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TASMU DIGITAL VALLEY

## INTERNET OF THINGS (IoT) IN HEALTHCARE

IoT is a system of connected devices that speak to and interact with each other and other networks to improve the way our lives and businesses operate

### OPPORTUNITY DEFINITION | INTERNET OF THINGS (IoT) | DIGITAL HEALTH COACH

Monitor food consumption and activity through smartphones and wearables to provide real-time and contextualized advice, supporting individualized wellness and behavior. Data collected through the Digital Health Coach is integrated with patient records and monitored by health professionals to provide continuous guidance.

#### TARGET MARKET

##### Target Market

Total number of healthcare visits– **2.6 million**  
(MDPS' Health Services Statistics 2016)

##### Target Users

- › Patients
- › Nurses
- › Doctors



#### ADJACENT OPPORTUNITIES

- › Connected Pharmacy
- › Virtual Consultation
- › Remote Patient Monitoring
- › MyHealth Gateway

#### STAKEHOLDERS

- › Hospitals & Clinics
- › Pharmacies
- › Ministry of Public Health (MOPH)



#### KEY PROBLEM STATEMENT | NEED

Chronic illnesses and health issues are a burden to patients and require constant check-ups or use of specialists. This is costly, takes time and is a burden on the health care system.



Having real-time support eliminates much of this.



#### OWNER AND SECTOR

**Owner** Hospitals & Clinics  
**Sector** Healthcare



#### PROCUREMENT CYCLE

##### Request for Proposal (RFP)

The opportunity is in a RFP stage.



#### TIMESPAN



Total duration of 2-3 years including implementation and testing

#### BUDGET ACROSS INTERNET OF THINGS (IoT) ECOSYSTEM

The Qatar market for IoT is projected to reach **USD\$573 million** by 2022, at a compound annual growth rate (CAGR) of 35% from 2019 to 2022.

