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Revenue Cycle Excellence, Healthcare Success

Ensuring Financial Strength for Lasting,
High-Quality Care.

Established in 1434 AH | 2013 as a KSA-grown business, and a full-service Revenue Cycle Management (RCM) company. With over a decade of expertise, we specialize in:

- **RCM Consultation & Assessment** – Streamlining financial workflows
- **Process Design & Implementation** – Optimizing revenue cycle structures
- **Training & Development** – Elevating industry expertise in best practices

Now operating in KSA and Egypt, alongside our subsidiaries CORE and Nawa. and Our expansion to Egypt: Klima.



Aligning with the Kingdom's Vision 2030, Selat's RCM services contribute to a sustainable healthcare economy, transforming healthcare into a premium, patient-centric system.



FOUNDER'S MESSAGE

Mr. Fayez Nasser Alharbi

Managing Director - CEO

“

When I speak about Selat, I can't help but feel a deep sense of pride. This is where experts in Revenue Cycle Management have come together, and where we've taken it upon ourselves to lead this vital part of the healthcare sector.

The truth is, healthcare is changing fast. **We're going digital, relying more on data, and welcoming artificial intelligence** into hospitals, labs, and clinics. That kind of transformation demands preparation, and that's exactly what we've been doing from the very beginning.

Since day one, our focus has been on empowering healthcare providers, hospitals, clinics, pharmacies, even optical centers, to meet these changes with confidence. **We've built that empowerment on two things:**

Technology and strong strategic partnerships, both here at home and abroad. By bringing those together, we deliver integrated solutions that **improve efficiency and strengthen operations.**

We've learned how to adapt to **constant change while never compromising on global quality standards.** That's why we're able to stay ahead, ensure operational excellence, and **help organizations get the most out of their resources,** all while making sure patients receive the very best care.

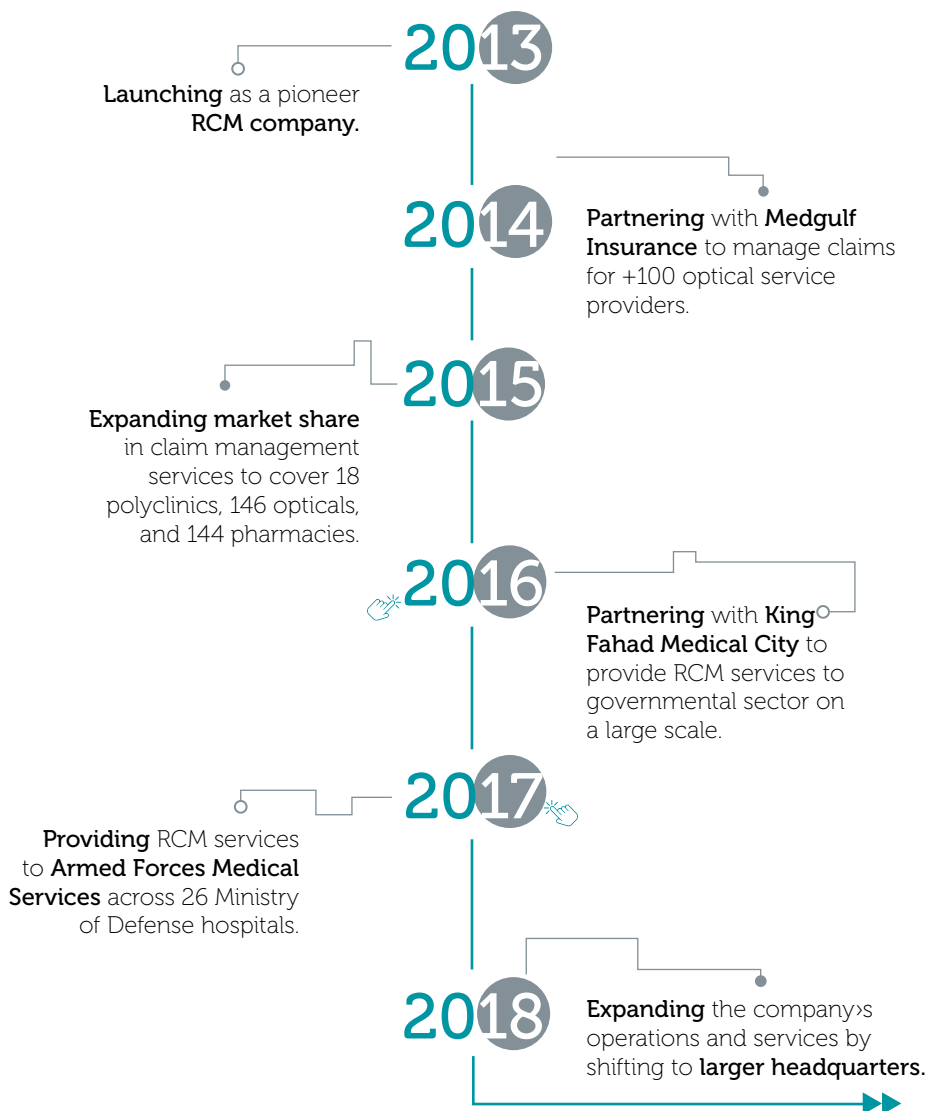
Over the next pages, **you'll see real stories of how challenges turned into success.** You'll see how we built advanced infrastructure, delivered world-class support, and designed revenue cycle systems that run smoothly, with accuracy and efficiency at their core.

