



Vezeeta appoints new Chief Providers Officer to drive innovation within the Middle East and African healthcare ecosystem

Cairo, 14 October 2021 – Today, Vezeeta announced the appointment of Choucri Asmar, the former founding executive of AXA Africa Health as its new Chief Providers Officer, Customer and Experience.

In his new role, Choucri will now lead Vezeeta’s clinical network across the Middle East and Africa region and empower healthcare providers and entities to offer exceptional patient experiences.

With more than 15 years of experience in leading digital and operational transformation across varied sectors in Egypt, Choucri has a solid track record in successfully building and scaling businesses to offer exceptional value to customers. In his most recent role, as the Chief Client Officer at AXA, he helped shape the company’s success in Egypt, first as a leading insurance provider and then as a primary and secondary healthcare provider network with the launch of AXA OneHealth. OneHealth is a passion project of Choucri designed to simplify customers centric healthcare journeys through digitalization, high quality standards and cross-industry partnerships.

“Choucri’s integrity, his empathy and deep understanding of the needs and pains of the communities we serve, coupled with his extensive experience within the sector make him the perfect match for Vezeeta. We are proud to have a disciplined leader of his caliber join us as we continue to innovate and build the very best of experiences for patients, providers, and the healthcare ecosystem at-large,” said **Amir Barsoum, Founder and CEO of Vezeeta.**

“From the outside looking in, I could see the unrivaled ability of Vezeeta to successfully integrate quality healthcare journeys with robust digital experiences and solutions” **Choucri Asmar** said. “I look forward to working with Amir and the team to support a healthcare ecosystem that offers value-driven solutions to all healthcare stakeholders and elevates millions of customers’ healthcare experience across Vezeeta’s strong footprint,” he added.

Prior to joining the AXA Group in 2015, Choucri served as the Strategy and PMO lead at Mondelez International and held the role of Regional Suppliers Manager at AstraZeneca in Middle East and Africa. Today, he continues to volunteer as the President of the Heliopolis Heritage Foundation, an NGO dedicated to restoring and protecting the Egyptian suburb. Choucri holds an MBA from Université Panthéon-Sorbonne and a bachelor's degree in Economics from Cairo University.

The new appointment comes at a pivotal moment in Vezeeta’s journey, as it cements its position as the largest health-tech platform in emerging markets and sets its sights on global expansion and leadership. Vezeeta’s booking platform is set to extend its reach across Southeast Asia, starting with Pakistan, whereas its latest B2B SaaS solution, focused on empowering healthcare entities and providers with the platform’s streamlined healthcare experiences is poised to launch across North and South America, starting with the United States.



About Vezeeta

Vezeeta is the largest health-tech platform in the emerging markets, that is transforming healthcare accessibility across the Middle East and Africa region, and beyond. We are trusted by patients, doctors, leading pharma companies, and medical insurance providers to facilitate access to healthcare. With a network of over 35,000 doctors across 78 cities in 6 countries, Vezeeta is changing the lives of 10 million and more patients across the region.

To learn more about Vezeeta, [visit](#) the website or [download](#) the app.

Press Contacts

Aishvarya Tyagi

Senior Communications Manager

E: aishvarya.tyagi@vezeeta.com

Bashayer Alridi

PR Executive

E: bashayer.alridi@vezeeta.com

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