



# Facilitating Healthcare through Connected Communities

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# Connected communities owning a stake in their **wellness** and **prosperity** – are the building blocks of a modern Arabia

Our **mission** is to create forward-looking digital health solutions that promote health and wellness, help customers have better access to quality healthcare & assist in the management of chronic diseases

## **du brings**

- A connected network
- A familiar and trusted way of communicating
- Continuous innovation and investment



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add life to life

# Telemonitoring Services

- NCDs and 24-7 Monitoring

To be the *leader* in delivering premium chronic disease management programs in the region; in partnership with payers and government



# Telemedicine Practice

- World Class Medicine
- Pre-visit preparation & Introductions

To be the *pioneer* in linking world class centers of excellence and different group hospital and thus leverage specialist skills, second opinions and continuous medical knowledge sharing



# Home Care Services

- Post Operative Monitoring
- Early Discharge Services
- Assisted Living

To be the *best* in looking after own patients in the comfort of their own home settings and participating in meaningful continuity of care models



# Customer Retention Services

- 24-7 Concierge Service
- Daily Health Tips
- Appointment, Medication, Refill & Test Reminders

To be the *only* healthcare provider who looks after patients even when they are not sick - ensuring high adherence/compliance behavior and support them in preventative wellness programs



# Patient Centric Care

- Patient Portals - Patient Record Sharing
- Education & Awareness
- Respond to Queries - Communities of Interest

To be the *unique* healthcare group that harnesses the power of social networks and delivers personalized health to their patients and thus building deep and trusted relationships



# Electronic Health is always ON

- EMR on the go
- The Doctor is mobile
- Location based services

To be the *connected* hospital that is always available and enables anytime, anywhere information access to their clinical staff; thus ensuring highest levels of patient care, information privacy & security, and fully utilized IT investments

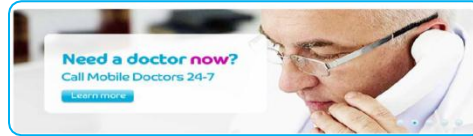




# Smart Health Portfolio – building a connected ecosystem of digital health services

## 1. 24-7 Physician Helpline

A doctor in your pocket all the time. Peace of mind, non-emergency quality healthcare and advice. Anytime anywhere – immediate, convenient, effective



## 2. Video Consult

A premium service for 24-7 home/office health access – video phone unit with VNOc connectivity



## 3. Health Text

Channel of wellness and healthy lifestyle tips for daily living



## 7. MyHealth IHR

An integrated personal health record portal and social market place – Helping customers own their health



## 4. Get FIT

Wearable trackers and connected portals for the motivated fit

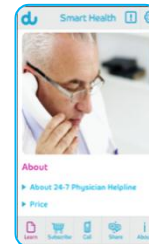


## 5. Health Link

Connected sensors (M2M) for remote monitoring of chronic diseases

## 6. Health App

Smart Phone apps acting as a seamless gateway to the du Smart Health portfolio – information, access, self care



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# Chronic disease prevalence continues to hurt the nation – **Monitoring Solutions** will be needed

**Health Link** is a connected ecosystem of products, devices and services that will enable the remote management of chronic diseases like Diabetes, CHF, COPD. It will allow healthcare providers to better look after their patients in post discharge and home care environments.



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Wellness is the new mantra – content and information will drive demand

Health Text is a family of content services that du offers to its customers that include SMS text based tips, suggestions, factoids and advice for leading a better and healthy lifestyle. These can be packages for corporates who want to drive loyalty and patient satisfaction programs for their customers/employees

Live Well  
Her Health  
Lose Weight  
Pregnancy Tips  
Quit Smoke

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  - Caller Tunes
  - MyWorld
  - mobile TV
  - Music on Demand

Health Text

Welcome to the world of Smart Health.

We want to empower you with personalised information as you pursue a healthier lifestyle. With daily advice and tips sent right to your mobile phone, living well and looking after yourself is easier than ever. We make sure the information coming to you can be integrated it into your day-to-day lifestyle with ease.

