

# The FutureList

**Rology**

Innovation Memo






# Innovation In Words



A note from the Co-founder and Chief medical Officer of Rology, **Mahmoud Eldefrawy**:

At Rology, we are revolutionizing teleradiology by ensuring timely and accurate diagnoses through advanced AI technology. We are dedicated to continuous innovation and improving patient care.

# Rology

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## Executive Summary

Rology is contributing to healthcare in the Middle East and Africa with its innovative FDA-cleared AI-assisted teleradiology platform, addressing a critical shortage of radiologists. Rology has developed a digital solution that allows hospitals to access specialised radiology services remotely and in real-time, ensuring fast and accurate diagnoses. Leveraging AI to match cases with the most qualified radiologists, the platform guarantees a 99.89% accuracy rate while significantly reducing turnaround times, making it a vital tool for hospitals across nine countries.

Like any disruptive innovation, Rology may face challenges such as navigating complex regulatory environments in different markets and ensuring widespread adoption of AI technology in healthcare. However, these challenges present growth opportunities, particularly in expanding into new, underserved markets and enhancing the platform's AI-driven capabilities. Rology's platform is FDA-cleared, which addresses regulatory requirements. By partnering with global healthcare organisations and investors, Rology can overcome these hurdles while capitalising on the growing demand for telehealth solutions and advanced diagnostics.

Rology's impact is already being felt, with over 170 hospitals using the platform and more than 870,000 lives positively impacted. As it continues to scale, the company has the potential to further transform global healthcare delivery, particularly in regions with limited access to specialist care. With its innovative model, strong performance, and a clear path for growth, Rology is well-positioned for investment. We invite investors to join us in reshaping the future of radiology and improving healthcare outcomes worldwide.



**Amr Abodraiaa**  
CEO



**Mahmoud Eldefrawy**  
Chief Medical Officer



**Moaaz Hossam**  
Chief Business Officer



**Jason Musyoka**  
Chief Financial Officer

## Innovation Spotlight

### a) Core Features

Rology is an AI-powered teleradiology platform designed to bridge the gap between healthcare providers and qualified radiologists, especially in regions with a shortage of radiology expertise. The platform offers key functionalities:

- AI-Assisted Radiologist Matching automatically matches medical cases with the most qualified and available radiologist based on subspecialty expertise.
- Provides round-the-clock access to diagnostic reports, ensuring patient cases can be reviewed anytime, anywhere.
- Rology offers teleradiology services that allow radiologists to remotely interpret scans such as MRIs, CTs, and X-rays.
- The platform integrates into hospital systems without additional setup costs, and it operates on a pay-per-scan model, making it cost-effective.

### b) Design and User Experience

- The platform emphasizes ease of use and integration for hospitals and radiologists:
- Hospitals can easily upload scans and patient histories through a streamlined process.
- Once uploaded, the platform's AI-driven system matches each case to the appropriate specialist, eliminating the need for manual case assignments.
- The platform boasts a quick reporting process, with radiologists providing diagnoses and sending reports to hospitals within hours.
- Client testimonials emphasize the platform's ability to improve departmental workflow, reduce turnaround times, and enhance communication between departments and Rology's reporting team.

### c) Performance Metrics

- Rology operates with high uptime, ensuring reliability, especially in emergency cases.
- Scans and patient data are uploaded swiftly, and radiologists can review cases immediately.
- Reports are typically delivered within hours, significantly improving diagnosis and treatment times.
- Rology ensures a 99.8% accuracy rate backed by rigorous quality control measures.

### d) Integration

Rology AI systems can be integrated into existing hospital systems in less than 30 minutes, requiring no additional hardware or software fees. They offer a more holistic approach than traditional Picture Archiving and Communication Systems (PACS) and provide a complete radiology management system.

### e) Safety and Compliance

- Rology complies with international standards, including FDA regulations, ensuring their teleradiology services meet the highest healthcare standards.
- The platform prioritizes patient data security, adhering to strict cybersecurity measures to protect sensitive medical records.
- By facilitating remote work for radiologists, Rology reduces the need for travel and on-site presence, contributing to reduced carbon emissions and more sustainable healthcare practices.

