



# ME **NewsWire**

Online Clipping Report

**Bodhtree Taps Middle East and North African  
Healthcare Market to Boost Global Data Cleansing  
Services Business**

**Newsroom, ME NewsWire**

March 29, 2010 - Dubai - UAE



# ME **NewsWire**

**Summary: Bodhtree Consulting received a total of 48 online hits - 24 Arabic & 24 English**

Advertorial value: \$ 156,000

## Arabic Links:

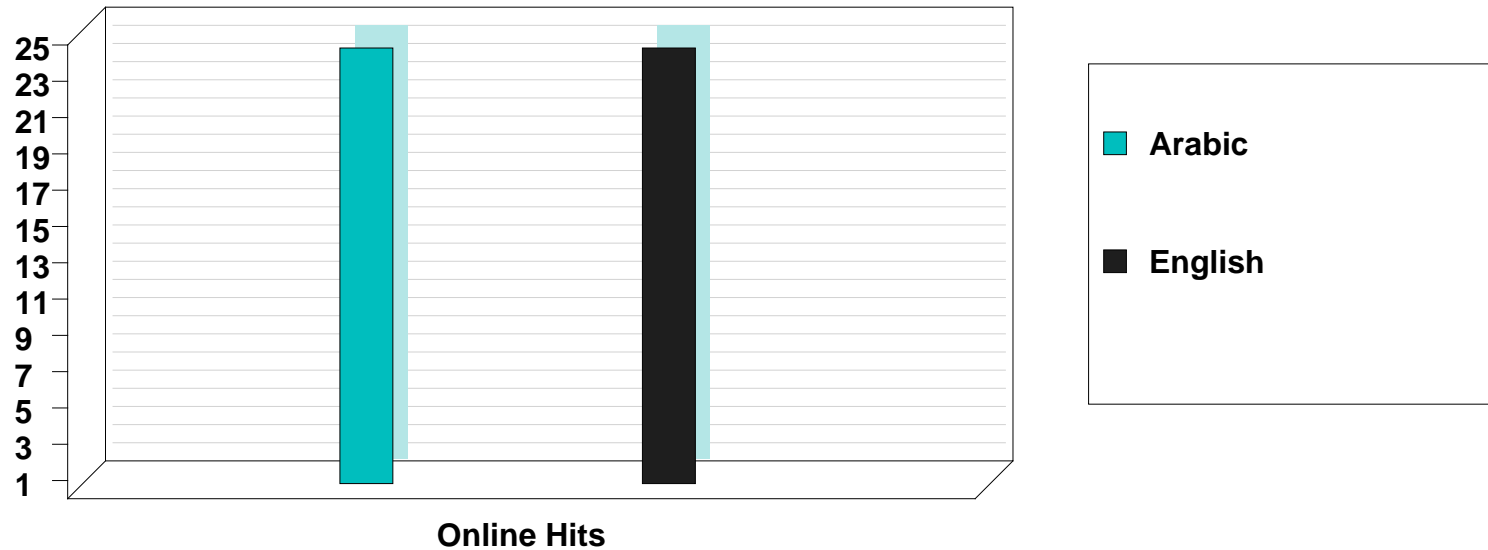
- |                           |                           |                            |                        |
|---------------------------|---------------------------|----------------------------|------------------------|
| 1. ME Newswire*           | 2. Al Sham Info*          | 3. Algerian Business Info* | 4. Algerian Times*     |
| 5. Amman News Daily*      | 6. Bahrain Business News* | 7. Beirut Business Report* | 8. Doha Insight*       |
| 9. Egypt Commercial News* | 10. Eye of Dubai*         | 11. Iraq Daily Journal*    | 12. Kuwait Daily News* |
| 13. Libya Business Info*  | 14. MENA FN*              | 15. Morocco Gazette*       | 16. Oman Bulletin*     |
| 17. Palestine Journal*    | 18. Saudi Daily Record*   | 19. Sudan Commerce News*   | 20. Tehran Telegram*   |
| 21. Transhouse-ME*        | 22. Tunis Daily News*     | 23. UAE Business Review*   | 24. Yemen News*        |

