

كثير خيرامة اخذت للناس تامرون بالمعروف وتنهون عن المنكر



**PUZZLE**  
MEDICAL BUSINESS SOLUTIONS



**Arab Academy**  
for Science, Technology & Maritime Transport

# **PROFESSIONAL DIPLOMA IN MEDICAL CENTER MANAGEMENT AND LOGISTICS**



**First Diploma in Egypt and the Middle East  
for Clinics and Medical Centers directed to  
Doctors and Managers**



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# About Arab Academy for Science, Technology, and Maritime Transport



Over more than **30 years**, the AASTMT has had many achievements in education, training, and research in the fields of maritime transport, engineering, and management sciences.

In 2007, the AASTMT was among the institutes that occupied the first six positions on the list of the **ISO's international educational institutes** that were to receive the Organization's award for standard levels of higher education.

## Vision

The Academy must be a smart educational institution with a positive impact on the knowledge society through research, creativity, innovation, and entrepreneurship.

## Mission

Achieving sustainable development in society through providing outstanding graduates capable of bringing about change and who are prepared through educational and training programs with international standards, and intellectual capital represented in centres of excellence and efficiency in scientific research, training, and consultations, through the application of the highest quality standards and governance.

# About **PUZZLE FOR MEDICAL BUSSINESS SOLUTIONS**



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At Puzzle, we believe that running a successful clinic or medical center goes beyond just great medical care—it requires smart management and seamless operations. That’s why we’ve been helping healthcare professionals since **2019** to **organize, optimize, and grow** their businesses with confidence. We bridge the gap between medical expertise and business know-how, equipping doctors and administrators with the practical skills and insights they need to lead and manage healthcare facilities effectively. Our goal is simple: to make the business side of healthcare smoother, so professionals can focus on what truly matters: providing excellent patient care.

## **Vision**

To be the leading provider of administrative solutions for the medical sector in the Middle East, empowering healthcare professionals with the skills and knowledge.

## **Mission**

We empower doctors and medical administrators with hands-on management training tailored to the unique challenges of clinics and medical centers. Our goal is to simplify the business side of healthcare, giving professionals the skills they need to lead effectively and focus on delivering top-quality patient care.



# PROGRAM OVERVIEW

## Duration:

8 months, through 3 semesters - 2.5 months each

## Courses:

The diploma consists of 6 courses - 2 courses per semester

## Attendance:

**Friday** (from 9:00 am to 4:00 pm)- Every week

## Campous:

- **Online** only
- using Microsoft Teams

## Admission requirements

- Copy of ID or Passport
- 1 personal photo (White background)

## Graduation Requirments:

- Passing 6 courses
- Passing the comprehensive case at the end of the study
- Attaining at least a 50% attendance rate
- Obtaining financial & administrative clearance

# Curriculum Outline

6 courses with a total of 144 hours - 24 hours per course

## Medical Finance

- Budgeting
- Break-even analysis
- Pricing
- Differential Analysis
- Optimal capital structure
- Cash Management
- Financial statement
- Risk Analysis
- Financial Forecasting
- Working Capital Management

## Medical Marketing

- Services Marketing
- Marketing Mix
- Business model canvas
- Marketing strategy
- Designing a Marketing Funnel
- Marketing Plan
- intro into Web Hosting & Facebook Ads & SEO

## Staff Management

- Human Resources in Medical Management
- Responsibilities & Tasks of the HR Manager
- Recruitment & Selection
- Staff Forecasting
- Employee Mentoring & Training
- Payment & Incentive System
- Performance evaluation

## Medical logistics

- Supply chain planning
- Demand Management and Forecasting
- Facilities Location Decision
- Purchasing & procurement
- Planning Layout & Order Management
- Materials handling
- Information Technology

## Medical Law

- Law Definition & Importance
- Contracts Types
- Partnerships
- Companies Types
- Types of Health Centers Licenses
- Insurance
- Taxes

## Medical Management

- Situational analysis
- Planning process
- Objective setting
- Organizing & roles
- Leading & Controlling
- Small Business Success & Failure
- Business Plan

# Graduate's Achievements



**Dr. Ola Nabeeh**  
Operational Manager at  
Marhaba dental clinic



**Dr. Ingy Adail**  
General Manager of National TV  
clinics



**Dr. Ahmed Youssief**  
General Manager at  
Dr. Ahmed Nassar Clinic



**Dr. Lubna AbdelRaouf**  
Operatioal Manager at  
LuGlow clincs

# Graduate's Achievements



بصراحة تجربة ممتازة، الدبلومة فتحت عينينا على افاق كنا مش مهتمين بيها في شغلنا بحكم تركيزنا الاكبر على ممارسة طب الاسنان و ليس ادارته، مجهود ممتاز من جميع الدكاترة و تنظيم اكثر من ممتاز من د.احمد جازاه الله كل خير.. شكر واجب لجميع منظومة puzzle و جميع المحاضرين و دائماً من نجاح لنجاح ان شاء الله

8:05 pm



You

ولو ممكن حضرتك تقولنا غديناك عن تجربه حضرتك فى الدبلومه ورايك فيها؟

انا بسميها رحله تعلم عشان غيرت فكر الواحد ومنظوره من قبل الدخول او اليدا في أي مشروع فأترت في العقلية والأسلوب واتخاذ القرار بصورة كبيرة جداً، فجزاكم الله عنا كل خير وجزا الدكتور أحم الخير كله

7:49 pm



**Dr. Ali Elden Hassan**  
General Manager at  
ACE dental clinic



تسلموا شركه بازل عل دبلومه اداره العيادات والمراكز...حقيقي دبلومه مركزه ومفيده جدا لأي حد هيفتح عياده أو يديرها لأنها بتفتح أفق جديد ف التفكير وبصراحه من اكثر الدراسات الي استفدت منها ف حياتي...واتعلمت مواد علميه جديده...بتمني انها تدرس ف الكليات...لاداره اي بيزنس طبي ناجح...ستاف الدكاتره من الاكاديميه البحرية كانوا ممتازين ود.احمد عبد الحميد كان حلقة الوصل الي كان يربط كل مواد الدبلومه بشغلنا وحقيقي تعب اووي معانا ف الدبلومه دي...الله يبارك ف علمه ويجعله ف ميزان حسناته...شكراً شركه بازل بكل فريق العمل الي فيها عل العلم الي اقدمتوه والمجهود ال بذلتوه معنا. ومن نجاح بإذن الله 🙏🙏🙏🙏🙏🙏

11:00 pm



**Mohanad Fathey**  
General Manager of Omara  
clinics

بصراحة تحفة منظمة وملمة بكل حاجة الدكاترة كريمة جدا بمعلوماتها وبوقتها يعني حقيقي الوقت عدا معاها بسرعة يعني من كتر ماهي كانت جميله وخفيفة والحقيقه الدكاترة كانت صبورة جدا واحلي حاجة ان المحاضرات مسجله عشان كنت بقدر ارجعلها ف اي وقت 🙏❤️ حقيقي جميله جميله جميله

1:38 pm

وشكرا ليكم عشان كنتم بتردو ف اي وقت مجهود كبير بصراحة من الكل 🙏🙏

1:39 pm



**YOUR DEARMS  
ARE POSSIBLE**



**REGISTER NOW**

**0111-9666-347**