
Healthcare Digital Future at Arab Health 2020



The growing importance of technology for global healthcare industry will be the spotlight of Arab Health, the MENA region's largest professional exhibition, which is to take place in Dubai on January 27–30.

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As is noted in *The Future Of Health Information Technology and The Internet Of Medical Things*, a [report](#) prepared by Arab Health's organisers Informa Markets, there will be two transformative shifts in the field:

- Healthcare delivery will turn into a 'seamless continuum of care' and focus on prevention and early intervention.
- A patient and their own ecosystem will be in the centre of health and care services (consumerisation of healthcare).

These shifts depend strongly on the convergence of medical technology (MedTech) and healthcare information technology (HIT), which includes electronic health records (EHRs), personal health records (PHRs), electronic prescribing (E-prescribing), picture archiving and communication systems (PACS), and vendor-neutral archives (VNAs).

IoMT at the Innovation Hub

Another important cluster is the Internet of Medical Things (IoMT): by 2022, its global market is expected to be valued at \$158.1 billion, and its market in the MENA region and Africa at \$9 billion. Several of the disruptive technologies in the IoMT ecosystem (eg Artificial Intelligence (AI), Augmented and Virtual Reality (AR/VR), disease management devices, etc.) will be presented at Arab Health's *Innovation Hub* held for the second time this year.

[According to](#) Ross Williams, exhibition director of Arab Health, "A future where data is secure, aggregated and easily analysed will be a crucial enabler for the digital transformation of healthcare and the health and well-being of people on an individual, national and global scale."

Startups & SMEs to Pitch Ideas

At the 2020 edition of Arab Health, there will also be a dedicated startup zone, in which startups, both local and international, will have the opportunity to showcase their innovative products and solutions. Among participating companies are [Nabta Health](#) (UAE), [Balsam United](#) (Saudi Arabia), [Seers Technology](#) (South Korea) and others.

During the special *Innov8 Talks* segment, SME's and entrepreneurs will 'pitch off' their healthcare ideas to investors, among which Amazon, Raiven Capital and Microsoft have already confirmed participation.

Talking about Patient Experience

At a new event this year, the *Patient Experience* conference, enhancement of the patient experience through digital health will be discussed, with particular attention to be given to empowering the patient to make better decisions, and in turn, making healthcare system more efficient. The speakers are Dr Ramadan Alblooshi, Chief Regulatory Officer of Dubai Health Authority ([DHA](#)), and Dr Tamara Sunbul, Strategic Planning, Performance Mgmt. & Business Development Office of [Johns Hopkins Aramco Healthcare](#) (Saudi Arabia).

In this year's Arab Health event over 4,250 exhibitors from more than 64 countries are taking part, and 55,000 visitors are expected to attend.

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