Live Well® Programme



# Empowering consumers/enterprises with their own medical information, online & mobile is a game changer. Building engagement is key – MyHealth

- MyHealth (the Hyjiya IHR)
  - The region's 1<sup>st</sup> ever Integrated Patient Portal and social market place with pre-integrated devices and applications – Hyjiya

**hyjiya**  
integrated health records service

**Login**

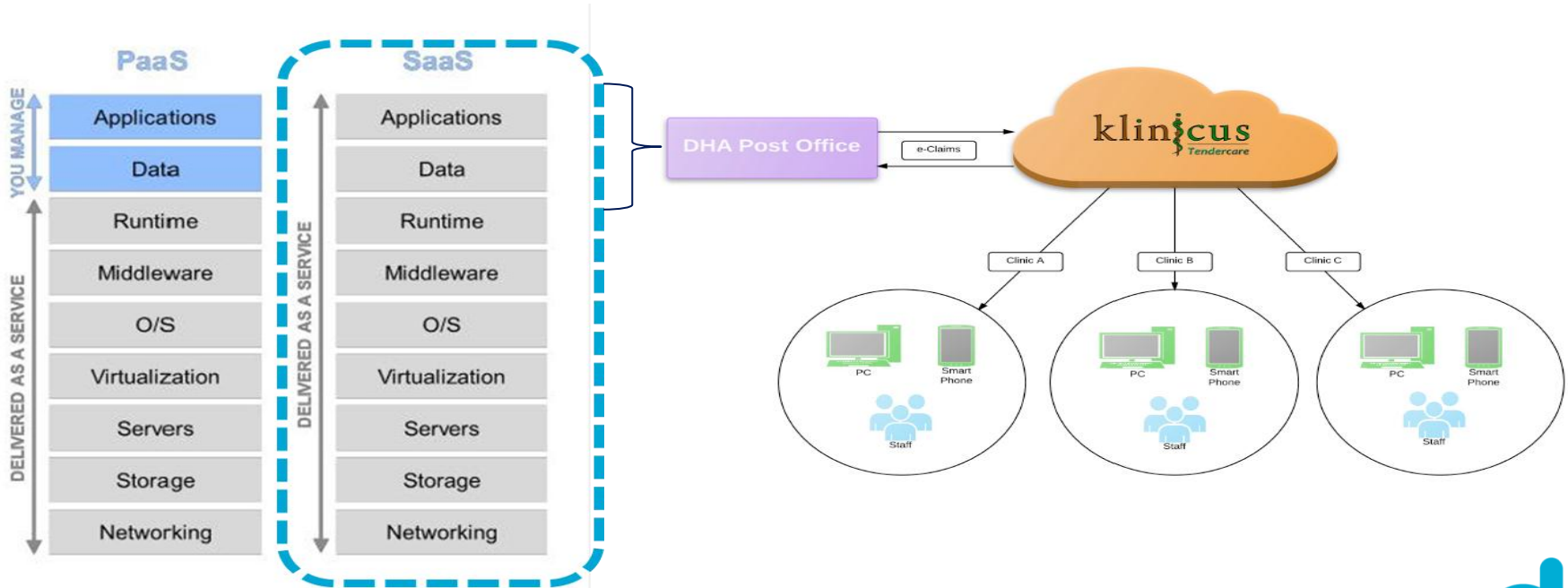
username      password      Emergency

           LOG IN      Forgot password?      LOG IN

**Health Text**  
Daily healthy living tips to enrich your lifestyle



# eHealth Initiative: Hosted EMR/HIS software as a service on the cloud, and available on all mobile platforms for the doctor on the go



# Telemedicine

Managing increasing costs for treatment and complex procedures, Handling decreasing budgets relative to population, Meeting demand for more specialists, Implementing innovation, increasing collaboration between research organizations

- Emergency medical care
- Remote clinics
- Specialist team meetings
- Access to remote
- Continual medical education
- Interviewing and recruiting



# Add life to life

is our brand promise...

Discussions & Questions!



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