But **none of this would be possible without the people behind Selat.** Our team of professionals who are committed to excellence in every detail of Revenue Cycle Management. **Thanks to them, we're able to create innovative solutions that cut costs, boost efficiency, and improve the patient experience.**

And at the end of the day, **our vision is simple: we want Selat to be the first name people turn to for Revenue Cycle Management, across Saudi Arabia and the region.** With unmatched expertise and real impact behind us, we're ready for partnerships that will take healthcare to new levels of excellence.

”

SELAT'S JOURNEY OF SUCCESS



2019

Providing RCM Services
for King Abdullah bin
Abdulaziz University
Hospital.

2020

Licensing Selat
as the first RCM
business in KSA

2021

Launching Nawa
Training Center
NAWA
ENHANCING PROBLEM FOR KNOWLEDGE

2022

Leading a major RCM study
and planning project for
Health Holding Company,
supporting National
Transformation across 47
hospitals in central, northern,
and southern regions.

Cooperating with
the Council of Health
Insurance, the Saudi
Health Council, the
Saudi Human Resources
Development Fund,
and Princess Noura
University to provide **the
first accredited training
program in RCM and
Clinical coding.**

2023

Launching CORE
Transformation for
AI Solutions

core
Health Tec Solutions

2024

Launching Klima
as the expansion of
Selat in Egypt

KLIMA
Healthcare Management Services

2025

Providing our services in
King Abdulaziz City, Jeddah
Implementing medical
coding in Al Jouf City
Executing a mega project
in NEOM



VISION, MISSION AND PHILOSOPHY





TO CREATE BETTER HEALTHCARE TOGETHER.

Transforming healthcare in the MENA to the region through exceptional RCM services, enhancing both healthcare provider success and patient care.