### f) Innovation in Business Model

Rology's business model sets it apart by leveraging a zero setup cost structure, pay-per-scan pricing, and AI to streamline and scale teleradiology services. This flexible model allows hospitals to scale services based on their needs without requiring heavy upfront investments, making advanced radiology services more accessible in underserved regions.

### g) Scalability of the Innovation

Rology's platform is scalable, serving hospitals in 9 countries and handling over 190 clients. As demand increases, the platform's AI-assisted matching and remote diagnostic capabilities can adapt to growing volumes of scans and expand into new regions. The platform also has the potential to integrate future advancements in radiology AI and machine learning, further enhancing diagnostic capabilities and efficiency.

## Market Impact & Future Outlook

Rology has positioned itself as a key player in the Middle East and Africa's healthcare technology ecosystem, particularly in addressing the acute shortage of qualified radiologists. The platform's AI-assisted teleradiology service has made significant strides in improving diagnostic efficiency and accuracy across its operational markets, which include Egypt, Kenya, Saudi Arabia, and several other countries.

### Market Impact

By leveraging AI and a global network of radiologists, Rology bridges the gap for hospitals that may not have in-house specialists, particularly in underserved and rural regions. This has led to faster and more accurate diagnoses, directly impacting patient outcomes by reducing delays and improving healthcare quality.

Rology has established itself in 9 countries and partnered with over 170 hospitals. Its growing footprint signifies its increasing market share in teleradiology, making it a leader in AI-assisted radiology solutions across Africa and the Middle East. Partnerships with prominent hospitals, such as Egypt Air Hospital and Komarock Modern Healthcare, validate the platform's capabilities and expand its reach within the healthcare sector.

### Future Outlook

Future advancements in AI, particularly in deep learning for medical imaging, could allow Rology to provide semi-autonomous or fully autonomous diagnostic capabilities. This would significantly enhance the speed and accuracy of diagnostics, reduce radiologist workload, and potentially lead to earlier detection of diseases such as cancer or neurological conditions.

By leveraging large datasets of medical imaging and patient histories, Rology could offer predictive analytics services in the future. This would allow physicians to make data-driven decisions, leading to personalised treatment plans for patients based on their unique health profiles.

With platforms like Rology, traditional healthcare delivery models will continue to evolve toward more decentralised, remote, and digitally integrated solutions. Radiologists, who traditionally worked in hospital settings, may increasingly offer services remotely, changing the dynamics of the profession.

## Societal & Environmental Impact

One of Rology's most significant societal contributions is its ability to provide remote access to high-quality radiology services in regions where access to healthcare is limited. By leveraging AI and a network of specialised radiologists, Rology ensures that even remote or rural hospitals can offer timely diagnostic services. This has a direct impact on improving patient care and reducing diagnostic delays, which are often life-threatening. In areas with a shortage of radiologists, patients might wait days or weeks for a diagnosis. Rology's platform reduces this wait time to hours, significantly improving health outcomes and saving lives.

Rology's AI-assisted matching platform optimises radiologists' time by automatically assigning cases based on subspecialty and availability. This ensures that radiologists work on cases suited to their expertise and reduces workload pressures. As a result, radiologists can handle more cases efficiently, benefiting both healthcare workers and patients.

By democratising access to specialised diagnostic services, Rology reduces health disparities between developed and developing regions. Hospitals in less-resourced countries can access the same radiology expertise as those in more advanced healthcare systems. This is particularly important in addressing critical healthcare challenges like cancer, cardiovascular disease, and trauma in developing nations.

Rology's platform allows radiologists to work remotely, eliminating the need for on-site specialists and reducing the travel required for patients and healthcare professionals. By enabling remote diagnostic services, the platform significantly reduces carbon emissions associated with transportation.

Traditional radiology departments require significant physical infrastructure, including imaging machines, report storage systems, and space for radiologists to work. Rology's teleradiology solution reduces the need for such infrastructure, especially in resource-constrained environments. Using cloud-based scan storage and reporting systems minimises environmental waste, contributing to more sustainable healthcare practices.

## Potential Funding & Partnership Opportunities

Rology can collaborate with large hospital networks, healthcare providers, and clinics that require radiology services but need more specialists. Rology can offer its platform to these institutions, helping them expand their service offerings without substantial infrastructure investment.

