CAPABILITY STATEMENT · DAMASCUS · 2026

Aita Consulting

Independent research and advisory on Syria's health sector. We help development partners, investors and health organizations understand where the system stands, where reform is heading, and how to act on it.

RESEARCH

The **Syrian National Health Reform Strategy 2027–2035**: a four-volume independent research series in English and Arabic, built on public sources and one common path to 2035.

VOLUME I
Strategic Architecture

VOLUME II
Health Insurance Reform

VOLUME III
Digital Health Transformation

VOLUME IV
Primary Healthcare Reform

Complemented by the **Aita Consulting Research Series on Syrian Health Reform**: articles, policy briefs and briefing decks published in English and Arabic.

SERVICES

Commissioned studies

Evidence for financing and program design: package costing, financing-flow mapping, digital readiness assessments, pilot evaluation design.

Executive briefings

Two-hour briefings for leadership teams on Syria's health sector: the situation, the reform direction, the risks and the opportunities.

Market entry and due diligence

For insurers, pharmaceutical, diagnostics and health IT companies: regulatory landscape, partners, demand and entry options.

Technical expertise for consortia

Named senior expert for EU, World Bank and UN technical assistance bids and assignments in health financing and health information systems.

Health information architecture

National health identifiers, registries, interoperability (HL7 FHIR), terminologies, DHIS2 data quality and system specifications.

Training

Donor-funded programs for health organizations and NGOs: health insurance design, digital health standards, data quality.

AREAS OF EXPERTISE

Area	Focus
Health financing and insurance	Coverage design, pooling, strategic purchasing, provider payment, claims and coding
Digital health	Health number and patient identity, master registries, EMR and personal health records, interoperability, Arabic by design
Primary healthcare	Population-based networks, essential packages, referral, workforce and performance measurement
Health system strategy	Reform sequencing, governance, monitoring and evaluation, partner alignment

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FOUNDER

Dr. Sami Aita, MD

Physician and health information systems architect. Founder of Aita Consulting in Damascus, advising international organizations, investors and health institutions on health reform and on entering and operating in Syria's healthcare and regulated markets.

- Founder, Chair and CEO of **MedcomSoft Inc.**, Toronto (1994–2008), listed on the Toronto Stock Exchange
- Designer of electronic medical record and personal health record systems since 1995, for providers in Canada, the United States and Australia
- First developer to integrate the MEDCIN clinical terminology into an EMR (2000); automated billing-code generation with about 99.5% accuracy
- Testified before the US National Committee on Vital and Health Statistics on patient medical record standards (2001)
- Team Canada study for the Philippine Health Insurance Corporation (1998–99)
- Independent advisor to the Syrian Ministry of Health on health information systems (2026)
- Doctor of Medicine, Faculty of Medicine of Montpellier, France; works in Arabic, French and English

> **Research that is independent, public-source and built to be used.**

Our research is published on its merits and does not represent any government or funder. Commissioned work follows a simple rule: the client funds the work, the findings remain independent, and funders are disclosed.

WHO WE WORK WITH

Development partners and UN agencies

Evidence and analysis for health financing, primary care and digital health programs in Syria.

Investors and companies

Insurers, pharmaceutical, diagnostics and health IT firms assessing the Syrian market.

Consulting firms and consortia

Senior Syria expertise for technical assistance bids and assignments.

NGOs and health providers

Training, briefings and practical guidance on financing, data and service models.

RESEARCH PRODUCTS

Product	What you receive	Terms
Briefing decks	A 12–13 slide overview of each volume	Free download
Executive summaries	A 6–7 page summary of each volume	Free with registration
Full volumes	Complete volume in English and Arabic (30–45 pages each)	Single copy from US$350; set of four from US$1,200
Organization license	Internal sharing of the full set across your organization	On request
Executive briefing	A two-hour session for your leadership team	On request

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