alkalma

United for Health and Wellbeing

About alkalma

alkalma Healthcare Company is committed to caring for people. Guided by the motto "United for Health and wellbeing," alkalma introduces an innovative, value-based healthcare model tailored to the region's needs. Its mission is to transform the healthcare paradigm by prioritizing personalized health promotion, early disease detection, and integrated care for all.

Our Mission & Vision

Mission Statement

To achieve the best version of health and wellbeing for every person and community through an integrated ecosystem of personalized health programs and excellent, compassionate care, supported by innovative, data-driven analysis, all managed through a value-based approach.

Vision Statement

To transcend as the company that will change the global healthcare paradigm, leading a new era of health and wellbeing for all.

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What makes alkalma unique ?

Holistic & Preventive Approach: Addressing **biological, emotional, social, and spiritual health** beyond clinical treatment.

Empowerment Through Knowledge: Equipping people with tools and education to **take control of their wellbeing**

Integrated Care: A seamless health ecosystem that **connects primary, specialized, and mental health services** under one framework.

Technology-Driven Personalization: Leveraging advanced **data analytics** to identify health risks and tailor interventions

Innovative & Scalable Solutions: Continuously evolving to **meet global health challenges** with adaptable, high-impact strategies

Revolutionizing Population Health Management

At the core of alkalma's vision is a **fully integrated population health management strategy.** Using **advanced data science,** alkalma identifies **emerging health trends,** pinpoints at-risk populations, and delivers targeted interventions. This evidence-based approach ensures improved health outcomes, enhances patient engagement, and validates a sustainable, scalable healthcare model.

A Comprehensive, People-Centered Health Model

alkalma is more than just a healthcare initiative — it is **a movement for wellbeing.** By integrating medical, **mental, and social health,** alkalma delivers **holistic, personalized, and data-driven care** that meets the needs of individuals, families, and entire communities.

Shaping the **Future of Healthcare in the GCC**

alkalma is redefining what it means to be **healthy, empowered, and well-supported.** With a firm foundation in innovation, education, and community-driven care, it is setting new benchmarks for accessibility, efficiency, and long term impact.

alkalma **isn't just building a healthcare system — it's pioneering a new era of wellbeing.** Through its comprehensive, integrated, and forward-thinking approach, it is ensuring that every individual has the tools, resources, and support needed to lead a healthier, more fulfilling life.

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OUR alkalma INTEGRATED CARE MODEL

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Integrated Model

We are driving a continuous transformation in healthcare, recognizing that traditional models focused solely on disease, reactive care, and fragmented services no longer meet the evolving needs of individuals, the complex challenges of global health, or the social realities of each region.

Integrated
care model

IDENTITY alkalma
OF THE
MODEL

Our commitment is to provide outstanding healthcare to those who trust us, through a comprehensive and holistic model that fosters a life of purpose, service, and interconnectedness with the natural world. We empower each person to take ownership of their wellbeing, as well as that of their family and community while honoring the ever-changing nature of life and each person's unique dimensions.

Healthcare Needs

We support individuals at every life stage, from proactive health promotion and prevention to specialized care and rehabilitation, across home, virtual, outpatient, and hospital settings. Our integrated network delivers healthcare and insurance management, leveraging data analysis, digital tools, and healthcare-oriented strategies to achieve optimal health outcomes, patient-centered care, equity, and sustainability.

Community Health Integration

- Creating community care networks
- Person-centered community-focused care
- Asset mapping and community response
- Fostering compassionate leadership
- Volunteer engagement and integration
- Community-Based Health Education and Promotion

Community Empowerment

Empowering communities to enhance wellbeing, build social capital, and boost resilience
Fundación alkalma
Compassionate communities

Social Needs

Our approach involves coordinating public and private health and social services to provide integrated solutions to social needs.