### Potential Partners

- Government healthcare systems in countries with radiologist shortages (e.g., Ministry of Health in various African nations).
- Partnership with Global medical equipment manufacturers such as GE Healthcare, Siemens Healthineers, or Philips Healthcare.
- Collaborating with telemedicine platforms that provide a broader range of healthcare services can expand Rology's reach. Integrating Rology into these platforms will allow patients to access radiology services as part of a complete telehealth solution.
- Partner with non-governmental organisations (NGOs) and public health institutions to improve healthcare access in underserved areas. Rology's platform could be deployed as part of public health initiatives to reduce diagnostic delays in rural or remote communities.
- Collaborating with AI and machine learning companies to further enhance Rology's diagnostic algorithms could help improve accuracy and efficiency. Joint ventures or co-development projects would keep Rology at the forefront of AI-driven healthcare solutions.

### Potential Funding Sources

- Rology is well-positioned to attract venture capital (VC) and private equity funding, particularly from firms specialising in health tech, AI, and emerging markets. Early-stage investors would be interested in the platform's scalability and potential to disrupt the radiology sector.
- As Rology focuses on improving healthcare access in underserved regions, it aligns well with impact investors seeking financial returns and positive social outcomes. Impact funds could support Rology's expansion into remote and underserved communities.
- Governments and international organisations increasingly offer grants to companies that innovate in healthcare, particularly in regions with poor healthcare infrastructure. Rology can apply for such grants to help fund its expansion and innovation efforts.

## Potential Roadblocks & Risks

### • Regulatory and Compliance

The healthcare industry is heavily regulated, and expanding into new markets may expose Rology to different legal requirements.

- Mitigation Strategy: Rology has obtained FDA approval for its solution. However, as it plans to expand, a dedicated team will be needed to ensure regional and national healthcare regulations compliance.

### • Technological Integration

Integrating Rology's platform with diverse hospital systems across different regions, some of which may need more advanced digital infrastructure, could pose technical difficulties.

- Mitigation Strategy: As Rology AI system adoption increases, APIs and interoperability solutions that ensure seamless data flow between Rology and hospital systems will be needed, regardless of infrastructure sophistication, providing technical support for seamless implementation.

### • AI Adoption and Accuracy Concerns

While AI is a core platform of Rology, there may be concerns about its accuracy and healthcare providers' willingness to adopt AI-driven diagnostics, especially if errors occur.

- Mitigation Strategy: Rology continuously improves its AI accuracy, uses it as a support tool, and educates healthcare providers on its benefits.

### • Competition in the Teleradiology Market

The growing teleradiology market may attract more competitors, leading to pricing pressure, the need for continuous innovation, and potential loss of market share.

- Mitigation Strategy: To remain dominant in the radiology market, Rology should differentiate its platform through superior AI, continuous innovation, and strong customer relationships. It should also continuously invest in R&D to stay ahead of technological advancements and maintain a competitive edge.

## Conclusion

Rology is poised to contribute to the landscape of healthcare diagnostics, providing critical teleradiology services to regions facing a severe shortage of specialists. By leveraging FDA cleared AI technology and a global network of radiologists, the platform ensures fast, accurate, and accessible diagnoses for hospitals in underserved areas, making a tangible difference in patient care and healthcare delivery. Its innovative approach to healthcare positions it as a key player in addressing the radiology gap in Africa and the Middle East.

With its proven success, milestones achieved, and strong growth potential, Rology offers an exciting investment opportunity for those eager to support impactful healthcare innovation. Backing Rology means investing in the future of medical diagnostics and contributing to improved health outcomes across regions in need.

# Innovation In View

How **Rology** brings innovation to life



## AI-Driven, FDA Cleared Teleradiology Platform

- Automatically pairs medical cases with the most qualified and available radiologists based on subspecialty, ensuring precision and speed.
- Offers hospitals access to remote radiologists around the clock, ensuring fast diagnostic reports regardless of location.
- AI-powered quality control ensures accuracy, enhancing trust and reliability in diagnoses.
- The platform can be integrated with a hospital's existing systems within 30 minutes, offering ease of use and eliminating downtime.

## Enhancing User Experience and Scalability

- Rology's pricing model allows hospitals to scale radiology services without upfront costs, making advanced diagnostics more accessible in underserved regions.
- The platform integrates into existing hospital systems without additional setup fees, minimising financial and technical barriers.
- The automated case assignment and reporting process enhances departmental efficiency, reducing turnaround times for diagnostic reports.
- With a growing presence in nine countries and over 170 clients, Rology's platform can easily scale to meet increasing demand in new markets.