## English Links:

- |                           |                           |                            |                        |
|---------------------------|---------------------------|----------------------------|------------------------|
| 1. ME Newswire*           | 2. Al Sham Info*          | 3. Algerian Business Info* | 4. Algerian Times*     |
| 5. Amman News Daily*      | 6. Bahrain Business News* | 7. Beirut Business Report* | 8. Doha Insight*       |
| 9. Egypt Commercial News* | 10. Eye of Dubai*         | 11. Iraq Daily Journal*    | 12. Kuwait Daily News* |
| 13. Libya Business Info*  | 14. MENA FN*              | 15. Morocco Gazette*       | 16. Oman Bulletin*     |
| 17. Palestine Journal*    | 18. Saudi Daily Record*   | 19. Sudan Commerce News*   | 20. Tehran Telegram*   |
| 21. Transhouse-ME*        | 22. Tunis Daily News*     | 23. UAE Business Review*   | 24. Yemen News*        |

# ME **NewsWire**

*Graphic representation of language distribution of online hits included in this report*



# ME **NewsWire**

Languages



# ME NewsWire

*Release language: English*

## **Bodhtree Taps Middle East and North African Healthcare Market to Boost Global Data Cleansing Services Business**

Expects to Broaden New Partnerships and Customer Wins

HYDERABAD, India, March 29, 2010 ([Business Wire](#) / [ME NewsWire](#)): Bodhtree Consulting Ltd. ([www.bodhtree.com](http://www.bodhtree.com)), an IT Services Innovator, Data Management and Integration Company, announced its entry into the Middle East and North African Healthcare Market to expand its global data cleansing services business. The Middle East Healthcare Sector is estimated to be worth **US\$60 billion by 2025** as the need for investment in facilities and services is growing at a rapid pace.

Making the announcement Sanjiv Gupta, Chairman of Bodhtree Consulting, said, "With its population aspiring to have access to quality healthcare, MENA is a very exciting market for us and we are committed to establish our MIDAS solution in the region. Our target is to emerge as a global healthcare data cleansing service provider. MIDAS adoptions in Global regions like APAC, US and in Europe have been encouraging and we hope to consolidate this growth with the addition of these new markets."

MIDAS offers data cleansing, standardization, categorization of healthcare data and is an established brand across the globe. Bodhtree will offer its specialized portfolio of healthcare services like contract management systems, spend management, revenue management and data integration and data analytics to healthcare organizations in the MENA region.

Bodhtree serves over 300 clients which include major clients from healthcare and Lifesciences. MIDAS is deployed by many Fortune 250 and Forbes 200 clients for their Data Management Services, Spend Management Services and Business Intelligence Solutions.

"There is growing need for best in class data cleansing and healthcare services in MENA region. We are confident our success rate of MIDAS deployment in other countries will help us grow our business in the region and address these markets' requirement of constant optimization attention and innovation successfully," Head of SOA-DW of Bodhtree, Raghavan VSR Madabhushi said.

Bodhtree will showcase its healthcare solutions at the 3<sup>rd</sup> Annual Middle East Healthcare Expansion Summit, The Westin Mina Seyahi, 30-31 March, 2010.

# ME NewsWire

Release language: Arabic

"بودتري" تدخل سوق الرعاية الصحية في منطقة الشرق الأوسط وشمال أفريقيا لتعزيز أعمال خدمات تنقية البيانات العالمية

• توقع توسيع الشراكات الجديدة وكسب عملاء جدد

حيدر اباد، الهند 29 مارس 2010 (بزنس واير/ ميدل إيست نيوز واير): أعلنت "بودتري كونسلتنج" ([www.bodhtree.com](http://www.bodhtree.com)) شركة المكاملة الرائدة في مجال خدمات تكنولوجيا المعلومات وإدارة البيانات، عزمها دخول أسواق الرعاية الصحية في منطقة الشرق الأوسط وشمال أفريقيا، بهدف توسيع نطاق خدماتها العالمية في مجال تنقية المعلومات. ومن المتوقع أن تبلغ قيمة قطاع الرعاية الصحية في المنطقة 60 مليار دولار بحلول عام 2025 في ضوء الطلب المتزايد على الاستثمار في المرافق والخدمات.