Social-Healthcare Integration

- Characterization of Social Determinants
- Mapping of assets and prescription of social resources
- Social volunteering
- The harmonious transition between healthcare, social, and community care
- Highlight awareness of the link between health and social environment

Socio-Community Integration

| Environmental Sustainability. Community Garden Programs | Enhancing School and After – School Programs with Volunteer Support | Access to Transportation, Food Banks, and Shelter | Community Engagement Forums with Social Institutions and Local Leaders | Resource Optimization – Shared Physical Spaces, Strategy and Knowledge Sharing Entrepreneurship Showcase |

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Products

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Products

- alkalma Vital Health Care: The new era of Primary Care
- alkalma Population Health Management PHM
- alkalma Mental Health Program

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Vital Health Care:
The new era of Primary Care

alkalma Vital health care approach is comprehensive, inclusive, equitable, and accessible, focused on the person seeking to ensure the highest possible level of health and wellbeing of individuals and society. It addresses health promotion, disease prevention, diagnosis, treatment, rehabilitation, providing care as close as possible to people's daily environment and using methods, technologies, and practices based on scientific evidence.
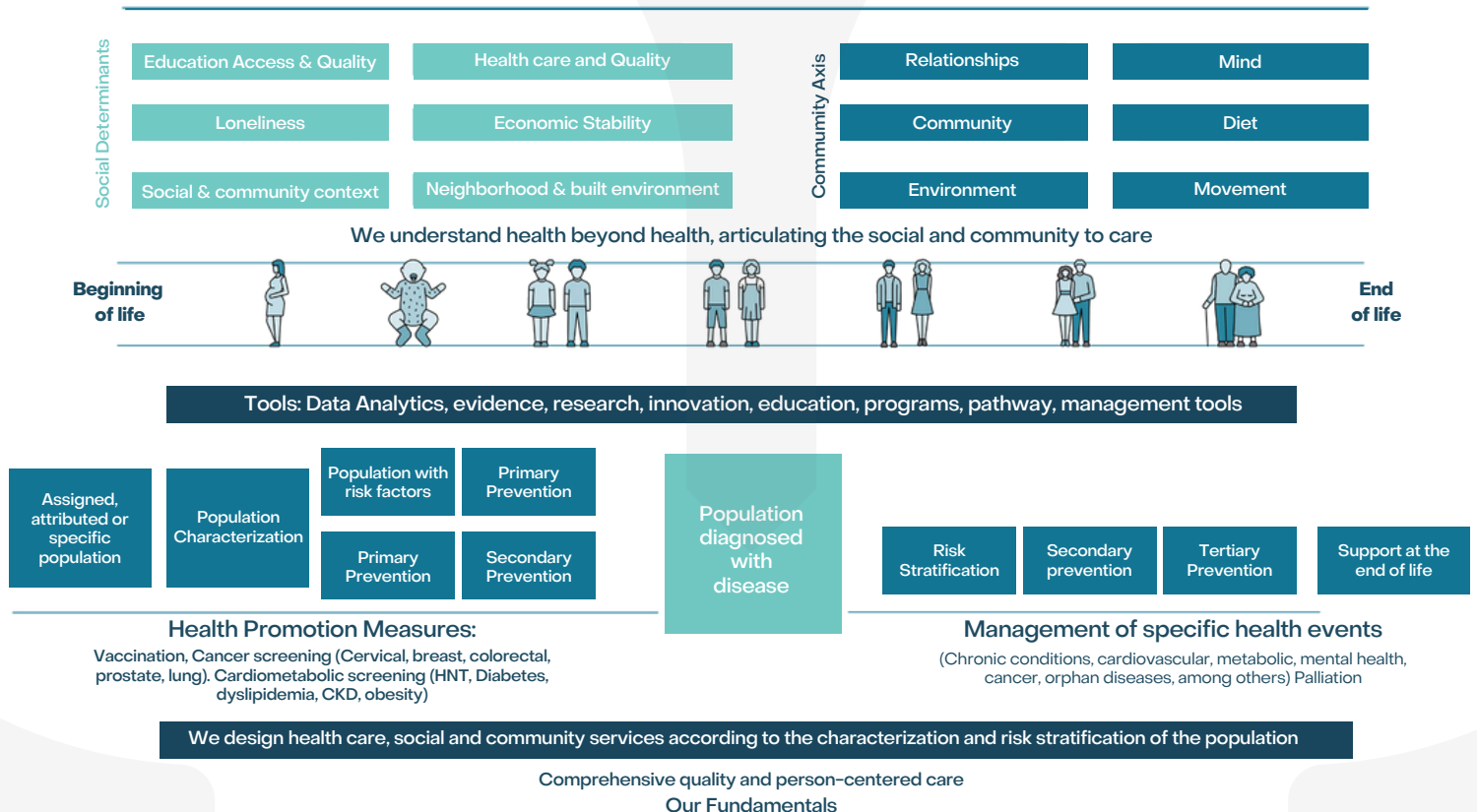
This enables the creation and implementation of strategies tailored to specific needs. Risk stratification is conducted, and healthcare is managed based on risk level and life course, using a social and community-based health approach. The impact of this approach on health outcomes is then evaluated.

