

alkalma
United for Health and Wellbeing



alkalma
MENTAL HEALTH & WELLBEING

UNITED FOR HEALTH & WELLBEING

alkalma is an integrated ecosystem designed to promote mental health and wellbeing across individuals, families, institutions, and communities.

More than a network of mental health services, alkalma represents a shared commitment to building healthier societies. Through its care networks, structured programs, digital platforms, and institutional partnerships, alkalma brings together professionals, educators, healthcare providers, insurers, and communities around a common purpose: supporting people in living healthier, more resilient, and more meaningful lives.

This vision is captured in our guiding principle: **United for Health and Wellbeing**

A call to action that invites institutions, professionals, and communities to collaborate in strengthening the mental wellbeing of populations and creating environments where people can flourish.

INSTITUTION

Governments - Schools - Employers
- Insurers - Communities

POPULATION HEALTH INTELLIGENCE

Risk Stratification - Wellbeing
Monitoring - Data Insights

alkalma ECOSYSTEM

CARE NETWORK

Mental Health
Centres
Multidisciplinary
Clinical Teams

HEALTH PROGRAMS

Bloom
BrightMinds
Horizon
Vitality@Work

DIGITAL PLATFORMS

Joyful Wellbeing
Platform
alkalma App
(Upstrive
partnership)
Telehealth Services

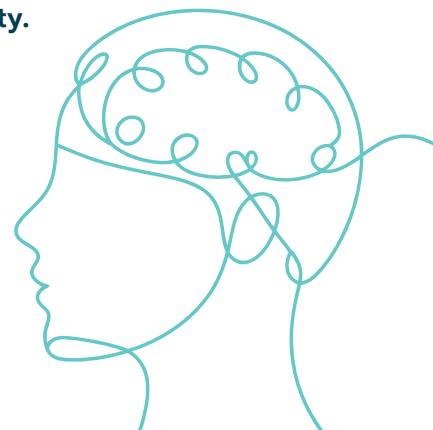
PEOPLE & COMMUNITIES

Children - Families -
Employees - Citizens

FLOURISHING & WELLBEING

Prevention - Recovery
- Personal Growth

Because mental health is not only a clinical matter. It is a collective responsibility.



A NEW ECOSYSTEM FOR MENTAL HEALTH & WELLBEING

alkalma Mental Health is building a comprehensive ecosystem of mental health and wellbeing services in the United Arab Emirates, currently comprising a growing footprint of specialized centres in Abu Dhabi, Dubai, Alain, Al Falah.

