

Linea & EFESO Sign Strategic Alliance

NEWS RELEASE



Business improvement and change specialists Linea and performance improvement consulting group EFESO have today signed a Strategic Alliance. The agreement will enable both companies to leverage their expertise in supporting healthcare transformation within the Gulf Cooperation Council (GCC) member countries, and across the wider Middle East market.

The region has visionary plans to transform healthcare and this alliance enables us to leverage UK and international expertise through extensive Middle Eastern Market understanding. Together we have enhanced depth and breadth, enabling us to support clients throughout the region to solve problems and manage complex issues, developing truly transformation healthcare systems to meeting population needs.

Collectively our expertise comprises:

- Transformation & incremental Change
- Workforce planning & productivity
- Financial efficiency & value based care
- Governance
- Leadership & capability development

From the doctor's clinic to the operating theatre and at every point throughout the patient pathway, we help healthcare clients to deliver more effective, efficient and

affordable care through change management and business transformation. We look forward to discussing our enhanced collective capability with the market.

Ian Chambers, Linea CEO commented 'We are delighted to commence this journey with EFESO. The partnership will enable us to expand our Middle Eastern presence to meet the growing needs of the market and our clients, broadening our service scope and further underpinning our capabilities in the region.'

Dr Mohamed Fayek, EFESO Head of Healthcare MEA added 'Our strategic partnership with Linea is a great milestone in term of exchanging experiences and join forces to meet market expectations. Operational Excellence experience from EFESO fortified with clinical experience from Linea is a secret combination to tackle challenges in healthcare.'

Linea works in partnership with clients to resolve complex strategic, operational, financial and workforce challenges, utilising their knowledge and expertise to deliver rapid improvement and sustainable change. The team are experts in solving organisational problems and operate as advisors, coaches and interim leaders and partners to organisations across a range of sectors, supporting a wide range of organisations across the public and private sectors both in the UK and internationally.

EFESO Consulting is a global consulting group specialising in operations strategy and performance improvement. They have been operating in the industrial environment over the last 40 years, working side-by-side with clients to accelerate their transformation towards future-proof operations.