

HIRAAL ELITE

Premium Regenerative Orthopedic Clinic

Company Profile & Brand Foundation

1. Company Overview

Hiraal Elite is a premium regenerative orthopedic clinic and specialized division of **Hiraal Clinic**, based in **Hargeisa, Somaliland**.

The clinic is designed for patients who want advanced, private, and high-quality orthopedic care in a refined clinical environment. Hiraal Elite focuses on non-surgical knee care, mobility restoration, pain reduction, and personalized recovery programs for patients experiencing chronic knee pain, stiffness, early-to-moderate knee osteoarthritis, sports-related knee problems, and mobility limitations.

Hiraal Elite is not positioned as a traditional hospital experience. It is designed as a **boutique medical suite** where advanced orthopedic knowledge, regenerative medicine, precision-guided treatment, physiotherapy, and premium patient care come together.

The brand represents a new standard of private healthcare in Somaliland: modern, calm, technology-driven, and patient-centered.

2. Brand Positioning

Hiraal Elite is positioned as a **luxury orthopedic recovery clinic** for patients seeking expert-led, non-surgical knee treatment delivered with comfort, privacy, and advanced medical technology.

The clinic combines:

- Orthopedic expertise
- Regenerative treatment options
- Image-guided precision
- Shockwave and laser therapy
- Physiotherapy rehabilitation
- Personalized recovery planning
- Premium patient experience

The central brand idea is:

Advanced Knee Care Without Surgery

Alternative positioning lines:

Natural Healing. Precision Recovery.

Move Freely. Live Fully.

Premium Orthopedic Recovery for Modern Patients.

Elite Healthcare. Trusted Care.

3. Brand Philosophy

Hiraal Elite believes that healthcare should be more than treatment. It should be a complete experience of trust, clarity, comfort, and confidence.

Many patients with knee pain feel confused, afraid of surgery, or tired of temporary solutions. Hiraal Elite exists to give these patients a more structured and premium recovery pathway.

The clinic's philosophy is built on four pillars:

1. Precision

Every patient should receive a careful assessment and a treatment plan designed around their condition, lifestyle, and recovery goals.

2. Technology

Advanced tools such as ultrasound guidance, PRP preparation systems, therapeutic laser, and shockwave therapy support more focused and modern orthopedic care.

3. Recovery

The goal is not only to reduce pain, but also to improve mobility, strength, confidence, and daily function.

4. Experience

Patients should feel respected from the moment they enter the clinic. The environment, communication, service, and follow-up should all reflect premium healthcare.

4. Vision Statement

To become the leading premium regenerative orthopedic clinic in Somaliland and the wider Somali region, offering advanced non-surgical knee care through expert medical leadership, modern technology, and an exceptional patient experience.

5. Mission Statement

To help patients with knee pain and mobility problems access advanced, personalized, and evidence-informed orthopedic recovery programs in a premium clinical environment designed around trust, comfort, precision, and long-term movement.

6. Core Values

Clinical Excellence

We are committed to high standards of medical assessment, treatment planning, and patient safety.

Patient Trust

We communicate clearly, honestly, and respectfully so every patient understands their condition and options.

Precision Care

We believe treatment should be targeted, personalized, and guided by careful evaluation.

Innovation

We embrace modern orthopedic technologies and recovery methods that support better patient outcomes.

Comfort & Privacy

We provide a refined clinic environment where patients feel calm, respected, and cared for.

Long-Term Recovery

We focus on sustainable mobility improvement, not only short-term symptom relief.

7. Target Market

Hiraal Elite is designed for private healthcare patients who value expert care, comfort, and premium service.

Primary target groups include:

- High-net-worth individuals
- Business leaders and executives
- Professionals with active lifestyles
- Somali diaspora patients visiting Somaliland
- Older adults with knee pain and stiffness
- Patients seeking alternatives before considering surgery

- Patients with mild-to-moderate knee osteoarthritis
- Patients recovering from knee-related movement limitations
- Individuals who want a more private and premium clinic experience

The clinic should speak to patients who are willing to invest in quality care, trusted doctors, advanced treatment, and a structured recovery journey.