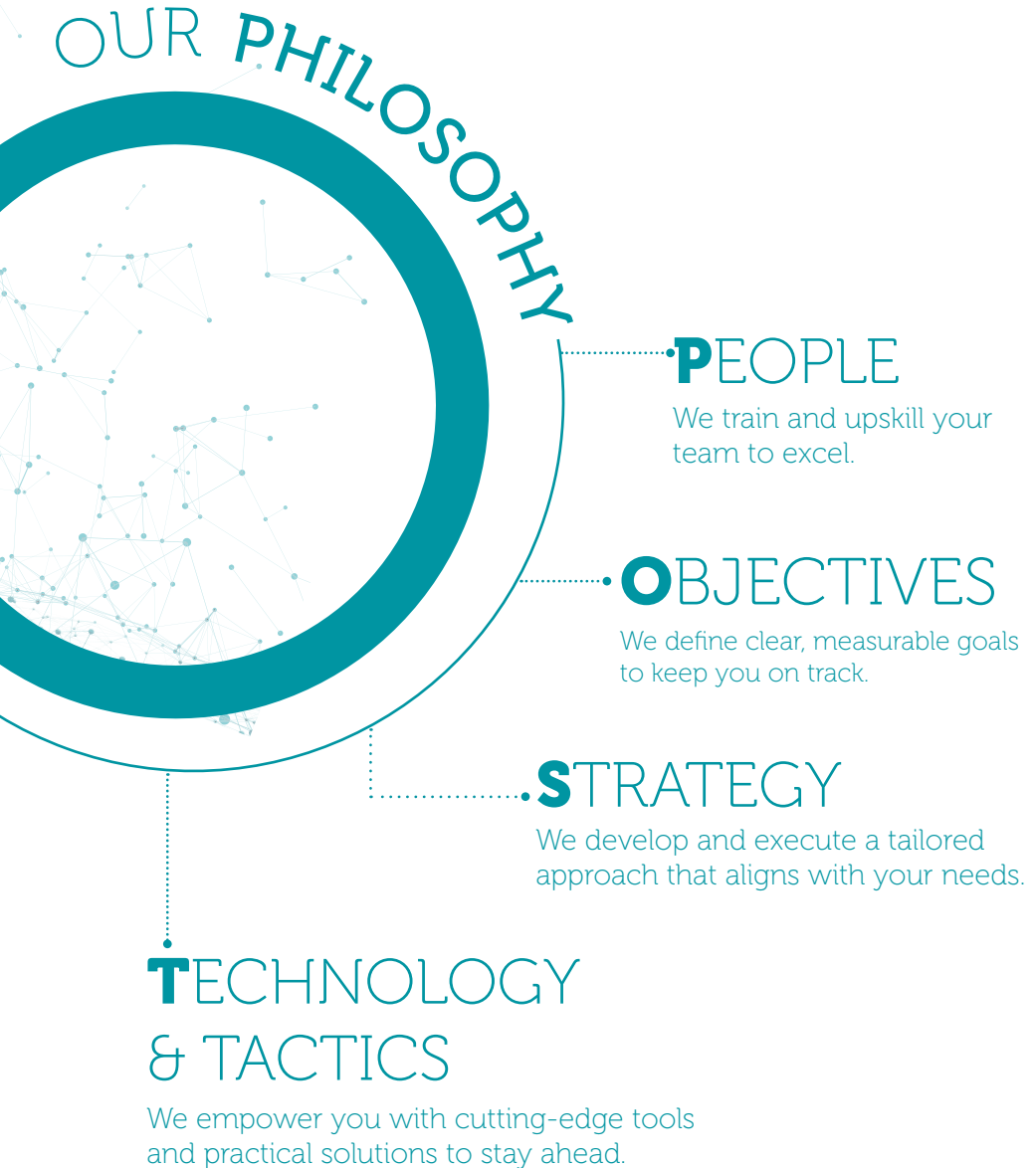
**TO PROVIDE TOP-CLASS SERVICES, MAKING IT
EASIER FOR YOU.**

Delivering tailored Healthcare Management and RCM services that meet the unique needs of healthcare providers while aligning with regional visions for sustainable healthcare.

We drive efficiency, enhance patient care, and support a thriving healthcare ecosystem.



We handle the administrative and financial complexities for you with our proven **P.O.S.T.** framework: **People, Objectives, Strategy, and Technology/Tactics.**





WHY SELAT?



FIRST

**OFFICIALLY CERTIFIED RCM
COMPANY IN KSA**





500+

Valued Healthcare
Clients & Partners



8+

Locations



1000+

Team of Professionals



₹ 1.8B+

Revenue Generated for
Clients



8

Medical Cities Served



124

Pharmacies Served



51

Hospitals Served

MAXIMIZING POTENTIAL TOGETHER

Selat has partnered with impactful companies
across the globe to drive the technological
revolution in healthcare.



CERTIFIED FOR PERFORMANCE BUILT FOR TRUST

Selat holds certifications from esteemed organizations, demonstrating our commitment to the highest standards of excellence for our clients, partners, and team.



A close-up photograph of two individuals, likely men, shaking hands. They are wearing traditional white thobes with red patterned ghutras. The background is bright and out of focus, suggesting an outdoor setting. The handshake is the central focus of the upper half of the image.

SELAT'S SPECIALIZED ARMS



Since 2020,

Selat has been leading the way by delivering RCM and Clinical Coding courses endorsed by CHI in the kingdom.

