

Digital Health Trends Reshaping Healthcare in the Middle East

Investments in health informatics is witnessing a steady surge in the past couple of years. To match global healthcare delivery models with sustainability and practicality, the Middle Eastern care givers are more open to invest and explore the best possible ways to move ahead and become a centre for medical tourism backed with affordable world class medical infrastructure.

According to industry experts, the Middle East healthcare providers will spend over **\$80 billion**, under technical capability expansion and digital innovation under healthcare services.



Recent efforts to integrate technology and the healthcare sector have proven successful in countries such as the UAE and Saudi Arabia.

Programmes such as KSA's Integrated and Comprehensive Health Programme, today connects more than **3,500** healthcare facilities country-wide.



UAE's agreement with telecoms providers Etisalat and Du will cover various mHealth products and services.

In 2013, Saudi Arabia spent an estimated **\$35.9 billion** on health care services.



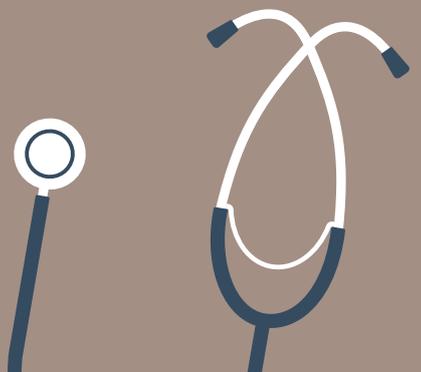
The United Arab Emirates plans to increase overall healthcare spending from approximately \$14 billion in 2013, to \$19.6 billion by 2018.

Mobility is a major part of the overall digital healthcare products and solutions market. In 2017, the mobile health market is expected to reach **\$24.2 billion** worldwide.



The digital health market is expected to reach \$233.3 billion by 2020 and will be primarily driven by the mobile health market.

Saudi Arabia is the fastest-growing healthcare IT market in the MEA region, forecast to expand by around 13.4% annually, followed by United Arab Emirates.



Things physicians want from digital health technologies:

Security and privacy

Patient scheduling tools

Patient management medical apps

Reference tools, journals and continuing education

Remote patient monitoring



PwC's Health Research Institute's Survey Report Suggests:

Nearly half of consumers and 79 % of physicians polled believe the use of mobile devices can help clinicians better coordinate care.

Half of physicians said that digital visits, or e-visits, could replace more than 10 % of in-office patient visits.

About 42 % of physicians are at least somewhat comfortable relying on at-home test results to prescribe medication.

About 28 % of consumers said they have a healthcare, wellness, or medical app on their mobile device.

Roughly two-thirds of physicians said they would be willing to prescribe an app to help patients manage a chronic disease such as diabetes.

Your healthcare, personalized:

TODAY

- Shopping for health insurance online
- Doctors are emailing patients with reports
- Clinics screening patients to see how they react to medicines based on their DNA



TOMORROW

- Request medicines from your smartwatch
- Receive one simple bill for healthcare
- Get a real-time alert when your BP is high
- Access personalized plan options from your insurer



What are the digital health trends that will shape healthcare in the Middle East?



Smartphones, apps, and wearables will empower patients, doctors, and caregivers



Big Data will uncover patterns, problems, and opportunities in healthcare



Cloud computing will unlock the valuable insights that lives in healthcare data



Digital health technologies will help mitigate security risks



Computing power and energy efficiency will be the driving force behind digital healthcare innovation



3D Printing will spur a new wave of growth and strategic thinking in healthcare



Telemedicine will expand healthcare into our homes and beyond



Global health will improve with the expansion of technology to developing countries



Technology will help us understand the clinical decision making

Sources:

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Arab Health Exhibition and Congress
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Statista (<http://www.statista.com/statistics/387867/value-of-worldwide-digital-health-market-forecast-by-segment/>)

PwC (<https://www.pwc.com/us/en/health-industries/top-health-industry-issues/assets/pwc-healthcare-delivery-of-the-future.pdf>)