# Contributors

## The FutureList

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## Rology

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Chief Medical Officer



# The FutureList

# Notes on our methodology

## About The FutureList

The FutureList is dedicated to identifying and linking innovative technology companies with the investors, talent and strategic growth partners they need to rapidly scale their innovation. The FutureList leverages its network of local Innovation Scouts, a comprehensive online platform, and curated events to rapidly spot and match opportunities. The FutureList network has already profiled over 6,000 innovative companies, investors and partners globally.

We scout across a broad range of sectors in tech, aiming to identify the most innovative startups globally. This includes everything from AI to biotech, renewable energy, and more. The 10 categories we currently focus on are: Agriculture (farming, food, beverages, crops, forestry, aquaculture, livestock, irrigation, veterinary, etc.), Climate (electricity, energy, environment, renewables, recycling, circular economy, carbon credits, cleantech, etc.), Education (e-learning, school management, assessments, upskilling, tutors, languages, etc.), Enterprise (legal services, AI, cyber security, market research, recruitment, HR, customer success, consulting, SaaS tools, business analytics, etc.), Finance (banking, capital, trading, lending, personal finance, insurance, crypto, real estate, etc.), Health (medicine, biotech, medical equipment, pharmaceuticals, public health, digital health, hospitals, health records, wellness, fitness, beauty, etc.), Infrastructure (architecture, materials, computer networks, safety, law enforcement, construction, data centers, machinery, telecom, wireless internet, manufacturing, etc.), Media (marketing, influencers, animation, arts, gaming, fashion, content, platforms, music, publishing, translation, editing, etc.), Mobility (delivery, transportation, etc.), and Supply Chain (e-commerce, warehousing, logistics, retail, etc.)

## About Our Innovation Scouts

Our Innovation Scouts are experienced professionals from diverse sectors with a keen eye for groundbreaking technologies and business models. They undergo rigorous training to ensure they provide maximum value to the startups they work with. They conduct their research on a volunteer basis. We have strict ethical guidelines in place. Any Scout with a potential conflict of interest is recused from the process to ensure fairness and objectivity.

## About Our Innovation Memos

Innovation Memos provide a comprehensive profile of an innovator, whether its a startup, hub, investor or more established corporate, highlighting technological and business model innovations. The Memo is written in direct consultation with a verified representative from that entity, and also outlines suggestions around how to rapidly scale their innovation further through use of The FutureList's network. Once published, the Memo accessible to our network of investors, partners, and the general public for free on our platform. The Memo process is completely free for the companies featured as well. The entire process, from initial contact to publishing the Innovation Memo, typically takes about 4-6 weeks, but this can vary based on the startup's availability and responsiveness. Our goal is to promote and scale innovation globally. The FutureList platform and events are sponsored by partners.



# Scaling Innovation

How **The FutureList** identifies and scales innovation globally



## Ecosystem and sector mapping

Our Innovation Scouts identify the most innovative early-stage and growth-stage tech companies across key sectors in tech hubs around the globe.



## Innovation memos and platform profiles

Our Innovation Scouts interview founders and tech executives to publish innovation memos and create a comprehensive company profile on our public online platform.



## Introductions to strategic opportunities

Our Innovation Scouts share company profiles with relevant investors and strategic growth partners across our global ecosystem, and facilitate warm introductions where requested.



## Private dinners and fireside chats

Our exclusive evening events bring together founders, tech executives and other special guests for networking and interactive discussions around technology and innovation.



## Global summits & learning trips

Featured companies will be invited to larger annual events held at the regional and global stage that connect the most innovative companies with opportunities for further visibility.

# Sponsor

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**Sand Technologies**, a global technology services company with presence across Silicon Valley, France, the UK, Romania, and several emerging markets, is at the forefront of supporting scale-ups worldwide in overcoming the challenges of rapid growth. We're currently aiding businesses in the United States, New Zealand, Denmark, the Netherlands, the UK, the UAE, South Africa, Kenya, and numerous other locations in developing scalable technology products, constructing world-class tech teams, enhancing revenue generation, and elevating customer satisfaction.

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