

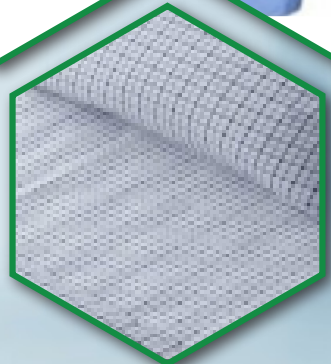
# Ω ALPHA

Healthcare And Equipment

## Company Profile

Medical and Surgical Supplies  
Medical Disposables  
Medical Equipment and Furniture  
Home Healthcare

*"Coordinated Healthcare - Sonqoba Simunye"*  
*"You need it...We Source It!"*





# **Ω ALPHA**

**Healthcare And Equipment**

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## Company History

**Alpha Healthcare and Equipment** was a vision in 1990 – due to exposure in the Pharmaceutical Industry and registered and launched in November 2004 as we, the Management identified a weak point in the market specifically for smaller organisations to provide medical and surgical supplies direct to the consumer to reduce the cost of medical equipment , disposables and home based care medical needs .

- **Accreditation / Accolades: Managing Member: Maria V Reynolds Diabetes Specialist nurse educator** and Chronic Disease Management
- **HIV Counsellor:** Global Fund University of Kwazulu Natal Medical School
- **Chief Professional Nurse:** Treasure Member of the Diabetes Education Society of South Africa
- **Wound Care** Nurse Specialist
- **Sales and Marketing Management Diploma**
- **Sales Representative of the Year:** Bayer Healthcare Pty Ltd Diabetes Care Division
- **Sales Representative awards / Vouchers:** Diabetes Education: Novo Nordisk
- **International Diabetes Education Award:** Roche-Eli-Lilly Diabetes Care: Cancun Mexico
- **Carer of the year award:** Netcare
- **Study Co-Ordinator:** Clinical Research
- **Co-Ordinator: Organising Committee:** Screening Awareness campaign: World Diabetes day, World Kidney day, Fun Run Walk: 2005 / 2006 /2007 –Health Fare
- **Occupational Health and Wellness Programmes**
- **Head: Marketing and Communications:** South Africa and UAE: Ajman

The initial aim of **Alpha Healthcare and Equipment**, Initially, was offer Diabetes Education and Support to communities and patients to maintain a healthy lifestyle.

The expansion of our medical and surgical supplies and general became evident within a year of exposure within a growing market.

To charge a market related fee for services rendered.

**Alpha Healthcare and Equipment** offers advice to patients and the business community through Wellness Programmes, in identifying long and short term complication control and solutions to Health and Safety matters in the workplace. Such as Health and Safety awareness includes Occupational Hygiene Management.

- We also offer an **Advisory Service for Chronic Disease Management**, by doing so a fair amount is saved on costs to medical aids and the consumer as a whole.
- **How we provide value to your Customers.**

***Business description of Products and Services through various distribution channels.***



# Description of achievements, projects and services

## 1. MEDICAL EQUIPMENT and SURGICAL SUPPLIES, INCL Disposables Ophthalmic, Dental, Fitness equipment, Capital equipment and Infection Control Methods and Procedures, Chronic Disease Monitoring, Rehabilitation Equipment- eg. **Wheelchairs - OT / Physic**

(SA Manufactured Splinting Pans: THERMOPLASTIC: through an Alpha Healthcare and Equipment Proudly South African Partner)!! to Hospitals, Clinics for healthcare professionals and home-care, Doctors' practices, HIV and Reproductive Health Research Units - Tender Opportunities. All medical and surgical equipment, incl Prosthetics, Oxygen therapy, Equipment hire We are current supplies through the Government, Department of Correctional Services, Life Healthcare Hospital Group, institutions for the elderly. **CLOTHING AND TEXTILES** to the Healthcare and General Industry, Corporate wear: NGO and Nursing facilities **EVENT COORDINATION AND BRANDING** Initiatives

## 2. NURSING SERVICES:

♦ *home base care for the elderly and disabled and chronically ill in post hospitalization recovery and care, dietary support and guidelines*

- ▶ Specialist Diabetes Education, Primary Health Care / Specialized Wound Care Management
- ▶ Post-operative home based care
- ▶ Hygiene / Cleaning Services
- ▶ Catering services at CME's and Medical In-service Programmes

## 3. NURSING EDUCATION, chronic disease management –especially

♦ diabetes and chronic diseases specialist education programmes, EMPLOYEE WELLNESS PROGRAMMES, Lifestyle assessments -