The fundamental pillars of our care model are:

✓ **Accessibility:** Ensuring equitable access to health services.

✓ **Comprehensiveness:** Providing with a comprehensive approach that includes health promotion, prevention, diagnosis, treatment, rehabilitation, and palliative care.

✓ **Continuity:** Providing continuous care throughout a person's life, addressing health concerns at each stage.

✓ **Coordination:** Managing access to different care levels and ensuring effective referral and counter-referral systems.

Our vision of health and wellbeing
We care comprehensively throughout life

High Value Health Care

Our model aims to achieve the best value in health, through better health results, better person experience, greater wellbeing of professionals, and generating a positive impact on costs to advance health equity (Quintuple Goal)

Social Determinants		Community Axis	
Education Access & Quality	Health care and Quality	Relationships	Mind
Loneliness	Economic Stability	Community	Diet
Social & community context	Neighborhood & built environment	Environment	Movement

We understand health beyond health, articulating the social and community to care

Beginning of life ←→ **End of life**

Tools: Data Analytics, evidence, research, innovation, education, programs, pathway, management tools

Assigned, attributed or specific population	Population Characterization	Population with risk factors	Primary Prevention	Population diagnosed with disease	Risk Stratification	Secondary prevention	Tertiary Prevention	Support at the end of life
		Primary Prevention	Secondary Prevention					

Health Promotion Measures:
Vaccination, Cancer screening (Cervical, breast, colorectal, prostate, lung). Cardiometabolic screening (HNT, Diabetes, dyslipidemia, CKD, obesity)

Management of specific health events
(Chronic conditions, cardiovascular, metabolic, mental health, cancer, orphan diseases, among others) Palliation

We design health care, social and community services according to the characterization and risk stratification of the population

Comprehensive quality and person-centered care
Our Fundamentals

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PHM

alkalma Population Health Management Services encompass a comprehensive range of strategies and tools aimed at improving the overall health and well being of a defined population. These services leverage data-driven insights, personalized care plans, and cross sector collaboration to ensure effective healthcare delivery and optimized health outcomes.

Our focus is the health management of the entire population (healthy, at risk, or sick), through data analytics, we develop the characterization, segmentation, and stratification of the population and the design of health programs focused on the needs (physical, emotional, and social) of the population. Based on population management, we promote value-based contracting models, enabling the effective implementation and sustained success of our approach.

