

# Modern Path

The logo graphic consists of five vertical bars of varying heights and shades of gray, positioned to the right of the word 'Path'.

Empowering Futures,  
from Insight to Impact



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## Mission

To **empower** businesses with innovative solutions that ensure financial transparency, operational efficiency, and sustainable growth, leveraging **cutting-edge technology** and **strategic insight** to drive measurable success.



## Vision

To be the leading global catalyst for innovation and excellence, empowering businesses to thrive in the AI-driven future through transformative strategies, cutting-edge training, and unparalleled business assurance solutions.

# thriving in the AI-driven future through transformative strategies, cutting-edge training, and unparalleled business assurance solutions

## ABOUT

Modern Path is a specialized consultancy firm committed to transforming businesses through innovative Revenue Assurance and Management Consultancy services. With two dynamic arms—**Business Assurance powered by Effy** and **Management Consulting through Strategy Up**—we deliver integrated solutions that drive growth, efficiency, and sustainability.

## PARTNERS

odoo

effy

شركة سليمان عبدالله الخلف  
محاسبون ومراجعون قانونيون  
SULAIMAN AL KHALAF CO.  
Chartered & Professional Accountants

سليمان الخلف  
للاستشارات الزكوية والضريبية  
SULAIMAN AL KHALAF  
Zakat and Tax Advisory



Strategy Up

## DOMAINS

### BUSINESS ASSURANCE



FRAUD  
MANAGEMENT



AML



BUSINESS EFFICIENCY  
INTELLIGENCE

### STRATEGY



STRATEGIC  
PLANNING



CHANGE  
MANAGEMENT



DIGITAL  
TRANSFORMATION

## INDUSTRIES



**Healthcare:** Operational audits, compliance, and revenue integrity



**Retail & E-Commerce:** Inventory management, loss prevention, and loyalty audits



**Energy & Utilities:** Billing accuracy, metering assurance, and fraud prevention



**Government and Non-Profit:** Strategic planning and operational efficiency



**Finance & Insurance:** Fraud detection, claims auditing, and AML solutions.

# thriving in the AI-driven future through transformative strategies, cutting-edge training, and unparalleled business assurance solutions

## Business Efficiency Intelligence



**AI-Generated Insights**  
Unlock Actionable Intelligence: AI-Driven insights for Optimizing



**Automation**  
AI, ML & RPA bundle to automate as many business processes as possible.



**Predictive Alerts**  
Real-time Insights: AI-Driven Predictions for smoother operations



**Patients Data Analytics and Insights**  
Advanced analytics for patient data. Predictive modelling for patient outcomes.



**Enhancing Efficiency**  
Streamline claims processing workflows, which leads to a reduction in claim processing time



**Process Optimization Control**  
Processes continuous smart automatic auditing.



**Trending KPI Predictions**  
Stay ahead with Predictive Insights. Monitor Future Trends.



**Patients Eligibility and Services Monitoring and Control**  
Automated eligibility checks and verification. Real-time monitoring of charge capture processes

Powered by **effy**

## Strategy

As the strategy and consulting arm of Modern Path, Strategy Up offers:

- Strategic Planning and Change Management
- Digital Transformation and Continuous Improvement
- Tailored Strategies for Operational Excellence

*Established in 2015, Strategy Up operates globally, guiding organizations through transformative change using proprietary methodologies like the PIVOT Methodology for continuous improvement.*

## Training

Soft Skills	Business Skills
Leadership	Strategic Thinking
Team Management	Change Management
Communication Skills	KPI Management
	Marketing
	Customer Experience

Powered by 

# Optimize. Protect. Grow.

## ABOUT

Develop and create a comprehensive business assurance solutions focused on protecting and improving end-to-end business processes to enhance operational efficiency, maximize company profits, minimizing the cost, mitigate fraud risks, and maintain customer confidence, to expand facilitate monitoring capacity and enable top management to make faster decisions, while leveraging our expertise staff.