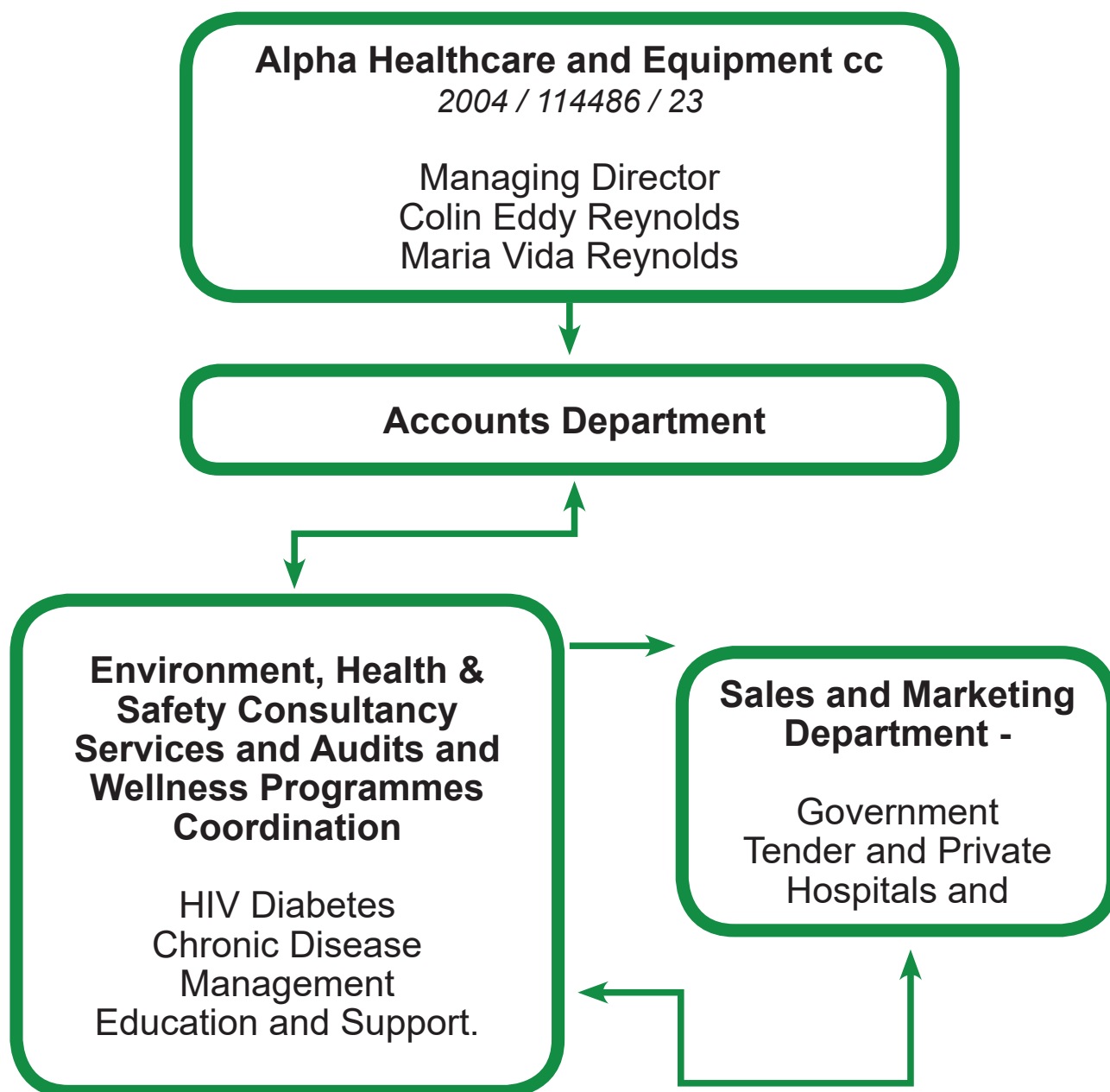
### **Occupational Health Programmes**

- ▶ H/IV/AIDS education and counselling and home based care
- ▶ Education programmes: healthy Lifestyles, Schools, Sports clubs, Support groups, institutions for the elderly
- ▶ Screening Programmes: Blood pressure, Blood glucose, Cholesterol

## SUBSIDIARIES AND PARTNERS.

**Alpha Healthcare and Equipments** is a cc. and originated as a Family Business.

## Organogram



Our advisors hold **post-graduate qualifications** and are highly trained skilled and specialised in all aspects of the services we provide.

Our employees have 56 years combined service in Occupational Health and Safety and Medical field and Sales and Marketing and Buying Departments.

## Our Mission

**Alpha Healthcare and Equipment** strives to further develop a responsible and motivated sales team with strong moral convictions and integrity, to be able to lead with strength to meet the challenges faced in a diverse medical field of today and the future.

