

Endorse Introduces First-of-its-Kind Healthcare Leasing Initiative

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Cairo, Egypt – For the first time in Egypt, Endorse launches a leasing program dedicated specifically to the healthcare sector in Egypt, starting with its first initiative to help doctors, pharmacists and healthcare practitioners to set up or upgrade their clinics, pharmacies and medical labs.

The program comes at a time when healthcare is at the forefront of every market worldwide and the importance of the sector is at its paramount.

“It is part of our mode of operation to study the market constantly and to try to fill the financing gaps in every industry sector whenever needed,” explains Endorse CEO, Mervat Erian.

The initiative intends to help medical practitioners in the various disciplines to offset the setup or upgrade costs, through providing leasing programs for medical equipment that might represent high initial costs for them. The initiative also intends to be in line with the country’s direction, paying special attention to the healthcare sector as it moves towards introducing a comprehensive public healthcare program for all Egyptians.

The initiative enables for flexible installment plans tailored to fit the size of the business and the financial capabilities of the medical practitioners. The initiative offers several features including a tenor of up to 60 months, hassle-free documentation, choice of vendors to get the required asset from and a comfortable customer journey that fosters a strong sense of partnership. Moreover, the initiative also offers the option of owning the asset at the conclusion of the installment tenor.

“As we promised when we first launched, we don’t just lease items, we tailor our leasing programs to address the pain points of industry sectors. The healthcare sector is just the beginning, and the “Start up or Upgrading clinic” initiative is one of many to follow under the healthcare leasing program. We will approach the different industries in a similar fashion, according to a timeline,” says Erian.

With this initiative, Endorse focuses on the needs of young doctors who face financial barriers to owning and setting up their own practice. It is these doctors that this initiative was designed for in an effort to help them fulfil their ambitions and prosper.

About Endorse:

Endorse is a non-banking financing services company recently launched in the Egyptian market. It is the first company to be launched by Prime FinTech, a holding company affiliated with Prime Holding.

www.endorsefinance.com