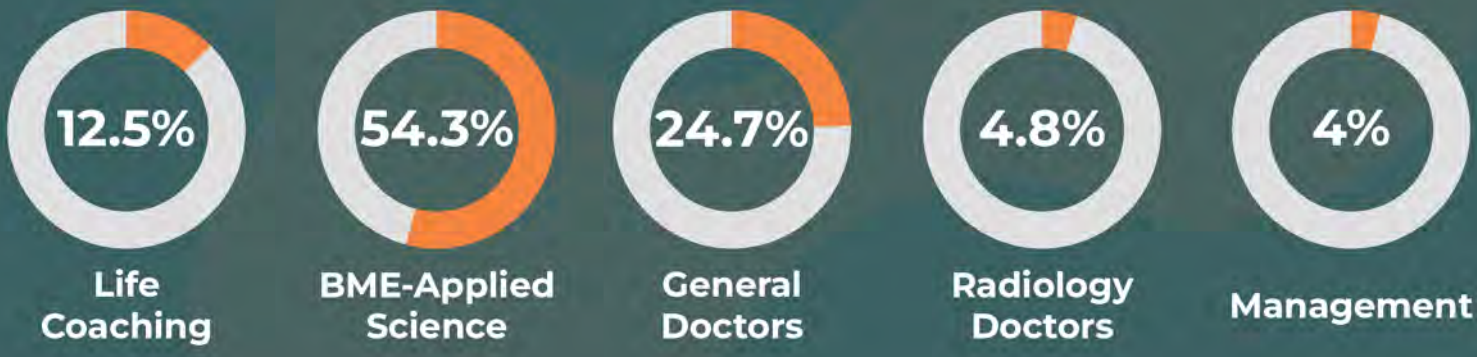
MAJOR COMPETITORS

SIEMENS Healthineers

EGYPTIAN MARKET

THE TARGETED AUDIENCES

CUSTOMER SEGMENTATION



Segment	YR1	GROWTH	YR2	YR3
GeneralDoctors	230,880	10%	253,968	279,364
BME–Applied Science	506,160	8%	546,652	601,317
RadiologyDoctors	506,160	10%	48,840	53,724
LifeCoaching	115,440	7%	123,520	132,166
Management	35,520	5%	37,296	39,160
TOTAL	**932,400**	**40%**	**1,010,276**	**1,105,731**

*Based on 3-year projections

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Professional Training Program (PTP –Protocol) :

We have 3-Levels; according to Categories we can provide:

1-Basic level.

2-Advanced level.

3-Professional Level.

For Professional Radiology Program, We can Provide:

- Basic Level for 1st and 2nd Class : Intro-Level for all Modalities.
- Advanced Level for 3rd Class : Xray Modalities + Intro-Level for CT and MRI Modalities.
- Professional Level for 4th Class : All Fundamental Radiology Modalities.

For Sales-Marketing Program, We can Provide:

- Basic Level for 1st and 2nd Class : Intro-Level for Sales and Marketing Sessions in General.
- Advanced Level for 3rd Class : Sales and Marketing Sessions related to Biomedical Engineering Field in General.
- Professional Level for 4th Class : Sales and Marketing Sessions related to Biomedical Engineering Field in Radiology Industry.

For Management Program, We can Provide:

- Advanced Level for 3rd Class : Intro-Level for Management Sessions in General.
- Professional Level for 4th Class : Management Sessions related to Biomedical Engineering Field in Radiology Industry and The role of PMP and Strategic Management in Radiology industry.

We provide all Training Programs (online-offline) and also in (Sales, Marketing, Service, Technical Support) Positions in the Market.

All our Instructors are PMP, MBA, DPA and PhD Certified globally that could us provide Authorized Certifications in the last of training.

We don't have certifications in participations Only, Each Trainee can get his/her certificate after passing our Professional Field Exam.

AGENDA OUTLOOK

Radiology Image Quality Training

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15%

Introductionto Different Radiology Modalities

20%

Type of Image Processors
The Different types of Digital Radiology Printing

10%

- Basicof Panorama Xray Technology
- Basic of Surgical Xray Technology

25%

Basic of Diagnostic Radiology (Women Healthcare) i.e. “Mammogram, DEXA”.

15%

Principlesof Ultrasound

15%

Sales-Marketing Session
Physical Roll-Plays.

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Success Stories

We have now partner ship with more than 9 universities in Egypt ; Galala University , Badr University , Cairo University , SHA Academy , HTI Institute , El-Menia University , 6 of October University ,MUST University , ... etc

Mr. Shady Zohdy, got a new role ; Member of the Council of the Faculty of Health Instructor-Led ProfessionalRadiology at El GALALA University.

WehavealotofinquirestoOpen iMed Academy Branches such as in Saudi Arabia and Iraq and Kenia .

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THANK YOU

SHADY ZOHDY

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Info@imed-healthineers-edu.com

+971 585824100
+20 1011843526