



Company Profile

ABOUT US:

Our company was established in January 2014, is a Sudan based company which works as a Supplier of Quality diagnostic reagents and Medical consumables. We identified an opportunity to introduce new innovation technology in Diagnostic Reagents and Medical Consumables.

Our approach is based on tested processes, methods and skilled employees. This is how we ensure that the customer receive a detailed, professional and consistent level of quality in the service delivered.

We are full of wisdom both in Business and Medical fields. We aim to provide a quality service each and every time at the best price guaranteed! This is how we continue to grow our client base of trust and satisfaction.

We supply services to a mix of commercial clients over more than 20 states in Sudan including Governmental Institutes, hospitals, labs, clinics, pharmacies, medical centers, organizations and even Universities.

We proudly have more than 12 international exclusive agencies for worldwide, esteemed and well-known companies.

Confidentially, our most cooperation's are with:

- Alyaa' Private Hospital.
- Military Hospital.
- Sudan Heart Institute.

The Company Departments are classified to:

- 1- Rapid Tests and Reagents Department.
- 2- Professional Educational Simulators Department.
- 3- Post Graduate Researches ELISE Kits Department.
- 4- Medical Furniture for Hospitals and Universities Preparations with the best standards Department.
- 5- Laboratory Consumables and Hospital Consumables Department.

Each of the Following Department (Sub Department) has its own Professional Team (Staff) containing more than 8 Employees with great Skills and Individual abilities which Develops and improves the Growth of the Mother Company.

Sudan is a big Country, so each department has its own transportation property that can cover more than 10 states all over Sudan. Our achievements have reached:

- Khartoum State (the Capital).
- Madani State.
- Kosti State
- Kassala State.
- Al Ubyayed State.
- Rabak State

These are found in a different geographic regions all over Sudan. Proudly, we have more than Seven Exclusive Agencies as World Wide, and Distributors for the Local Market with Other Agencies which has similar Criteria and can save our Reputation among the Customer review.

Our Asian Agencies: (Made In Republic of China)

1- Elite Medical Company:

Elite Medical (Nanjing) Co., LTD has devoted herself to manufacturing and designing Disposable medical products, surgical and laboratory instruments and hospital equipment for more than 10 years. All of Products come with CE approval and ISO 13485: 2016 CERTIFIED.



2- Roll Me Medical Company:

3- Changzhua Shuangma Medical Devices Company:

Its main products include sterile hypodermic syringes for single use, infusion and transfusion sets for single use, medical syringes and needles, vaginal speculum, cervix sampling brush, cervical spatula, urine bag and other series products for single use.



4- Shenzhen Hawk Medical instrument Company:

It is a high-tech enterprise specializing in R&D, design, manufacture and distribution of infusion pump, syringe pump, entreat feeding pump and blood fluid warmer.



深圳好克

5- Hebei Chaoran Medical instruments Company:

It is a leading manufacturer of disposable blood collection Tube/Container, disposable blood collection Needle, disposable Micro blood test tube, disposable Medical Latex examination gloves, disposable Suction connecting tube/Surgical Aspiration Tube, disposable Suction Catheter and Cannula. With CE and ISO Certified.



6- Keling Medical Appliance Company :

Is a leading developer and manufacturer of medical equipment including surgical lights, operating room tables, delivery beds, ceiling mounted support systems and surgical suction units. Keling offers a broad portfolio of LED surgical lights, halogen surgical lights and mobile surgical lights for operating rooms, hybrid operating rooms, examination rooms, dental clinics, catheter laboratories and intensive care units as well as intra- and inter-hospital patient transportation.



BIO.SHIELD

[Made In Malaysia]

1- Shieldix Company :

Shieldix Gloves Manufacturer (M).Is an enterprise based in Malaysia. The enterprise currently operates in Synthetic Rubber, and Artificial and Synthetic Fibers and Filaments Manufacturing sector. Latex Examination Disposable Gloves is our item of interest with standard specifications: Powdered, Ambidextrous, Non-Sterile and Single use.

Hospital Medical Furniture:

Hospital furniture along with modern medical equipment's have important role to play in health care. They do not only help surgeons to perform the critical surgery with most safety of patient, but also make patients feel comfortable during their stay in hospital or the surgery/post-surgery as well. Our brands supplier for hospital furniture are designed and produced to keep safety, multitude of applications and functions in mind. Elegant looks, innovation designs and utility are highlights of our healthcare furniture. Apart from common furniture directly related to patients and health care providers like hospital beds, ward furniture, hospital cart and stands, bedside tables, hospital cabinet and baby furniture, also offers variety of other furniture used in hospitals like medical office furniture and also furniture for waiting rooms and lobbies.

Laboratory  Equipment's:

We professionally supply the highest technology of Medical Laboratory machines. To offer our clients a comprehensive range of Lab products spanning the entire line including clinical chemistry, hematology, microbiology, parasitology and serology. Currently, the company has a client portfolio of over than 285 institutions made up of private and public hospitals, international NGO'S, etc.

Chemicals:

We are one of the leading suppliers of laboratory and industrial chemicals, scientific instruments and glass apparatus. Our strengths in this area have ensured that we cater to a wide variety of industries such as pharmaceuticals, laboratories, hospitals, medical universities, agricultural industries, pharmacy and in reputed R & D laboratories.

Medical Educational Modules.

Using a combination of interactive distance learning and face-to-face lectures this module will provide students with an up to date knowledge of teaching and learning practice in medical education. Participants will be introduced to the theoretical underpinnings of teaching and learning (drawing on medical education research and the wider educational community) in addition to covering basic teaching skills in medical education, skills for teaching in clinical settings and teaching large groups.