## SERVICES



**Revenue Assurance** : Ensuring that all services provided are billed correctly and revenue leakages are minimized



**Fraud Management** : Detects and prevent fraudulent activities



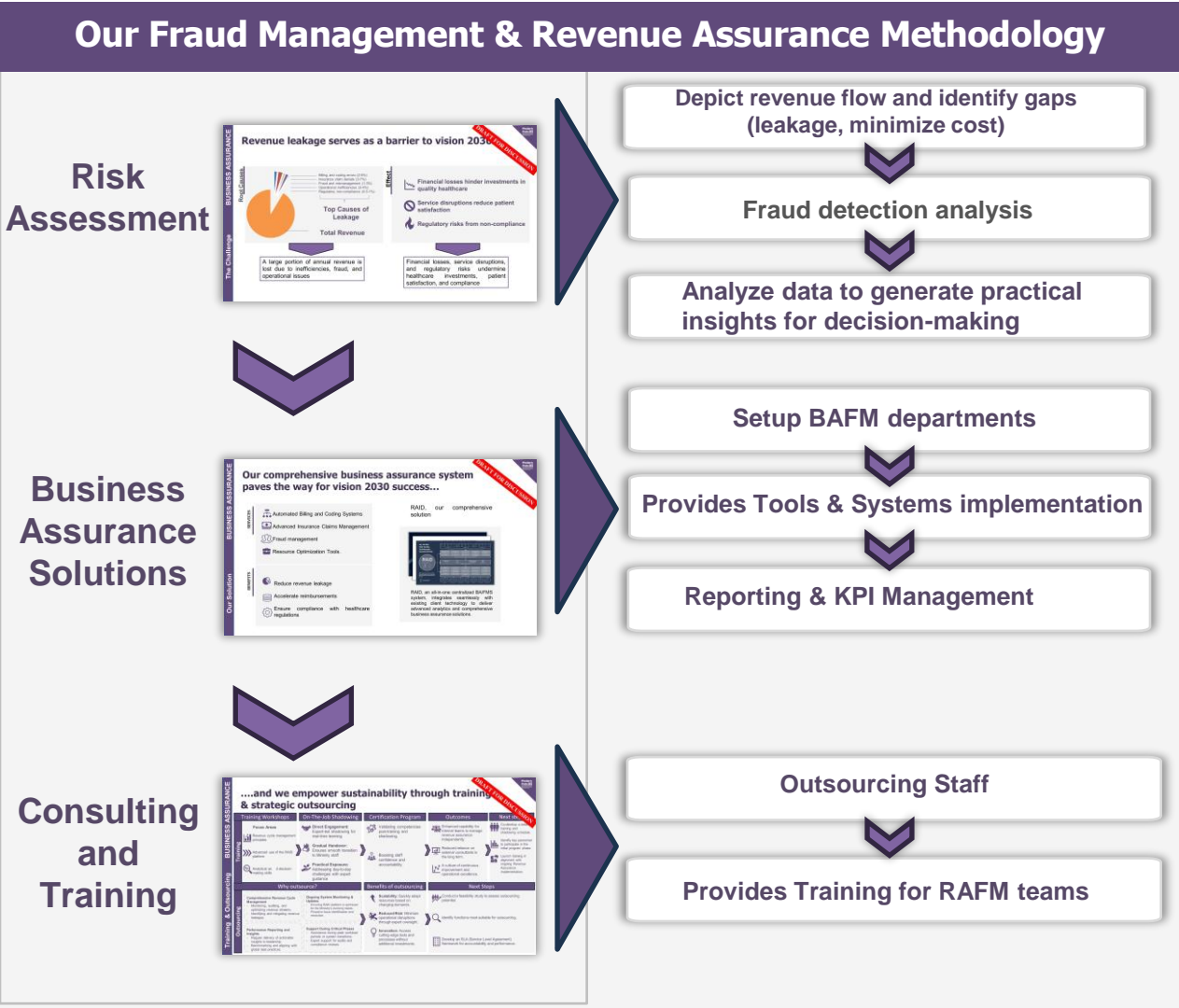
**Margin Assurance** :Boost business efficiency and optimize profit margins



**Settlements Assurance** : Review vendor invoices against the revenue share and provided services



**Digital & FinTech services audit** : end-to-end cycle analyses for the digital and payments services



# Optimize. Protect. Grow.

Powered by **effy**

**Business Assurance** is the process of identifying, preventing, and correcting revenue leaks within an organization's operations. It ensures that all services provided are accurately billed, recorded, and collected to maximize financial efficiency.

## Manual or API

**OTHER**

Requires users to manually request and analyze data, leading to slower detection of revenue leaks

**Like tracking expenses in a notebook**  
– You record everything yourself, and mistakes are only caught if manually reviewed.

## Semi-automated

**RAiD**

Mobileum platform

Uses AI to identify risks, but users must manually validate and act on findings

**Like a budgeting app with alerts** – The system flags issues, but you must manually verify and take action.

## Automated

**ACC**

AI continuously monitors, detects, and resolves revenue issues in real-time with minimal human intervention.

**Like an AI finance assistant** – It tracks, detects errors, and fixes issues in real-time without your input.

# Plan. Execute. Succeed.

Our tailored approach is designed to empower your organization with clear strategies and effective execution. We focus on **helping businesses define their goals, implement actionable plans, and achieve measurable results**. By bridging vision and execution, **we drive sustainable growth, operational excellence, and long-term success for your organization**.

## Making a Difference

In today's dynamic business landscape, decision-makers are navigating a myriad of challenges and opportunities to drive growth and success.