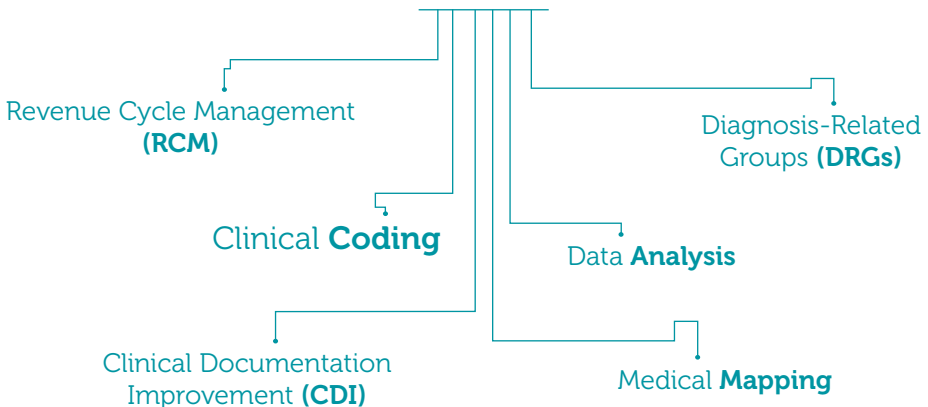
As a result of the success,

SELAT LAUNCHED NAWA TRAINING CENTER

to further its commitment to provide training with courses that yield valuable outcomes.

With NAWA under our wing, the training center will continue providing exceptional training, in partnership with global leaders and utilizing latest learning methods, to ensure excellence in professional development.

NAWA OFFERS A WIDE RANGE OF HIGH-QUALITY TRAINING PROGRAMS THAT INCLUDE:



for more details click here

 nawa.edu.sa/en





As Selat's technical arm, specializes in

AI-DRIVEN HEALTHCARE MANAGEMENT,

Enhancing efficiency, accuracy, and decision-making. We develop cutting-edge tools to optimize revenue cycle management and data-driven healthcare operations.

- **Hospital Information Systems (HIS) –**

A comprehensive system designed to modernize hospital operations, seamlessly integrating clinical and administrative workflows. It enhances revenue cycle management through intelligent automation and compliance-driven processes.

- **NPHIES Integration –**

As accredited experts, we streamline NPHIES compliance and integration, ensuring seamless communication with insurance payers.

- **DRG Grouping Software –**

Our advanced DRG software simplifies coding, billing, and reimbursement under the DRGs system, integrating effortlessly with HIS for accurate and efficient reporting.



for more details click here

 core.net.sa





Healthcare Management Service:

AS SELAT'S EXPANSION IN EGYPT,

Klima is a trusted partner for healthcare institutions, providing specialized services and training solutions to enhance efficiency and compliance. With a focus on healthcare revenue, medical coding, and claim management, and training.

Klima helps professionals and organizations stay ahead with industry-best practices.



for more details click here



klima.com.eg





HOW SELAT LEADS CHANGE



EQUIPPED

WITH 25+ YEARS EXPERTISE

Selat was established to **meet the evolving demands of the healthcare industry**, providing adaptable solutions that drive efficiency and innovation.

With **25 years of collective experience** in healthcare, automation, consulting, and RCM implementation, we have built a strong legacy in the sector. Today, we are expanding our expertise to **Egypt, Bahrain, and Oman**, bringing our knowledge and solutions to new markets.

UNDERSTANDING

EVERY CHALLENGE

We make your challenges fade away and pave **your path to a cost-effective, seamless healthcare management.**

By optimizing RCM operations, boosting profitability, maximizing medical billing, enhancing coding accuracy, improving collections, and revitalizing revenue cycle performance.

TRUSTED

BY HEALTHCARE PROVIDERS, PARTNERS & ALL STAKEHOLDERS

Regulators, payors, and healthcare providers place trust in us for our revenue-cycle services, including some of the largest, most successful healthcare providers.

Our clients focus more on providing quality care to their patients while we take care of all the other aspects of their business.

DELIVERING

END-TO-END SERVICES

As the Kingdom's **leading revenue cycle partner**, Selat delivers **comprehensive RCM solutions**, from patient registration to payment collection and final settlements, covering every financial touchpoint with precision and efficiency.



OUR SERVICES



**RCM
OPERATIONS**



**RCM
CONSULTATION**



CLINICAL CODING



TRAINING



**DIGITAL
TRANSFORMATION**



RCM OPERATIONS

Helping You Collect More
With Less Effort And Risk

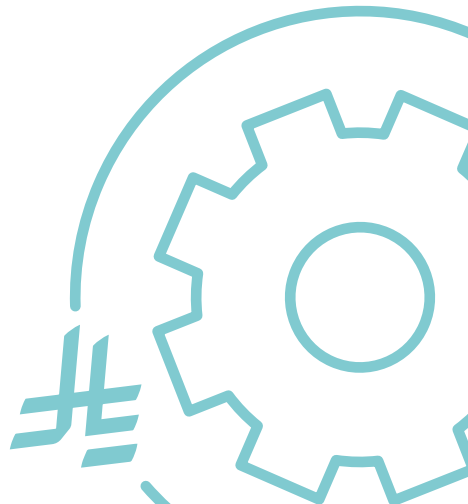




We help healthcare providers
**REDUCE DENIED CLAIMS, CAPTURE
MISSED CHARGES, AND MAINTAIN
HEALTHY CASH FLOW**
without extra costs.