8. Main Medical Focus

Hiraal Elite specializes in advanced non-surgical knee care, with special focus on:

- Chronic knee pain
- Knee stiffness
- Mild-to-moderate knee osteoarthritis
- Reduced mobility
- Early degenerative knee problems
- Sports-related knee pain
- Joint inflammation
- Functional movement limitations
- Knee pain affecting work, prayer, walking, stairs, and daily life

The clinic's service language should remain simple and patient-friendly. Instead of overusing complex medical terminology, Hiraal Elite should explain treatments in clear, reassuring language.

For example:

Instead of: **Knee Osteoarthritis**

Use: **Chronic Knee Pain and Stiffness**

Instead of: **Regenerative Medicine**

Use: **Natural Healing Support**

Instead of: **Image-Guided Injection**

Use: **High-Definition Precision Treatment**

Instead of: **Multimodal Protocol**

Use: **The Complete 4-Step Recovery Plan**

9. Signature Program

6-Week Elite Knee Recovery Program

The **6-Week Elite Knee Recovery Program** is the flagship treatment pathway of Hiraal Elite.

It is designed for patients with mild-to-moderate knee osteoarthritis, chronic knee pain, stiffness, and reduced mobility who want a structured, premium, non-surgical care plan.

The program combines clinical assessment, regenerative treatment, pain-reduction technology, physiotherapy, home exercise, and weekly progress monitoring.

The goal is to support pain reduction, improve movement, restore confidence, and help patients return to daily activities with better function.

Program Investment

\$1,450

Total Treatment Value

\$2,690

Optional Add-Ons

PRP Shot #2 — **\$500**

PRP Shot #3 — **\$500**

10. How the 6-Week Program Works

The 6-week program is built as a complete patient journey, not a single treatment.

Each patient goes through a structured process:

1. Understand the knee problem
2. Confirm the treatment plan
3. Reduce pain and inflammation
4. Support natural healing
5. Strengthen the knee
6. Improve mobility
7. Monitor progress
8. Build long-term self-care habits

The program is designed to combine medical treatment with rehabilitation. This is important because knee pain is rarely solved by one session alone. Many patients need a complete plan that addresses pain, joint health, muscle strength, movement control, and lifestyle habits.

11. Program Phase Breakdown

Phase 1: Clinical Assessment & Diagnosis

Week 1

The first phase begins with a detailed orthopedic knee consultation.

This is where the doctor evaluates the patient's condition, pain history, movement ability, and treatment suitability.

What Happens During This Phase

The doctor may review:

- Pain location
- Pain duration
- Knee stiffness
- Walking ability
- Stair difficulty
- Previous injuries
- Previous treatments
- X-rays or MRI if available
- Joint alignment
- Range of motion
- Swelling or inflammation
- Patient lifestyle and activity level
- Medical history and risk factors

Purpose

The purpose of this phase is to understand the exact condition before starting treatment.

Not every patient needs the same plan. Some patients may need PRP. Others may need more physiotherapy, more pain-control support, or a different medical pathway. The consultation helps decide the safest and most suitable plan.

Patient Benefit

By the end of this stage, the patient should understand:

- What may be causing the knee pain
- How severe the condition appears
- Which treatment options are suitable
- What the 6-week recovery plan will include
- What realistic improvement goals should be expected

Value

Consultation Value: **\$200**

Phase 2: Regenerative Treatment Planning

Week 1

After the consultation, the clinic prepares a personalized recovery plan.

This phase explains the treatment schedule, expected sessions, home instructions, and the role of each therapy.

What Happens During This Phase

The clinical team creates a treatment pathway based on:

- Pain level
- Knee function
- Severity of stiffness
- Patient age and activity level
- Imaging results if available
- Medical suitability for PRP
- Physiotherapy needs
- Recovery goals

Purpose

The goal is to make the treatment plan clear and organized before therapy begins.

A premium clinic experience requires more than giving treatment. The patient should know what is happening, why it is being done, and what each stage is designed to support.

Patient Benefit

The patient receives a clear roadmap, which helps reduce fear and confusion.

This also improves trust because the patient can see that the clinic is following a structured process rather than random sessions.