Glass ware:

refers to a variety of equipment in scientific work traditionally made of glass. Glass can be blown, bent, cut, molded, formed into many sizes and shapes, and is therefore common in chemistry, biology, and analytical laboratories. Many laboratories have a training programs to demonstrate how glassware is used and to alert first time users to the safety hazards involved with using glassware.

OUR VISION:

Our aim is to ultimately become the leading provider of the best medical services in Sudan. We intend to do so by combining customer service and the implementation of the most advanced technologies in the field of medicine.

OUR MISSION:

To provide the perfect health care services and technology implementation for our clients with the best quality, durability and cost of our products even after Sales services.

GOALS:

In order to achieve our mission, the goals of the company are:

The development of Medical equipment's field in Sudan.

- To promote equitable medical improvement services across all states of Sudan.
- Improve our employee's skills in Creativity, leadership and communication.

STRATEGY:

Marketing strategy: marketing is inspiration mixed with knowledge reflection upon the products.

In our marketing strategy, we work on: product positioning, portfolio differentiation, competitive assessments, market segmentation, customer awareness and loyalty-building programs.

In **Alfa Med** company, we ensure several professional methods in order to enhance our Marketing Strategy, such as:

- KOL programs- Also known as peer-to-peer selling, it is simply effective to have Drs. speak about and on behalf of your products to other Drs.
- Trade shows- These huge events (locally) are must attend for a medical device company that wants to get in front of its customers.

Slick literature - The best device companies always have attention grabbing, attractive and effective literature about their products.

- Impressive studies- What ground breaking medical device is complete without volumes of great medical literature to back it up?

- Vast sales armies- Having a huge, highly trained and successful sales force is a great way for marketers to spread their messages. Medical device reps are typically great at what they do.

SALES STRATEGY:

One Multi-angle data source for all of our teams:

- Sales Strategy for Medical Device Marketing Teams, Product Development, Sales, and Reimbursement Teams.

- Market Sizing and Intelligence Based on Procedure Numbers and Primary Research.

- Book of Business providing us leads sorted by number of procedures performed.

- Reimbursement Tracking, Searching, and Analysis Platforms.

- Physician Surveys to Understand What Your End Users Actually Care About.

- Custom Research to Supplement Our Reports with local Market Information or Additional Geographies.

Our Marketing Plan Strategy:

Turning an innovative medical device into a commercially successful product is a complex undertaking. An extended process of development and design goes into creating items like pacemakers and glucose monitors.

Once the product is ready for use by healthcare professionals, marketing and sales teams go to work with medical email marketing and other initiatives. However, for life sciences organizations to make their latest devices successful, these efforts must be strategically directed to capture the interest of physicians and other key stakeholders. With the right approach and resources, marketers can guide healthcare providers toward a purchase.

Here are five essential factors that can make the difference of our successful performance in launching a medical device or consumable:

1. Collaborate across functions

“Marshal diverse sets of expertise for every phase of bringing a product to market.”

Medical devices are complex pieces of equipment that serve crucial purposes in medical treatment. That means it's vital to marshal diverse sets of expertise for every phase of bringing a product to market. A Company report emphasized the importance of collaboration in bolstering the effectiveness of marketing and bringing about a larger transformation in a business.

2. Gather insights into physicians and treatments

For marketers to understand the needs and preferences of doctors, they need access to data. A robust database provides the information that guides marketing sales teams, such as doctors' current contact information, specialties, institutional affiliations and locations. By understanding the demographics that physicians serve and the treatments they regularly administer, a marketer can make wiser choices in creating and dispatching materials.

3- Craft powerful communications

Healthcare professionals receive numerous professional emails and have busy days full of urgent tasks. Directing their attention to a new medical product calls for thoughtful messaging. Marketers must make clear the potential impact of a device for patient outcomes and keep their emails brief. Hot Number is available 24/7 to receive requests and even complaints which rarely happens.



4- Provide extensive information

Doctors rely on painstaking research and scientific findings to make treatment decisions. Before moving forward with adopting a medical device, they want to know as much as possible about how it works and why it's a good choice for their patients. Marketers increase the chances of making progress by offering immediate access to a variety of clinical findings – such as retrospective data, meta-analyses and case studies – and technical details. which can be one of the Device Quality Assurance and Analysis.

5- Build relationships

Moving from an initial contact to the purchase of a medical device is a process that can take a long time and involves numerous stakeholders. As Pharmaceutical Executive Magazine pointed out, many individuals with different priorities and areas of knowledge are likely to be consulted before a hospital or clinic decides to invest in a particular product. The complexities involved in this process only make it all the more important to establish solid relationships with physicians. By getting to know the doctors involved and connecting them with sales teams, a device maker can find chances to deepen their connection. That starts with specifically laying out the value proposition for how a product will make a particular healthcare organization better equipped to handle its problems. In addition, the life sciences company can offer chances for deeper engagement, like training programs and certifications in using its products.

Marketing a medical device comes with special challenges and opportunities for a life sciences business. Garnering the interest of doctors in a relevant field is just the beginning of an extended conversation that involves multiple departments and exchanging a great deal of information. By treating marketing and sales as collaborative, data-driven operations, a device manufacturer increases the chances of successfully rolling out a product and forges strong relationships that can continue to bring dividends for years to come.



+249 919463240



Khartoum - Sudan
West of Gad Gareeb Building



mina@alphamed-sdn.net