

Women
Entrepreneur
India **TOP 10**
INDIAN WOMEN LEADERS
IN MIDDLE EAST - 2021



FATEMA RAVAT,
GENERAL MANAGER, UDENZ

A Versatile professional with nine years of experience working in the digital health industry. Dr. Fatema Ravat has worked across multiple healthcare categories - hospitals, multi-specialty clinics, retailers. She took the initiative to develop new digital health products, such as the region's first dental e-commerce. She expanded existing product lines to increase profitability-experience in mobile health technology platforms, including EHRs, telemedicine, implementation of digital health software.

I STRONGLY BELIEVE THAT MY PRACTICE EXPERIENCE FROM DUBAI AND INDIA HAS LARGELY HELPED ME DELIVER THE BEST IN UDENZ

FATEMA RAVAT

AN EXPERIENCED DENTIST,
 MANAGING BUSINESS
 OPERATIONS TO CONNECT
 PATIENTS TO SPECIALIZED
 DENTISTS

"If you don't take risks, you'd never realize your potential." - Fatema Ravat.

Leaving behind a secured profession as a practicing dentist, Fatema followed her instincts and decided to join an early age startup. Despite the many 'what ifs', she pursued because she believed in her potential and understood that this would someday lead her to build her 'own'. Today, Fatema Ravat is the General Manager at UDENZ. The Only Dental Startup in Middle East working to provide patients with accessible and affordable dental treatments.

In an exclusive interview with us, she takes us through her story behind the company.

GIVE US A BRIEF OVERVIEW OF UDENZ.

UDENZ was founded in 2016 in Dubai. The company in the beginning years catered to 6000 dentists and 500 Dental Specialty Clinics in the UAE and the region including countries such as Saudi Arabia, Oman, Jordan and Egypt. Initially, the business focused on connecting patients to dentists. However, in 2019, when I joined UDENZ, we developed new verticals. First was an e-commerce platform selling dental products from across the globe at discounted prices. Then, when the pandemic hit we started tele dentistry through which patients could virtually consult with dentists. Currently, we are also building a CRM system and a Payment Solution that will be launched by December 2021.

UDENZ was recently listed with Dubai Economic Department and previously by Forbes Middle East Magazine as Startup to watch in UAE and Arab World. Our focus remains on connecting patients to dentists. Our goal is to provide accessible and affordable dentistry.

WHAT ARE SOME OF THE IMPORTANT FEATURES ABOUT YOUR EXPERTISE AS A BUSINESS LEADER ?

I oversee operations for UDENZ. Specifically, the marketing team and development team. I have been a key member in developing

tele dentistry and the eCommerce platforms for UDENZ. Since I was a practicing dentist, I believe my expertise and network have helped me onboard and retain clients. I also train dentists on how to use our platform and connect with patients. I am able to balance both the patient's and the dentist's end.

TAKE US THROUGH YOUR EARLY EDUCATIONAL JOURNEY AND PRIOR INDUSTRY EXPERIENCE.

I was raised in the UAE and was here till grade 12. For bachelors, I moved to India and was awarded as the state topper in Gujarat. After graduation, I worked for a private clinic in India and then moved back to Dubai in 2015. In 2016 I started practicing and worked in a private clinic in Dubai.

I strongly believe that my practice experience from Dubai and India has largely helped me deliver the best in UDENZ. I then decided to pursue MBA in Healthcare Management and refined my skill toward the 'business side of the dental industry.

WHAT ARE SOME OF THE MOST CHALLENGING ASPECTS OF YOUR JOB AND HOW DO YOU OVERCOME THEM?

One of the most difficult things is managing stakeholders expectations and I mean dentists, patients and investors. Most dentists focus on practicing and do not leverage online platforms to connect to patients. Convincing them hence is difficult but since I have practiced dentistry myself and have realized the importance of having an online presence I am able to convince them.

When the pandemic took over, the dental industry suffered huge losses. Most patients did not want to visit dental clinics due to the 'COVID' fear. UDENZ was able to leverage that through the teledentistry platform. Consultations were conducted online and this gave patients the confidence to visit the clinic for the procedures.

AS THE GM OF THE FIRM, HOW DO YOU DRIVE GROWTH WITHIN THE ORGANIZATION? WHAT IS YOUR LEADERSHIP MANTRA?

I believe in teamwork. We are a startup, no one is ahead or behind, we are all on the same line. We have an amazing team and I believe in giving them the freedom to work as they wish. But, this doesn't mean that I don't follow up. Deadlines are set and I oversee both the development and marketing team, ensuring work is done. So, I think constant motivation, team meetings, and creating a work-friendly environment helps in giving better results.

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HOW HAS YOUR JOURNEY BEEN AS A BUSINESS LEADER SO FAR? HOW DO YOU KEEP YOURSELF WELL ALIGNED WITH THE PERIODIC EVOLUTIONS OCCURRING IN THE INDUSTRY?

Competitor analysis is key. When working in a field that involves technology, it is important to keep a watch and understand what is the 'latest' and how it is being used. It is also important to read and attend seminars conducted by industry experts to stay ahead of the curve.



GIVEN THE DEMANDING NATURE OF YOUR JOB, HOW DO YOU MANAGE TO STRIKE A BALANCE BETWEEN YOUR WORK AND HOME LIFE? WHAT ARE SOME ACTIVITIES OR HOBBIES THAT YOU LIKE TO GIVE TIME TO?

I have a two-year-old child so I hardly have 'me' time but whenever I get a chance, I read. I have been an avid reader all my life. However, I have always loved working and am very dedicated and passionate about what I do so I always ensure work is done. Work from Home has definitely given us, working mothers the leverage to pursue both, home and work, at ease.

WHAT WOULD YOUR WORDS OF ADVICE BE TO YOUNG WOMEN ASPIRING TO BECOME BUSINESS LEADERS?

Follow your instincts and dreams.

When I left dentistry practice, a lot of people asked me if I was sure? Also, because I was leaving everything for a startup. But I knew I was doing the right thing because I have always believed in taking risks. If you don't take risks, you'd never realize your potential. These are baby steps toward becoming an entrepreneur. [WFI](#)

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