Phase 3: PRP Injection

Week 1 or Week 2

PRP stands for **Platelet-Rich Plasma**. It is a regenerative treatment prepared from the patient's own blood.

The patient's blood is collected and processed using a centrifuge system to separate platelet-rich plasma. This concentrated plasma is then injected into the targeted knee area by the medical professional.

What Happens During This Phase

The process generally includes:

1. Patient preparation
2. Blood collection
3. PRP processing using the centrifuge system
4. Clinical preparation of the knee

5. Targeted injection
6. Short post-treatment observation
7. Aftercare instructions

Purpose

PRP is used to support the body's natural healing response. In the context of knee osteoarthritis and knee pain, PRP may help reduce inflammation and support tissue recovery processes.

Patient Benefit

The patient receives a treatment designed to work with the body's own healing potential.

PRP is positioned as the biological pillar of the program because it supports the regenerative side of the recovery journey.

Important Patient Communication

The clinic should avoid promising that PRP will cure knee arthritis or guarantee avoidance of surgery. The professional message should be:

PRP may support pain reduction and functional improvement in selected patients, especially when combined with a complete rehabilitation plan.

Quantity

1 PRP injection included

Duration

30–40 minutes

Value

PRP Injection Value: **\$600**

Optional Add-Ons

Additional PRP injection: **\$500 each**

Phase 4: Image-Guided Precision Care

Week 1 or Week 2

Hiraal Elite uses image-guided precision as part of its premium medical identity.

This may include ultrasound-guided treatment support using advanced imaging technology.

What Happens During This Phase

The clinician uses imaging to better understand the knee structure and guide treatment decisions.

When used for injections, ultrasound guidance allows the clinician to visualize the target area more accurately.

Purpose

The purpose is precision.

Instead of relying only on surface-level estimation, image-guided care supports a more targeted approach.

Patient Benefit

The patient feels more confident because the treatment is guided with modern technology.

This phase strengthens the brand message:

We do not treat blindly. We use precision to guide better care.

Brand Message

High-definition precision for targeted knee recovery.

Phase 5: Shockwave Therapy

Weeks 1–6

Shockwave therapy uses acoustic energy pulses to stimulate targeted tissue areas.

In the Hiraal Elite program, it supports pain reduction, mobility improvement, and tissue activation around the knee.

What Happens During This Phase

The patient attends scheduled shockwave therapy sessions.

During each session:

- The therapist identifies the treatment area
- Gel may be applied to the skin
- The shockwave device is applied to the targeted region
- Acoustic pulses are delivered
- Intensity is adjusted based on patient comfort and clinical need

Purpose

Shockwave therapy is included as the activation pillar of the program.

Its role is to stimulate the tissues, support circulation, reduce stiffness, and help activate the recovery process.

Patient Benefit

Patients may experience improved comfort and movement over the course of treatment.

Shockwave therapy is especially useful as part of a broader recovery plan, not as a standalone promise.

Sessions

6 sessions

Duration

10–15 minutes each

Value

\$75 per session

Total Value

\$450

Brand Message

Acoustic pulse technology to support mobility and reactivate joint health.

Phase 6: Class IV Laser Therapy

Weeks 1–6

Laser therapy is used to support pain reduction and inflammation control.

In Hiraal Elite's program, it is part of the anti-pain and recovery-support system.

What Happens During This Phase

The patient receives scheduled laser therapy sessions.

During each session:

- The treatment area is prepared
- The device is applied according to the clinical plan

- Light energy is delivered to the target area
- The therapist monitors comfort and response

Purpose

Laser therapy is used to support deep tissue comfort, reduce inflammation-related symptoms, and improve the patient's ability to participate in movement and rehabilitation.

Patient Benefit

When pain and stiffness are reduced, patients may find it easier to walk, exercise, and complete physiotherapy sessions.

Sessions

12 sessions

Duration

8–10 minutes each

Value

\$40 per session

Total Value

\$480

Brand Message

Light-based therapy to support comfort, movement, and recovery.

Phase 7: Supervised Physiotherapy Rehabilitation

Weeks 1–6

Physiotherapy is one of the most important parts of the 6-week program.

Medical treatments may help reduce pain, but physiotherapy helps improve strength, movement, balance, and long-term knee support.