Our **RCM solutions use automation** to streamline billing, claims, and registration, **reducing admin work** so staff can focus on **patient care**.

We optimize workflows for **efficient resource use, better scheduling, and shorter wait times** while ensuring **regulatory compliance** with streamlined policies.



RCM CONSULTATION

Showing a clear picture of
your financial health





Selat's RCM consultation provides a detailed review of your financial health, analyzing registration, billing, payments, denials, and collections. We benchmark performance against industry standards, identify gaps, and deliver clear recommendations with a high-level action plan to optimize revenue and efficiency.

Our Areas of Expertise Include:

REVENUE CYCLE MANAGEMENT (RCM):

Optimize your financial processes, reduce costs, and enhance revenue collection.

HEALTHCARE OPERATIONS:

Streamline workflows and improve efficiency across all levels of your organization.

TECHNOLOGY INTEGRATION:

Leverage AI, machine learning, and advanced systems to modernize your healthcare infrastructure.

FINANCIAL STRATEGY:

Develop financial models and pricing strategies to ensure long-term sustainability.

TRAINING & DEVELOPMENT:

Equip your team with the skills and knowledge to navigate the ever-evolving healthcare landscape.

CLINICAL CODING

Powering Healthcare
Providers With Accurate Data

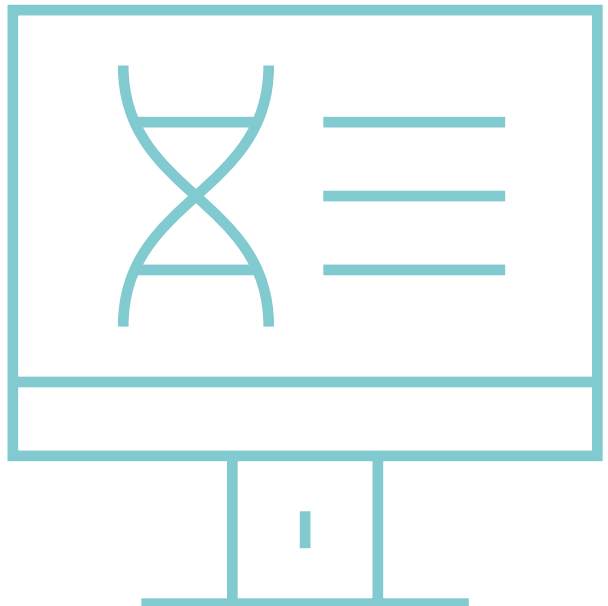


Selat ensures seamless data integration by mapping internal codes to standard terminologies like SBS, SFDA, GMDN, GTIN, and SNOMED CT, aligning with national and international standards.

Our experts review, correct, and maintain code sets to ensure compliance, data integrity, and accurate reporting.

We also manage
DRG assignment,
optimizing reimbursements while ensuring regulatory compliance.

With Clinical Coding, the power to analyze, diagnose, treat, report, and bill is in your hands.



TRAINING

Empowering your staff with knowledge





Since 2020, Selat has been leading the way by delivering RCM and Clinical Coding courses endorsed by **CHI** and **SHC** in the kingdom. As a result of the success, Selat launched **Nawa Center** to further its committed of providing training with courses that yield valuable outcomes.

With Nawa, Our Training and Educational Arm, we will continue providing exceptional training to enhance the quality of care provided to patients, promote evidence-based education, and increase organizational effectiveness.

TRAINING SCOPES:

- RCM
- Clinical Coding
- Clinical documentation improvement
 - Mapping
 - DRGs
- Data Analysis
- Leadership

And more...