Accelerating

Revenue Growth

Optimizing

Operational Efficiency

Planning

Digital Transformation

Elevating

Customer Experience

Securing

Competitive Advantage






# Plan. Execute. Succeed.

ABOUT

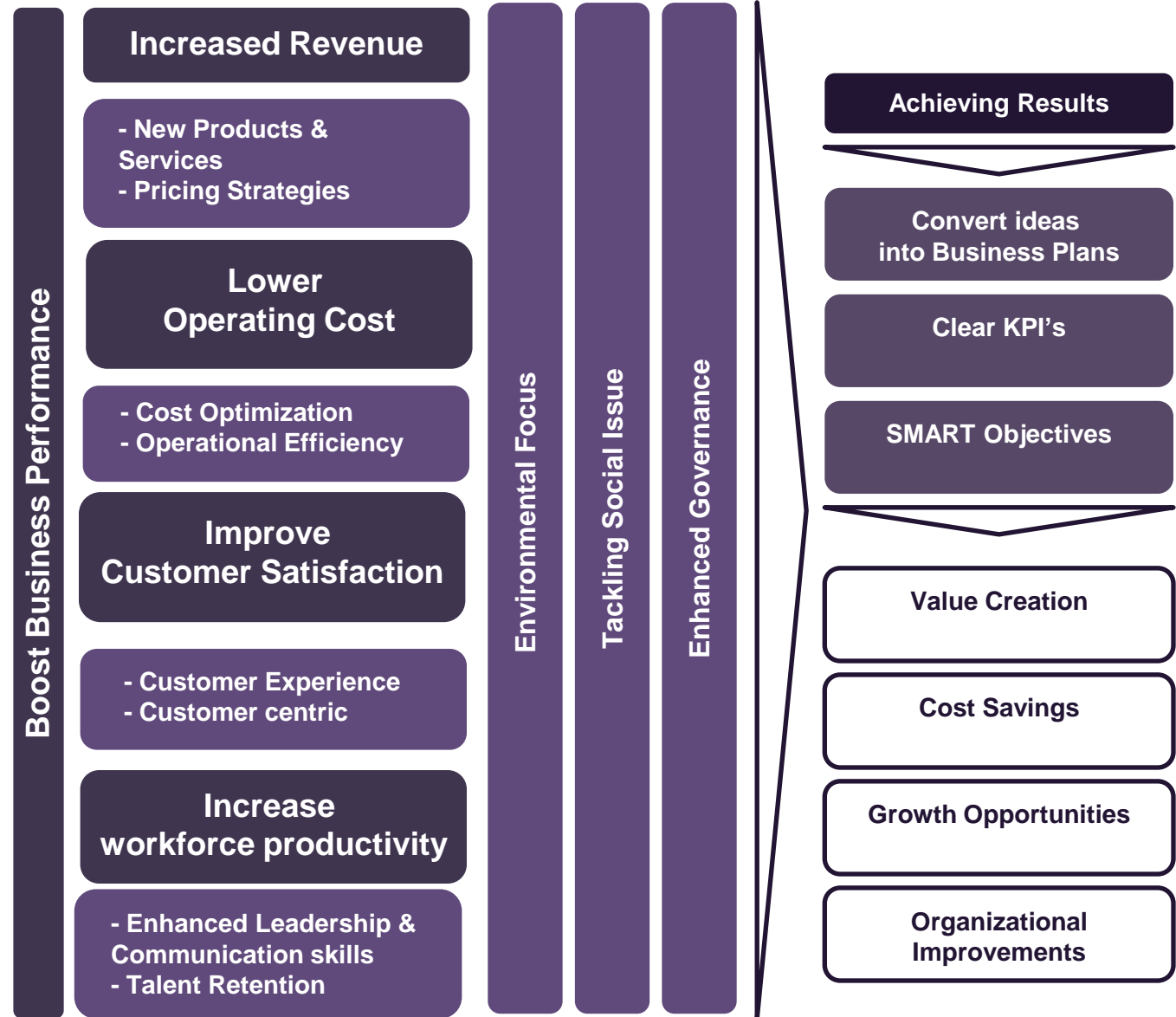
We help organizations excel with practical solutions, advanced technology, and improved efficiency. By working closely with your team, we create strategies that deliver measurable results, driving success in competitive or fast-growing markets.

We guide transformative change and sustainable growth, unlocking your organization's full potential.

SERVICES

-  **Digital & Business Transformation:** Ensuring growth through enhanced customer experience.
-  **Change Management:** Secures smooth program management, by reducing resistance to change and instating success
-  **Strategic Planning:** Build strong strategies to secure business growth.
-  **Customer Experience:** Deliver a strong competitive edge for a higher customer satisfaction
-  **Marketing & Commercial Strategies:** Deliver successful services aligned with the brand identity.

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## Contact Us:



For more information about our services or to  
schedule a consultation, please contact us at

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