What Happens During This Phase

The patient attends supervised physiotherapy sessions with a trained professional.

Sessions may include:

- Knee mobility exercises

- Quadriceps strengthening
- Hip strengthening
- Hamstring flexibility
- Balance training
- Walking mechanics
- Functional movement training
- Stair and sitting-to-standing exercises
- Manual therapy where appropriate
- Education on safe movement

Purpose

The purpose is to rebuild support around the knee.

Many knee pain patients lose strength because they avoid movement. This can create a cycle:

Pain leads to less movement.

Less movement leads to weakness.

Weakness increases pressure on the knee.

More pressure creates more pain.

Physiotherapy helps break that cycle.

Patient Benefit

The patient works toward:

- Better walking comfort
- Improved knee strength
- Better balance
- More confidence in movement
- Reduced fear of activity
- Better daily function
- Stronger support around the joint

Sessions

12 sessions

Duration

45 minutes each

Value

\$60 per session

Total Value

\$720

Brand Message

Expert-guided movement therapy for stronger, more confident knees.

Phase 8: Personalized Home Exercise Program

Weeks 1–6 and After Program

The home exercise plan is the patient's personal recovery routine outside the clinic.

It helps maintain progress between sessions and after the 6-week program ends.

What Happens During This Phase

The patient receives a simple, personalized home exercise plan.

The plan may include:

- Strength exercises
- Mobility exercises
- Stretching
- Balance exercises
- Walking guidance
- Pain monitoring tips
- Activity modification advice

Purpose

The goal is to make the patient active in their own recovery.

Hiraal Elite should communicate that the clinic provides expert care, but long-term improvement also depends on patient consistency.

Patient Benefit

The home program helps patients continue improving outside clinic visits.

It also helps them maintain better movement after the official 6-week program is complete.

Duration

6 weeks

Value

\$120

Brand Message

Your recovery continues beyond the clinic.

Phase 9: Weekly Progress Monitoring

Weeks 1–6

Every week, the patient's progress is reviewed.

This helps the clinical team adjust the plan when needed and keeps the patient motivated.

What Happens During This Phase

Weekly monitoring may include:

- Pain score review
- Walking ability review
- Range of motion check
- Exercise progress review
- Therapy response discussion
- Treatment adjustment
- Patient questions
- Next-week planning

Purpose

The purpose is to keep the program personalized.

A premium program should not feel like the same routine for every patient. Weekly monitoring allows the team to respond to the patient's progress.

Patient Benefit

The patient feels guided, supported, and not left alone.

This also improves accountability and helps the clinic maintain a high standard of care.

Sessions

6 check-ins

Value

\$120

Brand Message

Measured progress. Personalized adjustment. Better recovery confidence.

12. Complete Program Value Table

Treatment Component	Value
Orthopedic Knee Consultation	\$200
PRP Injection	\$600
Shockwave Therapy	\$450
Class IV Laser Therapy	\$480
Supervised Physiotherapy	\$720
Home Exercise Program	\$120
Weekly Progress Monitoring	\$120
Total Treatment Value	\$2,690

Program Investment

\$1,450

13. Patient Journey

The Hiraal Elite patient journey should feel smooth, premium, and highly organized.

Step 1: Booking

The patient books through phone, WhatsApp, website, or clinic reception.

Step 2: Welcome & Registration

The patient is welcomed into a calm premium reception environment and completes basic information.

Step 3: Consultation

The orthopedic specialist evaluates the patient and explains the condition clearly.

Step 4: Treatment Plan

The clinic presents the personalized 6-week recovery plan.

Step 5: Therapy Begins

The patient starts PRP, shockwave, laser, and physiotherapy according to the plan.

Step 6: Weekly Progress Review

The care team tracks progress and adjusts the program.

Step 7: Final Review

At the end of 6 weeks, the patient receives a progress summary and next-step recommendations.

Step 8: Maintenance Plan

The patient continues home exercises and may return for follow-up or additional therapy if recommended.

14. Core Services

Orthopedic Consultation

A detailed assessment with an orthopedic specialist to understand the cause of pain, movement limitations, and treatment suitability.