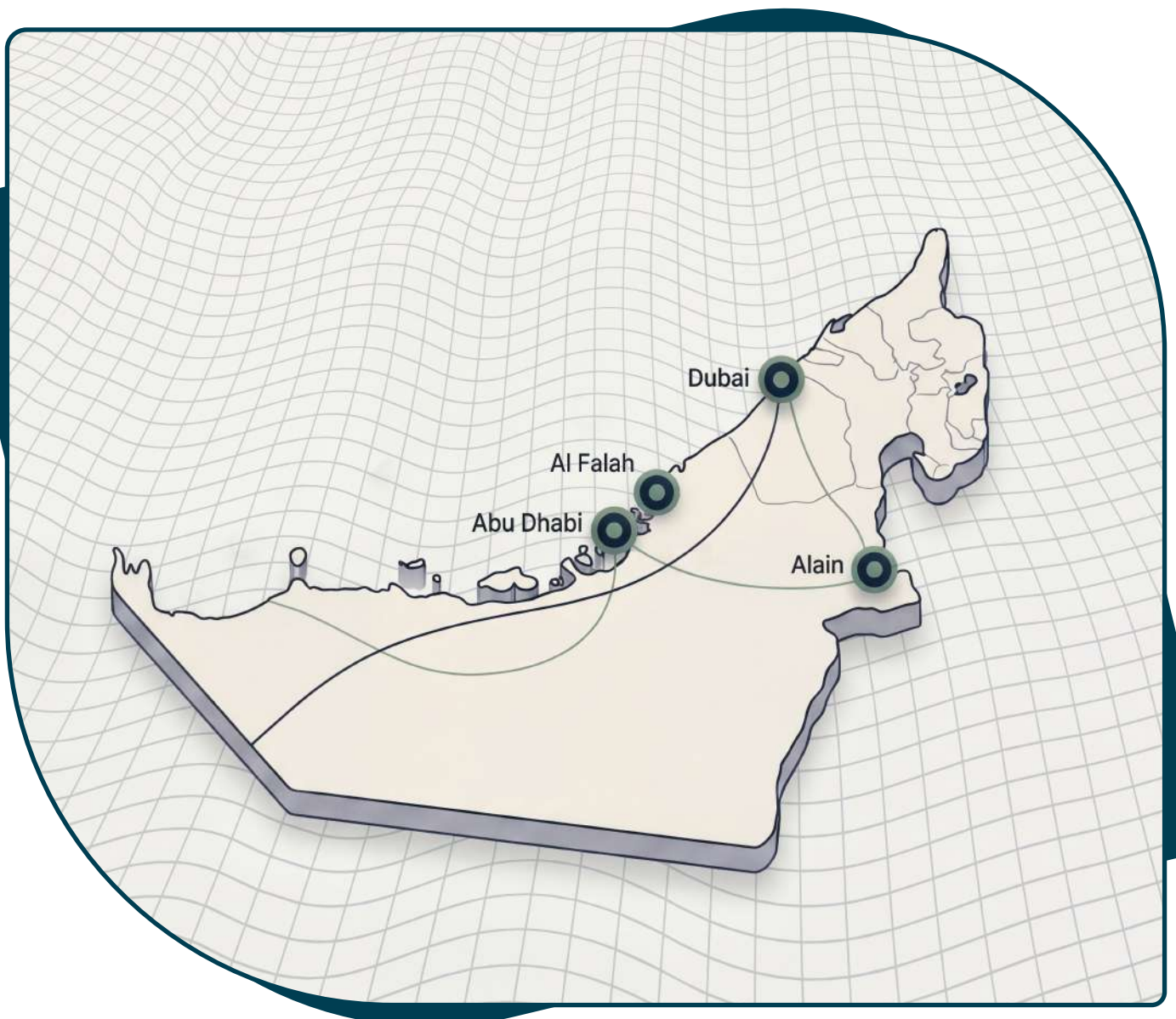
These centres form a coordinated network delivering a multidisciplinary, outpatient-led model of care grounded in a deep understanding of mental, emotional, social, and developmental needs across the lifespan.

Unlike traditional mental health systems focused primarily on illness, alkalma has been designed around a broader vision of health, wellbeing, and human flourishing.

The ecosystem supports individuals not only when they experience psychological distress, but throughout their lives as they strengthen resilience, emotional balance, and personal capabilities.

At the same time, the network provides highly specialized clinical services and structured care pathways to address mental health conditions whenever they arise, ensuring continuity between wellbeing promotion, prevention, early intervention, and specialized treatment.

Operating fully within UAE regulatory and insurance frameworks, alkalma integrates evidence-based clinical services, multidisciplinary programs, and community engagement with digital tools that expand access and continuity of care.



SCIENTIFIC FOUNDATIONS & GLOBAL EXPERIENCE

alkalma combines evidence-based mental health practices with the experience of an international healthcare ecosystem.

As part of Keralty, a global healthcare organization supporting more than ten million people across multiple countries, alkalma benefits from decades of experience in population health management, integrated care systems, and large-scale mental health programs. Keralty operates a network of 49 facilities dedicated to mental health services across Colombia, Mexico, the United States, Peru, Brazil, and the Dominican Republic, supported by digital platforms that expand access and continuity of care; supporting more than 520,000 individuals with mental health needs, building a robust foundation of clinical experience, operational scale, and culturally adaptable care models.

This international expertise provides the scientific and operational foundation for building culturally adapted mental health ecosystems aligned with national priorities and measurable outcomes.



STRUCTURED HEALTH PROGRAMS

At the heart of the alkalma ecosystem are structured health programs designed to address the mental health and wellbeing needs of different populations.

Rather than offering isolated clinical services, alkalma organizes care through coordinated programs that combine clinical expertise, behavioral interventions, wellbeing practices, and education within clearly defined pathways.