DIGITAL TRANSFORMATION

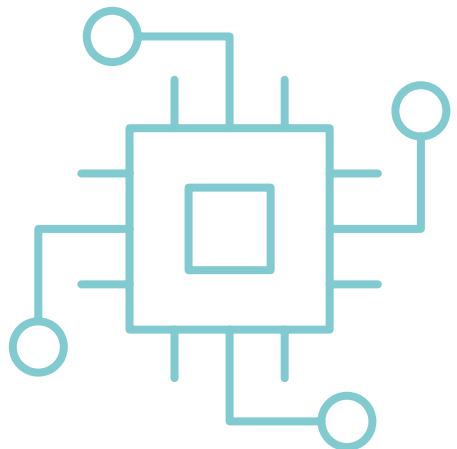
Delivering The Latest Technologies
to Maximize Performance



In collaboration with international partners, **Selat** combines data and expertise to deliver innovative solutions that enhance hospital efficiency, compliance, and financial performance.

- **Hospital Information Systems (HIS):** Modernizes operations with seamless integration of clinical and administrative workflows, optimizing revenue cycle management through automation and compliance.
- **NPHIES Integration:** Accredited experts ensuring smooth compliance and seamless communication with insurance payers.
- **DRG Grouping Software:** Streamlined coding, billing, and reimbursement under the DRG system, fully integrated with HIS for efficiency and accuracy.

At the core of this innovation is **CORE**, Selat's technical arm, driving advancements in **AI, machine learning, and healthcare technologies**. CORE is dedicated to empowering healthcare providers with tools to enhance their RCM processes and managerial efficiency, ensuring a smarter, more streamlined future for healthcare management.





MEET THE EXPERTS

A talented team, supported by experts in finance, project management, insurance, and analysis, forms the backbone of Selat.

Together, they ensure that Selat remains at the forefront of healthcare transformation, delivering innovative, efficient, and impactful solutions to clients across the region.



Key Leaders Behind Our Success

At Selat, our leadership team combines **over 150 years of cumulative experience** across healthcare management, insurance, finance, technology, and Revenue Cycle Management (RCM). With a shared commitment to innovation and excellence, they drive our mission to revolutionize healthcare and empower providers with customized data- driven solutions.



Mr. Fayeze Nasser Al Harbi

Managing Director - CEO

With more than twenty years of experience in leading different levels of the health insurance sector, he has earned his place as one of the pillars of Selat's Board of Directors.

His contribution goes beyond reaching targets; he reshapes the very definition of success by drawing on his deep expertise to **guide strategic change and strengthen both operational and financial performance.**

Through his clear vision and steady leadership, Selat moves forward with confidence toward greater excellence and distinction.

Mr. Ahmed Emad Al-Hamalawy

Executive Vice President

An impressive career has taken Ahmed Emad Al-Hamalawy right through the healthcare industry in Egypt and KSA. With a **specialization in Accounting and Insurance** and over **20 years of extensive experience**, he has proven to be a remarkably skilled and versatile leader.



Mr. Aiman Harera

Director of Operations

Aiman Harera boasts an impressive career spanning **over 25 years** in the healthcare industry **across Egypt and the Kingdom of Saudi Arabia**. He has excelled in various leadership roles as Director of the Business Office and Revenue Cycle Management (RCM). His exemplary performance has earned him a well-deserved position of Deputy General Director for Financial and Administrative Affairs in major hospitals across both countries. With his extensive expertise in healthcare management, Aiman is an invaluable asset to any team.



Mr. Muath Abdullah

PMO Lead

Muath has over **15 years** of experience in administration and project management. He holds a Master's in Project Management and a Bachelor's in Business Administration, **blending academic knowledge with practical expertise.** Muath is recognized for his innovation, commitment to excellence, and delivering high-quality results.



Dr. Safaa Eissa

Head of Medical Coding Dep.

Certified Clinical Coder, holds an MBA and Certificate IV in Clinical Classification and a Board Member of the Saudi Medical Coding Club. She oversees a comprehensive team of medical coders across various specialties and **assessed the performance of medical coding and clinical documentation in more than 40 healthcare facilities.**





SUCCESS STORIES

By partnering with the most sophisticated healthcare providers and equipping them the optimal technology and tools, Selat has been generating industry-wide impact.



King Fahad Medical City

With four hospitals in Riyadh, KFMC is the largest medical facility in Saudi Arabia. It was a huge-scale operation in terms of design, construction and technology planning.





THEIR CHALLENGE:

KFMC had functioning private medical services and RCM. Selat was engaged due to **issues of miscaptured data, aged bills, non-contracted accounts, missed financial opportunities and a lack of integrated billing systems.** They needed a team that could handle their needs and help them improve their systems, processes, and revenue streams.