Best For

- Knee pain
 - Joint stiffness
 - Walking difficulty
 - Sports injuries
 - Chronic discomfort
 - Patients considering non-surgical options
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PRP Therapy

A regenerative treatment using platelet-rich plasma prepared from the patient's own blood.

Best For

- Selected knee osteoarthritis cases
- Chronic knee pain
- Soft tissue irritation
- Patients seeking regenerative treatment options

Patient-Friendly Explanation

PRP uses a concentrated part of your own blood to support your body's natural healing response.

Ultrasound-Guided Precision Treatment

A modern method that allows the clinician to see the target area more clearly during assessment or injection.

Best For

- Precision injection
- Better treatment targeting
- Complex pain areas
- Patients who want advanced technology-led care

Patient-Friendly Explanation

We use imaging technology to guide treatment more precisely.

Shockwave Therapy

A non-invasive therapy using acoustic pulses to stimulate targeted tissues.

Best For

- Chronic pain
- Stiffness
- Tendon-related discomfort
- Mobility support

Patient-Friendly Explanation

Shockwave therapy uses sound-wave energy to help activate the recovery process.

Class IV Laser Therapy

A light-based therapy used to support comfort, inflammation reduction, and movement.

Best For

- Pain management support
- Stiffness
- Inflammation-related symptoms
- Patients preparing for physiotherapy

Patient-Friendly Explanation

Laser therapy uses light energy to support deep tissue comfort and recovery.

Physiotherapy Rehabilitation

A guided movement and strengthening program led by a trained professional.

Best For

- Weakness
- Reduced mobility
- Balance problems
- Knee support
- Long-term function

Patient-Friendly Explanation

Physiotherapy helps strengthen the muscles around your knee so you can move with more confidence.

15. Patient Education Message

Hiraal Elite should teach patients that knee recovery is not only about one injection or one therapy.

A strong recovery plan may include:

- Medical assessment
- Pain control
- Regenerative support
- Strength training
- Mobility work
- Lifestyle guidance
- Progress monitoring

The patient should understand that the goal is to improve function and quality of life through a complete care pathway.

16. Brand Tone of Voice

Hiraal Elite should speak in a voice that is:

- Clear
- Calm
- Premium
- Trustworthy
- Respectful
- Confident
- Not exaggerated
- Not fear-based
- Not too technical

Good Tone Example

"Your knee pain deserves a clear diagnosis and a structured recovery plan. At Hiraal Elite, we combine orthopedic expertise, regenerative treatment, precision technology, and guided rehabilitation to help you move with more confidence."

Avoid

"Guaranteed cure."

"Never need surgery."

"Instant results."

"Miracle treatment."

"100% success."

"Best in the world."

17. Website Structure

A real Hiraal Elite website should be clean, premium, mobile-first, and conversion-focused.

Recommended website pages:

1. Home

- Hero message
- Premium clinic image/video
- Main offer
- Book assessment CTA
- Key services
- Doctor authority
- Technology section
- 6-week program preview
- Testimonials when available
- Contact and booking

2. About Hiraal Elite

- Brand story
- Mission
- Vision
- Premium clinic experience
- Why Hiraal Elite is different

3. 6-Week Elite Knee Recovery Program

- Full program explanation
- Who it is for
- What is included
- How it works
- Weekly journey
- Program value

- Investment price
- Booking CTA

4. Services

Separate sections for:

- Orthopedic consultation
- PRP therapy
- Ultrasound-guided treatment
- Shockwave therapy
- Laser therapy
- Physiotherapy

5. Technology

- DrPRP Centrifuge System
- Mindray TE Air or ultrasound system
- Therapeutic laser
- Shockwave therapy equipment
- Premium clinic environment

6. Doctor / Medical Team

- Doctor profile
- Credentials
- Specialty
- Experience
- Patient care philosophy

7. Patient Education

- Knee pain explained
- Osteoarthritis explained simply
- PRP explained
- What to expect before and after treatment
- Home care advice

8. Contact / Book Appointment

- WhatsApp button
 - Phone
 - Location
 - Opening hours
 - Appointment form
 - Google Map
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18. Website Home Page Draft

Hero Section

Advanced Knee Care Without Surgery

Premium regenerative orthopedic care for knee pain, stiffness, and mobility problems in Hargeisa.

