



ARTIFICIAL INTELLIGENCE FOR DIGITAL FITNESS & NUTRITIONAL GUIDE IN HEALTHCARE

Artificial intelligence is defined as “the theory and development of computer systems able to perform tasks that normally require human intelligence, such as visual perception, speech recognition, decision-making, and translation between languages”

OPPORTUNITY DEFINITION | ARTIFICIAL INTELLIGENCE | DIGITAL FITNESS & NUTRITIONAL GUIDE

The purpose of digital fitness & nutritional guide initiative is to implement a digital platform that can provide a personalized nutrition and health plan informed through food consumption and activity monitoring. The solution provides real-time and contextualized advice to promote a healthier lifestyle, with the option to connect with groups of coaches with specialties for: pregnant women, people with chronic diseases, people with diabetes and children & adults with disabilities.

TARGET MARKET

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Qatar obesity rank falls 4th in the MENA region and 15th in the world with obesity affecting **35.1% of the adult population**. (WHO, 2020)

Target Users

- Long term/ chronic patient, People with disabilities
- Aging population
- Parents & Young adults, Adolescents & children
- Workforce
- Women



KEY PROBLEM STATEMENT | NEED

Most people find weight loss difficult. They face several challenges including knowing what diet is suitable for them, understanding what is in the food they consume using wearables and staying motivated to adhere to the plan. This solution addresses these key challenges and partners with people on their weight loss journey.



PROCUREMENT CYCLE

Request For Proposal (RFP)

The opportunity is in a RFP stage.



TIMESPAN



Total duration of 2 – 3 years including implementation, testing, operations and monitoring.

ADJACENT OPPORTUNITIES

- Athlete Performance Dashboard
- Workplace Activity Platform
- National Sports eHub
- Digital Activity Coach
- National Health and Wellbeing Guide

STAKEHOLDERS

- Ministry of Public Health (MoPH)
- Hamad Medical Corporation (HMC)
- Primary Health Care Corporation (PHCC)
- Sidra Medicine



OWNER AND SECTOR

Owner Ministry of Public Health (MoPH)

Sector Healthcare



BUDGET ACROSS ARTIFICIAL INTELLIGENCE ECOSYSTEM

The Qatar market for artificial intelligence is projected to reach **USD 5.7 million** by 2022, at a compound annual growth rate (CAGR) of 40% from 2019 to 2022.