وإعلاناً عن هذه الخطوة الرائدة، قال سانشيف جوتا، رئيس مجلس إدارة بودتري كونسلتنج: "تعد منطقة الشرق الأوسط وشمال أفريقيا التي يطمح سكانها في الوصول إلى أعلى معايير الرعاية الصحية، سوقاً مهمة للغاية بالنسبة لنا، ونحن ملتزمون بنشر حلول 'ميداس' (MIDAS) التي توفرها في المنطقة. كما أننا نهدف إلى إرساء قاعدة متينة للبروز كمزودين عالميين لخدمات تنقية البيانات في قطاع الرعاية الصحية العالمي. ولقد لاقى ميداس حتى اليوم نجاحاً مشجعاً في مناطق عالمية مثل آسيا المحيط الهادئ والولايات المتحدة وأوروبا، ونأمل تعزيز هذا النمو من خلال إضافة هذه الأسواق الجديدة إلى قائمة أسواقنا".



# ME **NewsWire**

## Clippings



# ME NewsWire

## ARABIC LINKS:

### 1. ME Newswire

<http://www.me-newswire.com/ar/news/1184>

### 2. Al Sham Info

<http://www.alshaminfo.com/story-@1236452>



# ME NewsWire

### 3. Algerian Business Info

<http://www.algeriabusinessinfo.com/story...>



### 4. Algerian Times

<http://www.algeriatimes.info/story-@1766...>



# ME NewsWire

## 5. Amman News Daily

<http://www.ammannewsdaily.com/story-@158...>



## 6. Bahrain Business News

<http://www.bahrainbiznews.com/story-@706...>



# ME NewsWire

## 7. Beirut Business Report

<http://www.beirutbizreport.com/story-@10...>

## 8. Doha Insight

<http://www.dohainsight.com/story-@794862>



# ME NewsWire

## 9. Egypt Commercial News

<http://www.egyptcmnews.com/story-@353272>



## 10. Eye of Dubai

<http://www.eyeofdubai.com/v1/arabic/news...>



# ME NewsWire

## 11. Iraq Daily Journal

<http://www.iraqdailyjournal.com/story-@1...>



## 12. Kuwait Daily News

<http://www.q8dailynews.com/story-@529908>



# ME NewsWire

## 13. Libya Business Info

<http://www.libyabizinfo.com/story-@13247...>



## 14. MENA FN

[http://www.menafn.com/arabic/qn\\_news\\_sto...](http://www.menafn.com/arabic/qn_news_sto...)



# ME NewsWire

## 15. Morocco Gazette

<http://www.marocgazette.com/story-@26495...>



## 16. Oman Bulletin

<http://www.omanbulletin.com/story-@97149...>



# ME NewsWire

## 17. Palestine Journal

<http://www.paljournal.net/story-@1413088>



## 18. Saudi Daily Record

<http://www.saudidailyrecord.net/story-@6...>



# ME NewsWire

## 19. Sudan Commerce News

<http://www.sdeconews.com/story-@1678042>



## 20. Tehran Telegram

<http://www.tehrantelegram.com/story-@185...>



# ME NewsWire

## 21. Transhouse-ME

<http://www.transhouse-me.com/index.php?p...>

The screenshot shows a news portal with several articles. The top article is titled 'البحر الأحمر: تعاون إقليمي لتأسيس أول ميناء سياحي في البحر الأحمر' (Red Sea: Regional cooperation to establish the first tourist port in the Red Sea). Other articles include 'AMPC: دعم إقليمي لتأسيس أول ميناء سياحي في البحر الأحمر' and 'البحر الأحمر: تعاون إقليمي لتأسيس أول ميناء سياحي في البحر الأحمر'. The page features logos for AMPC and other organizations.