Programs are goal-oriented, evidence-based, and regularly reviewed to ensure measurable outcomes across domains such as symptom reduction, functional improvement, behavioral stabilization, and personal development.

Key programs include:

1

BrightMinds

A multidisciplinary program supporting children and adolescents with neurodevelopmental conditions such as autism spectrum disorder and ADHD, integrating behavioral therapy, occupational therapy, speech therapy, psychological care, and family guidance.

2

Horizon

A structured outpatient pathway designed to support individuals experiencing anxiety, depression, and related emotional challenges through coordinated psychological and psychiatric care focused on recovery & resilience.



3

Bloom

A school-based program promoting emotional wellbeing, resilience, and early identification of mental health needs within educational environments.

4

Vitality@Work

A corporate wellbeing program that helps organizations strengthen workforce resilience, reduce burnout, and create healthier workplace cultures.

Together, these programs allow alkalma to address mental wellbeing across schools, workplaces, families, and communities.

ACCESSIBLE & INTEGRATED CARE

Accessibility is a defining feature of the alkalma ecosystem.

Through a growing network of multidisciplinary mental health centres in major cities across the UAE, individuals and families can access coordinated outpatient care delivered by integrated teams including psychiatrists, psychologists, behavior analysts, occupational therapists, speech and language therapists, & allied health professionals.

Telehealth services further extend access, allowing individuals to receive support remotely while maintaining continuity of care and privacy when needed.

This hybrid model ensures that high-quality mental health care remains accessible, coordinated, & responsive to the diverse needs of the population.



DIGITAL INNOVATION FOR WELLBEING

Digital platforms play a central role in expanding the reach and impact of the alkalma ecosystem.

Through the **Joyful platform**, individuals and organizations gain access to educational resources, wellbeing training, and guided programs designed to strengthen emotional health, resilience, and personal development.

The **alkalma App**, developed in strategic partnership with **Upstrive**, enables continuous monitoring of wellbeing indicators within specific populations such as schools. These tools allow institutions to assess wellbeing trends, identify risks early, and respond proactively.

Together with telehealth services, these digital solutions expand access to care while supporting privacy, engagement, and early intervention.

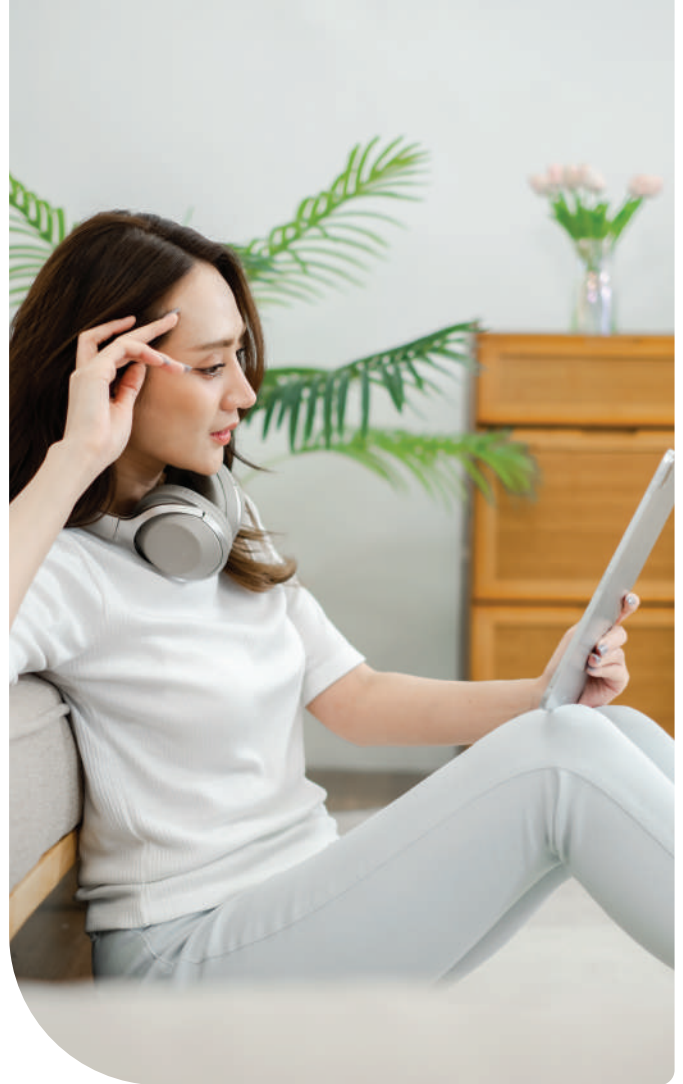
POPULATION HEALTH & INSTITUTIONAL PARTNERSHIPS

alkalma integrates Population Health Management methodologies to understand mental wellbeing across populations and design targeted interventions.

