

INTERNET OF THINGS (IoT) FOR PREGNANCY & BABY CARE 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) | PREGNANCY & BABY CARE

This opportunity is a digital health platform which allows women to track their pregnancies from conception to early childhood through personalized content, tips, notifications, tools, checklists and milestone tracking.

TARGET MARKET

Target Market

Fertility rate for Qatar is **1.8 births per woman** in 2020. (The World Bank 2020)

Target Users

- Women



KEY PROBLEM STATEMENT | NEED

While exciting, pregnancy can be a scary time especially for first time mothers. It is easy to be overwhelmed by the things to learn and track to care for yourself and your baby during pregnancy or for your new-born baby. This solution offers mothers support for a more informed, healthier, and less stressful prenatal and post-partum journey. It provides educational information, offers a number of trackers, tools and checklists and provides access to a community of mothers and experts.



PROCUREMENT CYCLE

Request For Proposal (RFP)

The opportunity is in a RFP stage.



ADJACENT OPPORTUNITIES

- N/A

STAKEHOLDERS

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

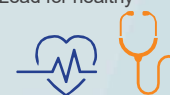


OWNER AND SECTOR

Owner Ministry of Public Health (MoPH) – National Lead for healthy women leading to healthy pregnancies

Partner Sidra Medicine

Sector Healthcare



TIMESPAN



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

BUDGET ACROSS INTERNET OF THINGS (IoT) ECOSYSTEM

The Qatar market for IoT is expected to grow at a compound annual growth rate (CAGR) of roughly 35% over the next four years, becoming a **USD 573 million** market in 2022.

