WellJourney

Everything starts with a health goal.

One-page overview
UAE first, then Saudi Arabia

WHAT WELLJOURNEY DOES

A digital health platform that turns a health goal into a daily plan by connecting clinical guidance with the products, services and support patients need to follow through. First journey: an AI companion for people on GLP-1 medication for weight loss.

1. Clinician agrees the plan with the patient → **2. Patient books local services (meals, trainer, labs)** → **3. Progress flows back to the clinician**

THE PROBLEM WE ARE SOLVING, BY WHO PAYS

CLINIC OR HOSPITAL PAYS

"I prescribe a plan but can't see whether it works, and patients drift away from my ecosystem."

Pain felt by: Clinician and operations

Value they buy: Visibility, outcomes data, retention, new revenue from partners

How they judge it: Does it improve outcomes and keep patients with us?

Proof needed: Better adherence and retention vs. no tool

PATIENT PAYS

"I want to reach my goal but have no one coordinating doctors, food, training and tracking for me."

Pain felt by: The individual

Value they buy: Guidance, convenience, motivation

How they judge it: Is it worth a monthly fee, and does it keep me going?

Proof needed: Weight lost and habits kept

The root problem is the same on both sides: the gap between a recommendation and what actually happens afterwards. One data loop serves both.

MAIN COMPETITORS

DarDoc · Valeo Health · Metabolic · WEMA Health · Noom · Omada Health · Ro

They own the patient end to end (consultation, prescription, delivery). WellJourney is the neutral layer that lets each clinic or pharmacy choose the clinicians, products and services it trusts locally.

WHAT SETS US APART

Solution — Closes the loop between the clinician's plan and what the patient actually did, so the next visit starts with facts. Hospitals and pharmacies can offer it under their own brand, and each partner picks its trusted local providers.

Technology — Built with the K-EoP integration platform: connect each partner system once, zero-trust security, health data kept in-country (on-premise or UAE cloud). K-EoP is PCI DSS Level 1 and ISO/IEC 27001 certified. Clinical decisions stay with licensed professionals.

Team — 15+ years leading pharma and healthcare in the Middle East; venture builder with USD 4.5bn of M&A; deal experience; the architect of K-EoP; a marketing executive with 20+ years including Coca-Cola.

FIRST STEP

A pilot with one UAE clinic and one group of patients starting GLP-1 treatment: do they start the agreed nutrition or exercise plan, are they still following it at the next visit, and does that information help the clinician decide what to do next?