Through population analysis & risk stratification, the ecosystem identifies vulnerable groups, monitors wellbeing indicators, & supports early intervention strategies for communities such as students, employees, and families.

By working alongside governments, schools, employers, insurers, and community organizations, alkalma helps institutions create environments where wellbeing becomes part of everyday life.

This collaborative approach allows institutions to move beyond reactive responses toward proactive strategies that strengthen resilience, reduce mental health risks, and foster healthier communities.



WHAT MAKES alkalma DIFFERENT

alkalma represents a new model for mental health and wellbeing built around four defining principles:

1



WE ARE NOT A CLINICAL CENTER, WE ARE AN ECOSYSTEM

integrating care networks, programs, digital platforms, & population health intelligence.

2



WE DO NOT FOCUS ONLY ON ILLNESS, WE PROMOTE WELLBEING & HUMAN FLOURISHING,

supporting people throughout their lives while providing specialized care when needed.

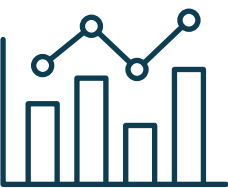
3



WE WORK WITH POPULATIONS & INSTITUTIONS

collaborating with governments, schools, employers, insurers, & communities to improve mental wellbeing at scale.

4



WE INTEGRATE CENTRES, PROGRAMS, DATA, & TECHNOLOGY

combining multidisciplinary teams, structured interventions, digital platforms, & population analytics to deliver coordinated & measurable outcomes.

IMPACT ACROSS PEOPLE, INSTITUTIONS, & SYSTEMS

The alkalma ecosystem is designed to generate meaningful impact across individuals, organizations, healthcare systems, and society.

For individuals and families, it provides accessible support that strengthens mental wellbeing, emotional resilience, and personal development while ensuring that high-quality care is available when mental health conditions arise.

For schools and workplaces, structured wellbeing programs help create environments where people can learn, work, and grow in healthier and more supportive contexts.

For insurers and healthcare systems, the model promotes value-based care through prevention, early intervention, and coordinated outpatient management, reducing unnecessary escalation to higher-cost services.

At the societal level, the ecosystem contributes to strengthening national mental health strategies by expanding access to care, supporting early intervention, and improving the wellbeing of communities.

FROM MENTAL ILLNESS CARE TO MENTAL WELLBEING ECOSYSTEM

TRADITIONAL MENTAL HEALTH SYSTEMS	THE alkalma ECOSYSTEM
Focus primarily on treating mental illness	Focus on promoting mental health, wellbeing, & human flourishing
Care begins when individuals are already in distress	Prevention, early identification, & continuous wellbeing support
Fragmented services delivered by isolated providers	Integrated multidisciplinary teams working through coordinated care pathways
Episodic consultations focused on symptoms	Structured health programs designed for specific populations
Services focused on individual patients	Population-based approach working with institutions & communities
Limited accessibility	Hybrid access: centres, telehealth, & digital platforms
Minimal use of data	Population health intelligence & wellbeing monitoring
Stigma associated with mental health care	Wellbeing-centered engagement that encourages proactive support
High healthcare costs due to late intervention	Value-based model promoting prevention & cost sustainability

