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Beyond **Reliability**





## Beyond Reliability

'We are not just Medical Equipment Providers; we are Solutions Innovators for existing Problems. Selling equipment provides only short term revenue but selling solutions creates the foundation for long term Successful relationship with the Client'

- Dr. Ameer Shaker

### Profile

In today's world, the demand for quality medical healthcare has changed leaps and bounds. Envisioning this growth of demand became the core reason for the foundation of Esnad in 2006.

Starting with a single department (Dermatology & Aesthetics), Esnad started to become the premier choice of all healthcare centres and professionals alike looking to offer the best healthcare facilities and treatments to their patients. Over the next four years, Esnad formed a new Surgical Department in 2010 and continued to expand with the formation of various other departments like Dental Department in 2012, Burns & Wounds Department in 2013 and Medical Gas systems & Bara Medical Department in 2014.

### History

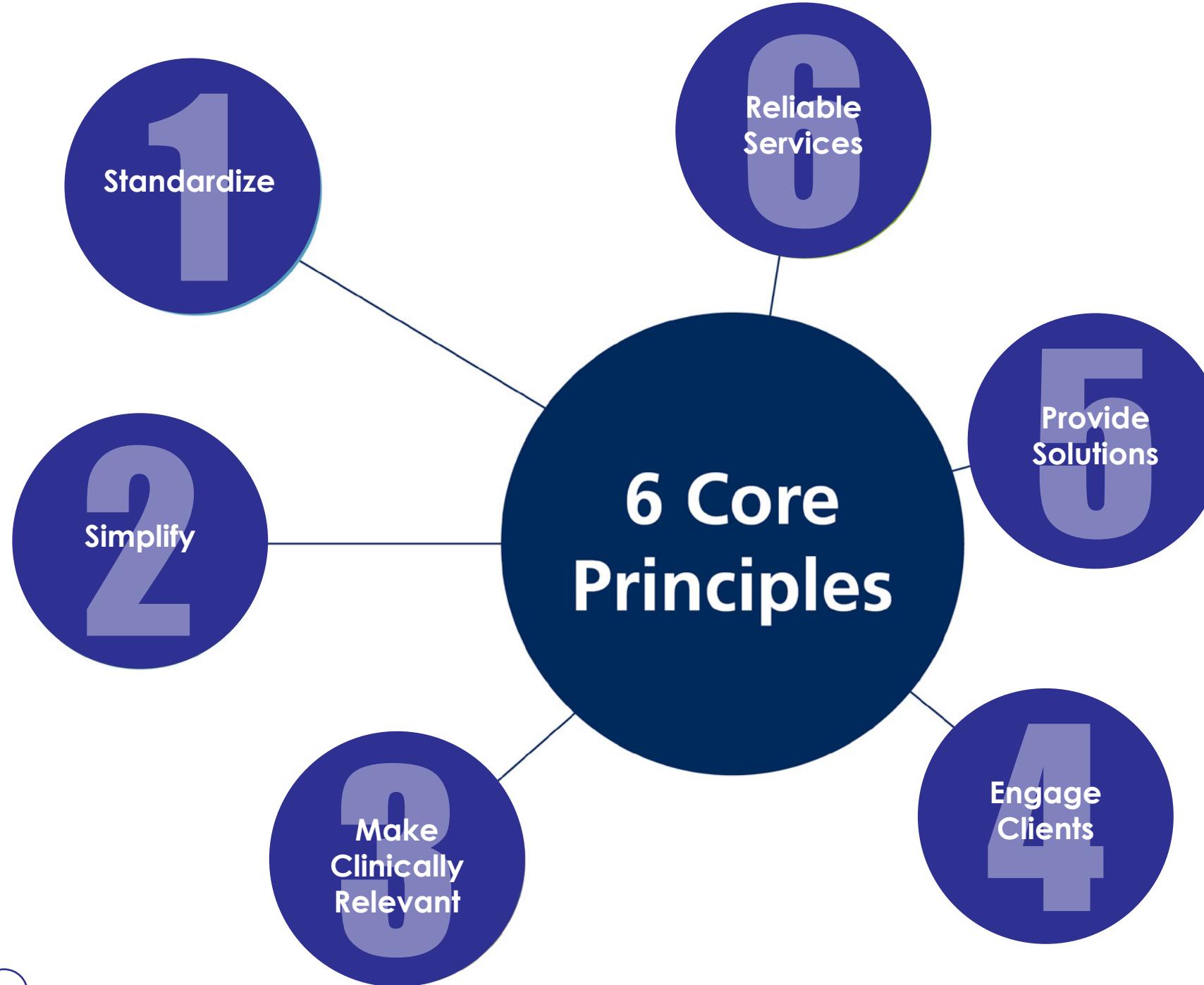
Esnad was initially known as Ferrum in 2006. But the Founder Dr. Ameer Shaker felt the need to incorporate a brand name that would speak for itself. Hence, leading the way through by providing the most sophisticated and advanced technology derived medical equipments, we have recently changed our company's corporate name 'FERRUM' to 'ESNAD'

### About the Founder

Hailing from a well known family with a great business acumen having over 50 years experience in local and GCC market, Esnad was founded by Dr. Ameer Shaker ,MD graduate from Charles Medical University (Czech Republic) with Masters Degree in Medical Lasers.

Furthermore upon completion of his medical training in SMC (Salmaniya Medical Centre), the largest & only public hospital at that time in Kingdom of Bahrain had observed on a first hand basis the lack of surgical & medical advancement in Bahrain. With valuable observation, Dr. Ameer Shaker established the company with the aim of 'Bringing Bahrain' to the future.

# 6 Core Principles



## Vision, Mission, Strategy

**Vision:** A vibrant Medical economy driven by High-end, Quality Based & Latest advances in Medical, Surgical & Dental Fields.

**Mission:** To facilitate to development of Local Health Care System.

### Strategy:

- Expanding the three core Department to include New Clients Diversification of products in each department.
- Increasing the number of departments to include every specialty.
- Expanding to adjacent Gulf Countries.

### Our Approach

- Unique and creative solutions that meet the clients' expectations not only by realizing the clients' business objectives, but particularly by our strict adherence to the ethical principles of Patients Non Maleficence.
- Continuous search for opportunities beyond the available Products and business objectives.
- Creative approaches to the clients' special needs in order to find unique and tailored solutions.
- Team work based on the implementation of progressive communications disciplines.
- Professional quality of services & maintenance provided by a highly motivated team.
- Strong technological, Medical, Surgical & dental background.
- 24/7 support



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## **Services**

Esnad believes in the aspect of giving superior quality, reasonable pricing, technically institutionalized advanced medical equipment and products, ensuring a qualitative after sales back up, and most important building the road of trust with our customers. Some of our services include 3D Medical solutions, One on One training on all products and Biomedical maintenance by highly qualified engineers.

## **Products**

Esnad is a premier surgical and medical equipment supplier that provides new and durable equipment to medical professionals. We are a leading private distributor of quality brands & products providing comprehensive Range Of Dermatology, Aesthetics, Surgery & Dental Products.

We offer a value to doctors and medical professionals by providing the features and reliability they require for providing the best healthcare service.

Our focus is to be a premier supplier for all of your major medical and surgical equipment. Some of the major brands that we provide are as follows:-

## Our World Renowned Partners



CUTERA®



BIOMEDICAL SYSTEMS  
PREMIUM HYPERBARIC CHAMBERS



Surgical  
Innovations



ERICSON  
LABORATOIRE  
PARIS - FRANCE



MEGADYNE®  
The Electrosurgical Authority®

MICROLINE™  
SURGICAL



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