We work under the cycle of population health management (PHM), first identifying the target population (insurance population, primary care cluster, or a specific health program/service population). Second, we understand the sources of the information available (claims, EMR, lab tests, reference datasets, disease registries, members databases, health surveys, or questionnaires, among others). We review the quality of the data and the standardization of the variables in the sources of the information for the right data collection and integration. Subsequently, we develop the characterization, segmentation, and stratification of the population and design and implement health programs.
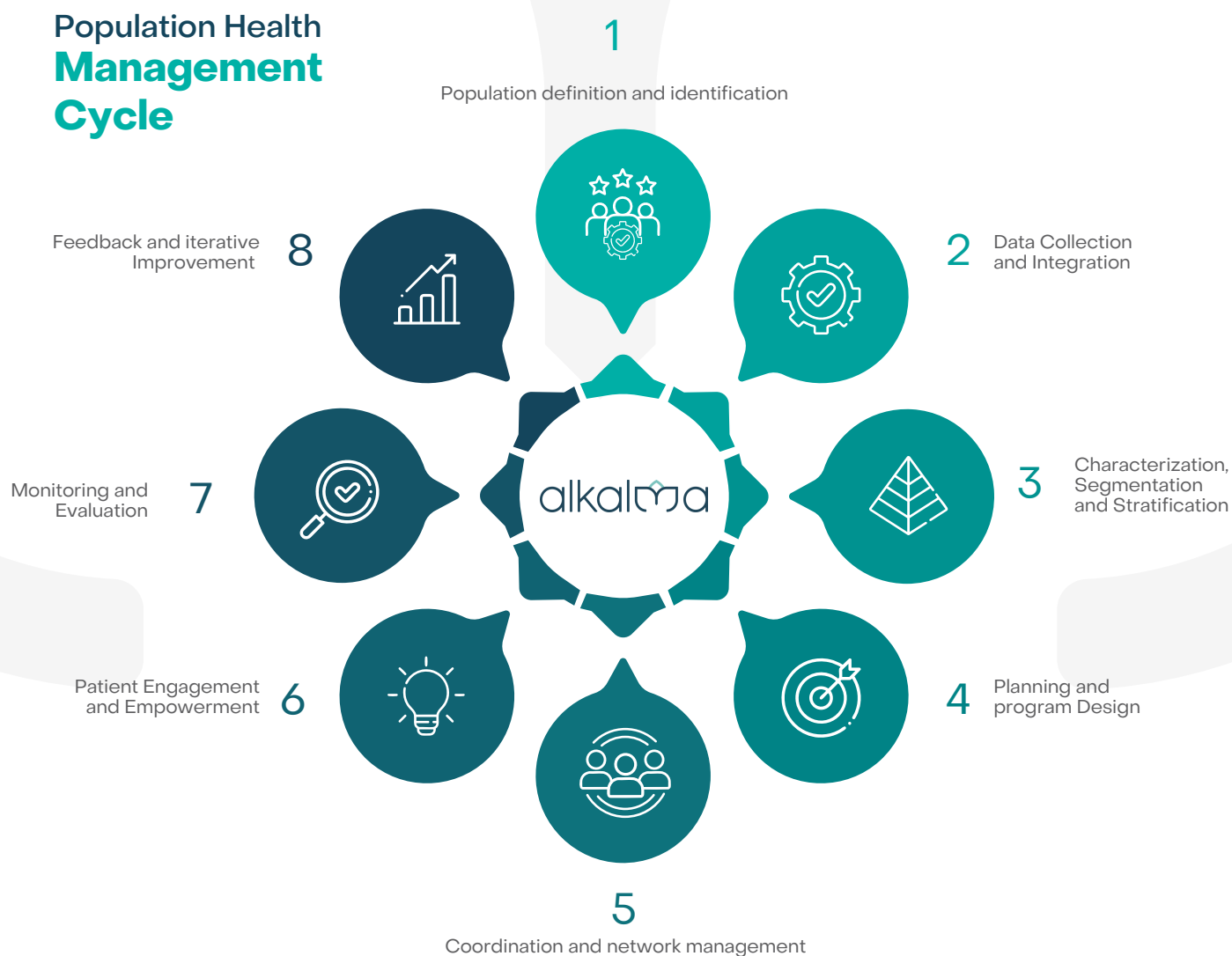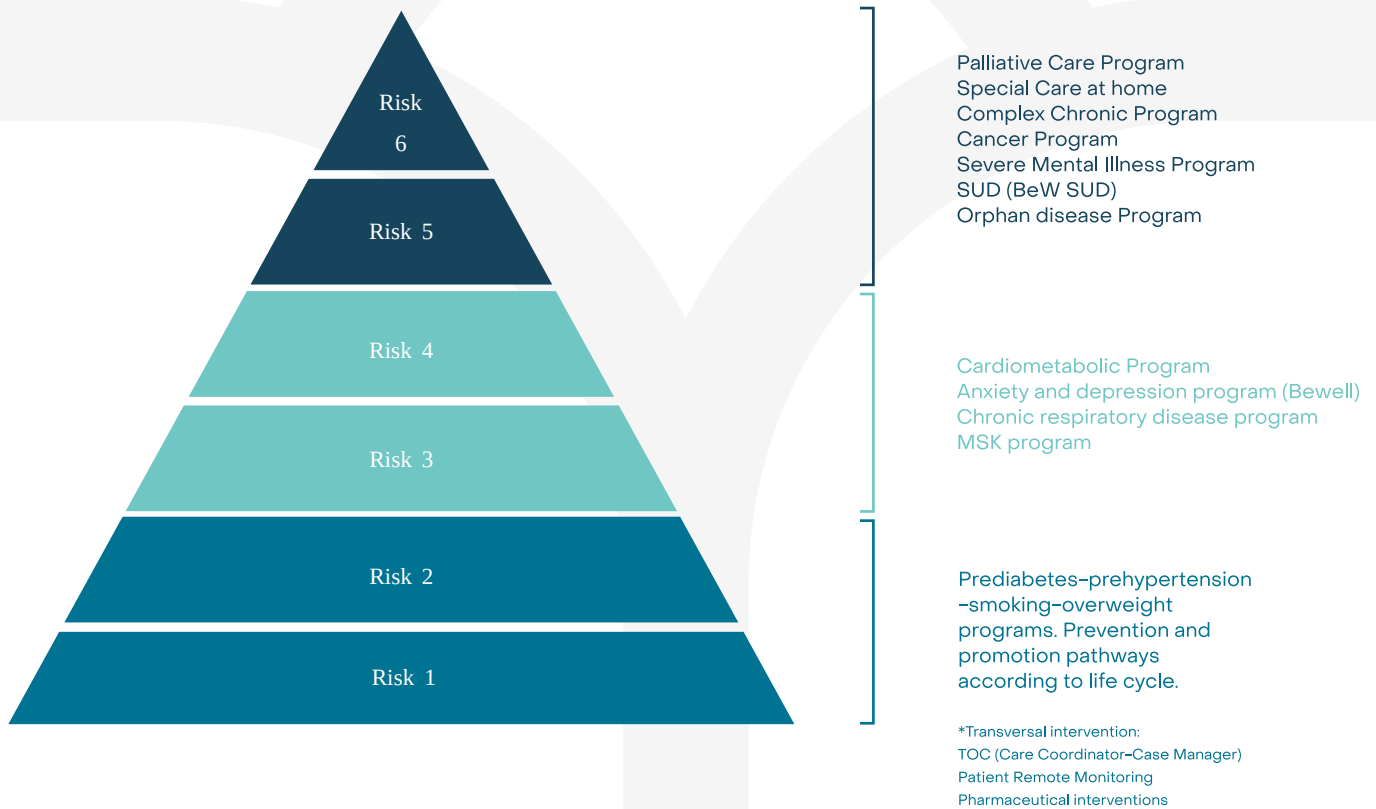
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Population Health Management
PHM