A COMMITMENT TO HUMAN FLOURISHING

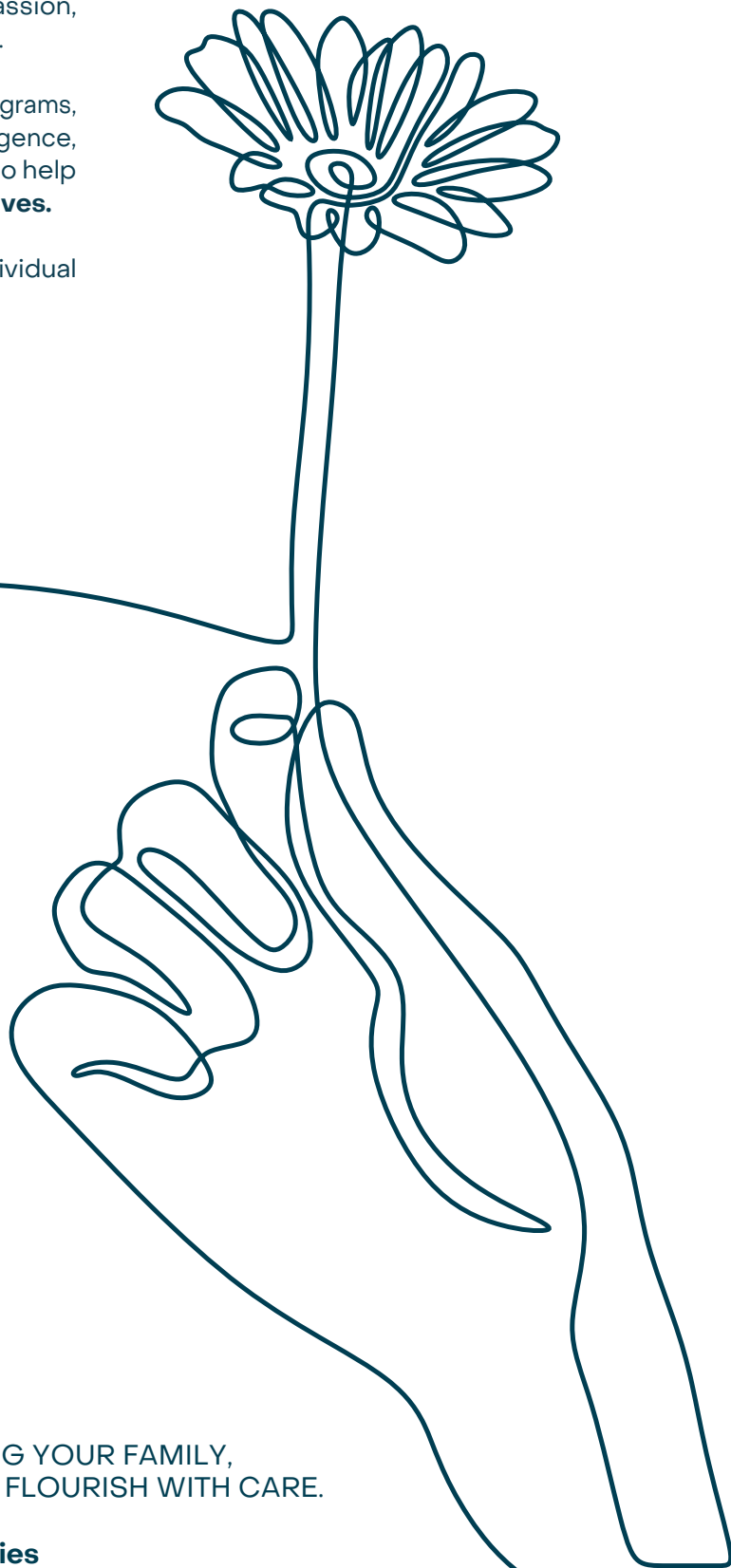
Mental health is one of the defining challenges of modern societies.

alkalma was created with the conviction that caring for mental health requires new models capable of integrating science, compassion, community engagement, and technology.

By connecting care networks, structured programs, digital innovation, & population health intelligence, alkalma seeks not only to treat illness but to help people **grow, flourish, and live healthier lives.**

Because mental wellbeing is not an individual challenge alone. It is a collective mission.

United for Health & Wellbeing.



**THANK YOU FOR TAKING THE TIME
TO REVIEW OUR SERVICES,**
WE LOOK FORWARD TO SUPPORTING YOUR FAMILY,
LOVED ONES, & OUR COMMUNITIES FLOURISH WITH CARE.

please reach out if you have any queries

info@alkalmahealth.com

+971 56 820 5443



alkalma
United for Health and Wellbeing

info@alkalmahealth.com

alkalmahealth.com

+971 56 820 5443