SELAT'S INTERVENTION:

Selat assigned a dedicated team to oversee the project for a period of eight years, integrating an advanced billing unit with the existing data management system to **deliver full RCM services as a third-party provider.**

Within the first six months, income grew nearly tenfold. This was achieved by reducing claim denials to their lowest levels, shortening billing delays significantly, and driving a **major increase in business volume.**

In fact, our team exceeded the agreed performance indicators by a wide margin.

King Abdullah- Bin-Abdulaziz University Hospital

King Abdullah-Bin-Abdulaziz University Hospital (KAAUH) is a -300bed hospital that serves faculty, students, and community. It is governed by the Ministry of Education. Here, adults and children receive care through ambulatory and in-patient services.





THEIR CHALLENGE:

KAAUH was aiming to build, operate, and transfer **a separate operational private medical services center** and transfer it into the hands of their staff.

In order to successfully execute the project, the university hospital needed logistical, procedural, and systems help. KAAUH had no business premise from which to begin operations, and required a customised solution.



SELAT'S INTERVENTION:

Selat was able to engage swiftly, accurately, and with measurably positive impacts. Our IT team **developed a fully customized RCM department from scratch**, catering to the specifics of the client's situation.

We established the department, made all the contracts user-ready, handled all the functions for over 2 years, and calibrated the custom RCM ready for KAAUH handover.

Saudi Airlines Private Medical Services (SAPMS)

SAPMS provides healthcare services to Saudi Airlines employees, retirees, family members, and other affiliated entities.



THEIR CHALLENGE:

As part of a privatization program, a new healthcare center was to be established. **The new center needed design from scratch** and there was a need for ample building policies and procedures, building manuals and staff training materials.

Besides, a chargemaster list was to be prepared for all billable items, and procedural systems were to be customized to meet operational needs.



SELAT'S INTERVENTION:

KPI's were set and experts from Selat were assigned to **complete all tasks within 75 days**. The project was delivered with maximum impact and efficiency, equipping the organization with an exceptional RCM blueprint that swiftly transformed them into a world-class medical services provider.

The Ministry of Health Represented by Health Holding Company

Health Holding Company focuses on providing medical services and care via upcoming health clusters, a set of independent companies that focus on specialist services.





THEIR CHALLENGE:

In line with Saudi Vision 2030 and the transformation plan of the Ministry of Health to facilitate access to health services and improve the value obtained from them, the Ministry of Health, represented by the Health Holding Company, sought to conduct a **comprehensive assessment and understanding of the health clusters' readiness**. With the aim to implement comprehensive improvements to all functions of the revenue cycle management, the process required improvements starting from the front, middle, and back offices.



SELAT'S INTERVENTION:

Selat accomplished this project through visits to 46 healthcare facilities in the central, northern, and southern regions. With our cumulative experience, Selat was able to evaluate and analyze all aspects related to revenue cycle management, reach a comprehensive understanding of the current gap, and present an **operational plan to improve revenue cycle management**. This included three important aspects that are people, processes, and technology.

Selat also designed a targeted operation model for revenue cycle management based on the readiness report inferred from studying and understanding the current situation and gap analysis.

hugely. In each highlighted case, our agreed KPIs for the project were exceeded.

NEOM

Neom is a visionary development project building a future-ready city centered on sustainability and advanced innovation across all sectors, including healthcare.

To support its Health & Wellbeing (HWB) sector, Neom required a Revenue Cycle Management (RCM) system to streamline healthcare services, optimize revenue flow, and enhance overall operational efficiency.





THEIR CHALLENGE:

Neom sought a comprehensive solution to evaluate and enhance its RCM processes, ensuring seamless integration between its healthcare operations and external stakeholders. The goal was not only to maximize revenue but also to **establish a structured, technology-driven financial management framework for healthcare.**



SELAT'S INTERVENTION:

Selat successfully secured and completed the project, delivering an optimized RCM model aligned with Neom's ambitious objectives. Our systematic approach and deep expertise earned Neom's trust and recognition. As a result, Selat was entrusted with a second project phase, involving **auditing and overseeing RCM operations at Neom Hospital.** This ongoing collaboration has further strengthened the partnership between Selat and Neom.