Population Health
Management
Cycle

1
Population definition and identification

8 Feedback and iterative Improvement

2 Data Collection and Integration

7 Monitoring and Evaluation

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3 Characterization, Segmentation and Stratification

6 Patient Engagement and Empowerment

4 Planning and program Design

5
Coordination and network management

programs

Health Programs
According to the level of risk we develop specific health programs

Risk 6

Risk 5

Risk 4

Risk 3

Risk 2

Risk 1

Palliative Care Program
Special Care at home
Complex Chronic Program
Cancer Program
Severe Mental Illness Program
SUD (BeW SUD)
Orphan disease Program

Cardiometabolic Program
Anxiety and depression program (Bewell)
Chronic respiratory disease program
MSK program

Prediabetes–prehypertension
–smoking–overweight
programs. Prevention and
promotion pathways
according to life cycle.

*Transversal intervention:
TOC (Care Coordinator–Case Manager)
Patient Remote Monitoring
Pharmaceutical interventions

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PHM

Data Analysis and Risk Stratification.

Data analytics and risk stratification are pivotal tools in PHM, enabling alkalma-PHM to improve outcomes and optimize resources by identifying and addressing the specific needs of different patient groups. Data analytics involves collecting, processing, and analyzing healthcare data from various sources, including electronic health records, claims data, and members database, public health databases, among others. The goal is to uncover patterns and insights that inform decision-making. Risk stratification builds upon these insights by categorizing patients into risk tiers (high, moderate, or low) based on their likelihood of adverse health outcomes or escalating healthcare needs. This approach helps Alkalma-PHM prioritize interventions, allocate resources efficiently, and design targeted care programs for at-risk populations, such as individuals with chronic conditions or those facing barriers to accessing care.

Mental Health
Program

alkalma Mental Health program

alkalma has developed an ecosystem of person centered services, integrating services and identifying social and community resources that enable early and effective intervention for patients with mental health conditions and their families. We provide interventions focused on achieving wellbeing by developing resources that promote individuals' coping skills. We identify mental health risks or conditions early and develop a care plan based on the patient's complexity.

alkalma Mental Health Programs

- **Wellness platform**
Is a video–on–demand audiovisual platform with interactive measurement systems that serve as a guide for people on their path to wellbeing with the latest trends in digital health.

- **Bewell Program (Depression–Anxiety)**
The BeWell program is essential as a first responder to people's mental health needs by screening, treating mental health disorders, and intervening in the social and community aspects.

- **Employee Assistance Program (EAP)**
Maintaining the physical, emotional, and mental health of employees in optimal conditions is the goal of the EAP.

- **Specialized mental health programs (SMI programs)**
For patients with serious mental illness, alkalma develops high–intensity programs focused on symptom control, adherence to treatment, and rehabilitation of the patient and their family in their environment (home, work, or educational).

Contact Us

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