## 22. Tunis Daily News

<http://www.tdailynews.net/story-@883180>

The screenshot shows a news article on the Tunis Daily News website. The article is titled 'يوتوب وكش سوق الرعية المسيحية في منطقة الشرق الأوسط' (YouTube and the Christian market in the Middle East region). The article discusses the impact of YouTube on the Christian market in the Middle East region. The website header includes the 'ME NewsWire' logo and the 'TUNIS DAILY NEWS' logo.

# ME NewsWire

## 23. UAE Business Review

<http://www.uaereview.com/story-@1148134>



## 24. Yemen News

<http://www.yemennewstraffic.com/story-@1...>



# ME NewsWire

## ENGLISH LINKS:

### 1. ME Newswire

<http://www.me-newswire.com/news/1615>



### 2. Al Sham Info

<http://www.alshaminfo.com/story-@1234800>



# ME NewsWire

### 3. Algerian Business Info

<http://www.algeriabusinessinfo.com/story...>



### 4. Algerian Times

<http://www.algeriatimes.info/story-@1764...>



# ME NewsWire

## 5. Amman News Daily

<http://www.ammannewsdaily.com/story-@158...>



## 6. Bahrain Business News

<http://www.bahrainbiznews.com/story-@705...>



# ME NewsWire

## 7. Beirut Business Report

<http://www.beirutbizreport.com/story-@10...>

## 8. Doha Insight

<http://www.dohainsight.com/story-@793800>



# ME NewsWire

## 9. Egypt Commercial News

<http://www.egyptcmnews.com/story-@352800>



## 10. Eye of Dubai

<http://www.eyeofdubai.com/v1/news/newsde...>



# ME NewsWire

## 11. Iraq Daily Journal

<http://www.iraqdailyjournal.com/story-@1...>



## 12. Kuwait Daily News

<http://www.q8dailynews.com/story-@529200>



# ME NewsWire

## 13. Libya Business Info

<http://www.libyabizinfo.com/story-@13230...>



## 14. MENA FN

[http://www.menafn.com/qn\\_news\\_story\\_s.as...](http://www.menafn.com/qn_news_story_s.as...)



# ME NewsWire

## 15. Morocco Gazette

<http://www.marocgazette.com/story-@26460...>



## 16. Oman Bulletin

<http://www.omanbulletin.com/story-@97020...>



# ME NewsWire

## 17. Palestine Journal

<http://www.paljournal.net/story-@1411200>



## 18. Saudi Daily Record

<http://www.saudidailyrecord.net/story-@6...>



# ME NewsWire

## 19. Sudan Commerce News

<http://www.sdeconews.com/story-@1675800>



## 20. Tehran Telegram

<http://www.tehrantelegram.com/story-@185...>





# ME NewsWire

## 23. UAE Business Review

<http://www.uaereview.com/story-@1146600>



The screenshot shows a webpage titled "UAE Business Review" with the "ME NewsWire" logo. The main headline reads "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS". Below the headline, there is a vertical sidebar on the right with the text "If it's in the UAE it's gotta be" and the "ae" logo. The main content area contains several paragraphs of text, including a sub-headline "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS" and a paragraph starting with "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS".

## 24. Yemen News

<http://www.yemennewstraffic.com/story-@1...>



The screenshot shows a webpage titled "YEMEN News" with the "CNP HUB" logo. The main headline reads "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS". Below the headline, there is a vertical sidebar on the right with the text "If it's in the UAE it's gotta be" and the "ae" logo. The main content area contains several paragraphs of text, including a sub-headline "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS" and a paragraph starting with "BOD-FREE TAPS MIDDLE EAST AND NORTH AFRICAN HEALTHCARE MARKET TO BOOST GLOBAL DATA CLEANSING SERVICES BUSINESS".

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