

Dubai Healthcare

Designing the primary healthcare system for Dubai for 2015

Reflecting the aspirations contained within the Dubai Strategic Plan and endorsed by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Dubai Government aims to establish a new and comprehensive healthcare structure.

The structure, with a particular emphasis on primary care, is designed to benefit all UAE nationals, residents and everyone living, working and visiting Dubai.

The Strategic plan for Dubai for 2015 makes it one of the most exciting and progressive places in the world. Employment levels are anticipated to double by 2015. GDP growth is estimated to be an astonishing 11% over the next 10 years. The demands on the current healthcare system will increase dramatically, with significant consequences for all stakeholders.

The aim is that future healthcare provision will support a responsible city that cares for the health of its people. The proposals will also build on existing provision to help maintain Dubai's growing status as an international centre for trade and investment and to help drive future growth by building on Dubai's reputation as a destination of choice for business.

'Underwritten and regulated by the state, the proposals will build on existing health provision to the benefit of all Emirati nationals, expatriate workers and visitors to reflect Dubai's global reputation as an economic hub, an excellent location for investment and to help sustain future growth.'

The Challenge

- Dubai's current healthcare structure and system will need to change radically to accommodate the growth as set out in the Dubai Strategic Plan
- Attitudes of all stakeholders towards the system – healthcare professionals, insurance companies, employers and employees – will need to be examined and accommodate change
- The cost of provision of healthcare and the impact of aging populations are forcing governments around the world to re-examine their healthcare systems to balance the need for the best health outcomes at the lowest possible costs
- Infrastructure investment takes many years to have an impact on the healthcare system of a country and agreement is required in order to fund and implement Dubai's future healthcare structure today.

Our Strategy

- An international benchmarking team travelling to a number of best practice countries and regions in the world including Australia, California and the East Coast of the USA, Singapore and the United Kingdom
- Detailed consultation with the Dubai healthcare task forces, working parties and management consultants on the hypothesis for the best healthcare structure for Dubai, focusing on the importance of primary care
- Big Talk creative workshop to design the future healthcare system for Dubai, lead by Promise, opened by the General Secretary of The Executive Council (Dubai Government) and attended by 100 key stakeholders
- Management workshop to finalise and agree Dubai healthcare structure with particular emphasis on primary care
- Big Talk used as part of an extensive consultation exercise with the population of Dubai
- This project is not due for completion until the end of 2007.