OUR Ethos enables us to realise our individual potential through the supply of Medical Equipment and Disposable Products and Education and Training services.

We are committed to the development of our Communities through leadership and positive experience.

Sales and Marketing of Medical and Surgical supplies and Equipment Supply of the highest quality of products to Consumers.

We expect to grow and achieve above average financial gain and return for investment by maintaining a, meaningful share of the market

Maintenance of a work environment for our employees, that is conducive to their holistic development.

We will provide employees with challenges and rewards that encourage them to make meaningful contributions to the Company as a whole.

## Our Vision

***To be the first choice in quality, value and service, in the eyes of our customers and distributors – an experience of –“SONQOBA SIMUNYE”***

We are dedicated to the growth of the Healthcare Market in South Africa, especially due to the increase in the incidence of chronic diseases and HIV in Communities.

We plan to expand our business through the respects and support which we have in the Medical Supplies and Medical Aid Markets and maintained through on-going professional support of allied Professionals.

**To achieve our Mission: we will pursue the following goals:**

- I. To increase the awareness and perception of the products marketed on the Product List of Alpha healthcare and Equipment
- II. To offer the highest quality of products to the consumer and hospital
- III. Invest in marketing and promotional actions / advertising

**To support these GOALS: we will:**

- I. Employ experienced Sales and Marketing Representatives
- II. Invest further in Skills Development as encouraged by the Department of Labour.
- III. The availability of a customer support and education programme
- IV. A call centre for Technical problems experienced with equipment

## Our Philosophy

Alpha Healthcare and Equipment

Embraces: SONQOBA SIMUNYE –

CO-ORDINATED AFFORDABLE HEALTHCARE – we will conquer as one!

## Our Values

- Integrity
- Honesty
- Timeliness
- Community Oriented; for customers /other distributors /colleagues.

## Our Promise To You

A valued customer deserves efficiency, and quality.

We endeavour to attend to enquiries and solve problems timeously through customised service.

“You need it ... we source it” ... complete satisfaction

## Market Trends

***Business Environment includes:***

Key Market drivers are healthcare workers –Doctors ,Nurses ,Physiotherapists ,Occupational Therapists , Biokineticists , Occupational Health Sector Pharmacists , Dieticians , Diabetes

Educators Home based Care Workers ,Wound Care Nurse Specialists , private Nurse Practitioners< HIV Care Counsellors ,Institutions for the Elderly , African Markets , Import and Export Opportunities , Other SMME's and Co-Operative Enterprises , Church Organisations ,

Hospital groups and -clinics –Private Sector and Department of Health .

## S.W.O.T. Analysis

This will assist us towards Goal Formulation and develop specific goals for a planning period

|                    | Activity                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Performance | Importance |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|------------|
| <b>Strength</b>    | <ul style="list-style-type: none"> <li>• BBBEE Status: 100%</li> <li>• SKILLS DEVELOPMENT of Employees and Enterprises (cc's and Co-op's)</li> <li>• Entrepreneurial orientation</li> <li>• Marketing and Promotion</li> <li>• Company Reputation</li> <li>• Customer satisfaction</li> <li>• Product and service quality</li> <li>• Pricing effectiveness</li> <li>• Distribution effectiveness</li> <li>• SA languages efficiency: esp. Zulu effectiveness</li> <li>• Direct dealership with manufacturers in SA</li> <li>• Dedicated Sales / workforce</li> <li>• Capabilities/Education based competition</li> <li>• Supplier /Distributor /Manufacturer Referral Base</li> <li>• Office Capacity</li> <li>• Capable Leadership</li> <li>• Profitability / Sales Growth</li> <li>• Market share improvement</li> </ul> | Major       | High       |
| <b>Opportunity</b> | <ul style="list-style-type: none"> <li>• BBBEE Opportunities</li> <li>• Competitive Market</li> <li>• Expansion though import and export</li> <li>• Warehousing Facilities</li> <li>• Market share continuous improvement</li> <li>• Profitability / Sales Growth</li> <li>• Business Partnerships /Joint Ventures</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Major       | High       |
| <b>Weakness</b>    | <ul style="list-style-type: none"> <li>• Geographical coverage</li> <li>• Availability of Capital</li> <li>• Direct dealership with Manufacturers in China</li> <li>• Manufacturing Facilities for – eg. Linen savers Diapers</li> <li>• Draw sheets, Nappies</li> <li>• Interest rate fluctuation affecting pricing and quotations</li> <li>• (Involved in an economy of scale)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                | Major       | High       |
| <b>Threat</b>      | <p>Medical Supplies Companies already importing products within a saturated market</p> <p>Oil, Latex, Interest Rate Increase in price</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Major       | High       |



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