Book Your Knee Assessment

Support Section

At Hiraal Elite, we combine orthopedic expertise, regenerative treatment, precision-guided care, shockwave therapy, laser therapy, and physiotherapy to create a complete recovery pathway for patients with knee pain.

Why Hiraal Elite

Precision-Led Care

Every treatment begins with a detailed orthopedic assessment.

Advanced Recovery Technology

We use modern tools to support targeted care and recovery.

Premium Patient Experience

A private, calm, and refined clinic environment designed around comfort and trust.

Complete Recovery Program

Our 6-week program combines treatment, rehabilitation, and progress monitoring.

Signature Program

6-Week Elite Knee Recovery Program

A structured program for mild-to-moderate knee pain and stiffness, combining PRP therapy, shockwave therapy, laser therapy, physiotherapy, home exercise, and weekly progress reviews.

Program Investment: \$1,450

Total Treatment Value: \$2,690

Book Your Assessment

19. Marketing Message Examples

Main Billboard Headline Options

Walk Without Pain. Lead Without Limits.

Advanced Knee Care Without Surgery.

Your Knee Pain Deserves Precision Care.

Natural Healing. Stronger Movement. Better Life.

Somaliland's Premium Regenerative Knee Clinic.

Campaign Copy

Knee pain should not control your life.

Hiraal Elite offers a premium 6-week knee recovery program combining orthopedic consultation, PRP therapy, shockwave, laser, and physiotherapy.

Book your knee assessment today.

20. Interior Experience Direction

The clinic interior should immediately communicate premium care.

The patient should feel:

- calm
- respected
- safe
- confident
- private
- cared for

Recommended Interior Style

- Deep green feature wall
- Backlit silver or gold logo signage
- Warm ivory walls
- Stone or marble-style reception counter
- Leather or premium fabric seating
- Soft clinical lighting
- Minimal decor
- Hidden cables
- Glass partitions
- Clean treatment rooms
- Technology display areas

Reception Experience

The reception should feel closer to a premium lounge than a hospital waiting area.

Use:

- soft seating
 - calm lighting
 - quiet atmosphere
 - branded scent
 - clean music or ambient sound
 - premium patient folders
 - organized appointment flow
-

21. Brand Visual Direction

The Hiraal Elite identity should use:

Primary Color

Deep dark green / medical teal

Secondary Colors

Ivory, clinical white, warm beige, titanium silver, subtle gold

Typography

Modern premium sans-serif typography with strong clarity and elegance.

Recommended style:

- Manrope
- General Sans
- Helvetica Neue
- Inter
- Neue Haas Grotesk style

Photography Style

Use images that show:

- confident patients walking
- premium clinic reception
- doctor consultation
- ultrasound-guided treatment
- medical technology
- physiotherapy movement
- calm, high-end healthcare spaces

Avoid:

- cheap stock medical images
 - overly dramatic pain expressions
 - crowded hospital visuals
 - unrealistic miracle-treatment imagery
-

22. Differentiation

Hiraal Elite is different because it combines:

- Premium clinic environment
- Orthopedic-led assessment
- Regenerative treatment options
- Technology-guided precision
- Structured rehabilitation
- Weekly monitoring
- Clear patient education
- High-end patient experience

The clinic is not just offering sessions.
It is offering a complete recovery pathway.

23. Suggested Brand Promise

Hiraal Elite helps patients with knee pain access premium, structured, and technology-supported orthopedic recovery care in a private clinic environment designed for comfort, precision, and trust.

24. Company Profile Closing Statement

Hiraal Elite represents a new generation of private healthcare in Somaliland.

It is built for patients who want more than quick treatment. They want clarity, confidence, expert guidance, advanced technology, and a premium healthcare experience.

Through its 6-Week Elite Knee Recovery Program, Hiraal Elite combines regenerative care, precision-guided treatment, pain-support technology, physiotherapy, and progress monitoring into one structured journey.

The goal is simple:

To help patients move better, feel stronger, and return to daily life with greater confidence.

Hiraal Elite
Advanced Knee Care Without Surgery
Natural Healing. Precision Recovery.