King Abdullah Medical City (KAMC)

In mid-2023, as part of its mission to enhance Revenue Cycle Management (RCM) across public and private hospitals, Selat proposed a comprehensive, no-cost field study for King Abdullah Medical City (KAMC) in Makkah. The study identified the city's strong capabilities and resources while uncovering inefficiencies in revenue cycle processes that hindered potential revenue optimization.



THEIR CHALLENGE:

Despite KAMC's extensive resources, ineffective utilization and gaps in RCM procedures resulted in suboptimal revenue generation. Following Selat's assessment, KAMC's management initiated **a competitive bidding process to revamp its RCM operations**, aiming to enhance financial performance and operational efficiency.



SELAT'S INTERVENTION:

Selat secured the contract based on its technical and financial expertise. In early 2024, the project launched with a dedicated team of specialists **managing RCM functions across all departments**—from front-end operations to back-office financial processes. Within just eight months, Selat achieved an extraordinary %300 increase in annual revenue.

The two-year project also includes a comprehensive training and knowledge transfer plan, equipping KAMC staff with the expertise to sustain and manage RCM operations efficiently beyond the contract's completion.

Private Medical Services | Ministry of Defense

Selat undertook a complex project with the Private Medical Services of the Ministry of Defense, establishing an integrated Revenue Cycle Management (RCM) system across multiple hospitals.





THEIR CHALLENGE:

Before the project, hospitals faced revenue collection challenges due to **fragmented financial operations and the absence of an automated RCM system**. The lack of proper implementation led to missed billing opportunities, inefficient processes, and revenue leakage.



SELAT'S INTERVENTION:

Selat deployed a comprehensive strategy, establishing specialized RCM departments in key medical facilities, including:

Prince Sultan Military Medical City, Riyadh
Prince Sultan Cardiac Center, Armed Forces
King Fahd Military Medical Complex, Dhahran
King Fahd Armed Forces Hospital, Jeddah

By **implementing tailored technology solutions and optimizing internal workflows**, Selat improved billing accuracy, reduced claim rejections, and maximized revenue collection.

The project exceeded initial revenue targets set by the Private Medical Services Investment Department, achieving over 200% of the expected financial gains. Additionally, the initiative enhanced operational efficiency, standardized RCM workflows, and facilitated knowledge transfer, ensuring sustainable long-term improvements.



TESTIMONIALS



Hear from **OUR CLIENTS**

“

Not many companies have the knowledge and expertise when it comes to revenue cycle management. Selat is one of the few vendors who have the experience and know-how to implement a successful RCM. They customized their system according to our needs, and that the results were astonishing!

”

“

When we signed the contract with Selat, it took three to four months to rebuild our system. After that, we opened our evening clinic, which was purely for profit, and we saw an increase in revenue every month. The team understood our needs, catered to them in the best possible way and were always available to help us whenever we needed it.

”

“

For the service that we've received, Selat is worth every penny. What I look for when partnering with companies are trustworthy people, and that is exactly what I got from Selat. They're straightforward, honest, and really transparent with you. So, that's what I would say. Just one word, trustworthy.

”



OUR CLIENTS



CLIENTS

WHO TRUST US



شركة الصحة القاصة
Health Holding Company



مدينة الملك فهد الطبية
King Fahad Medical City

وزارة الصحة
Ministry of Health



الخطوط الجوية العربية السعودية
SAUDI ARABIAN AIRLINES



مدينة الملك سعود الطبية
KING SAUD MEDICAL CITY



جامعة الأميرة نورة بنت عبد الرحمن
مستشفى الملك عبد الله بن عبد العزيز الجامعي
King Abdullah bin Abdulaziz University Hospital

Qassim University
جامعة القصيم



جامعة الإمام عبد الرحمن بن فيصل
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY



ALDARA
Hospital and Medical Center

مستشفيات ومراكز
مغربي



مستشفى الدكتور
عبد الرحمن المشاي

CLIENTS WHO TRUST US



مدينة سلطان بن عبد العزيز للخدمات الإنسانية
SULTAN BIN ABDULAZIZ HUMANITARIAN CITY



a Rana Medical Service company





**CONTACT
US**



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WE CARE. REACH OUT TO US TODAY

Reach us out today to begin your journey of
revenue transformation for your healthcare business



for more details click here

x.com/selat 



for more details click here

linkedin.com/company/selat 



for more details click here

instagram.com/selat 



for more details click here

maps.app.goo.gl/ 



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