

INTERNET OF THINGS (IoT) FOR SMOKING CESSATION 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) | SMOKING CESSATION

This project aims to use digital therapeutics and device aided solution that helps smokers to successfully complete their journey of quitting smoking. The app provides tools/exercises, personalized coaching, community support groups, targeted educational content and a specific module for adolescents and children.

TARGET MARKET

Target Market

More than 3,600 patient visits to the Smoking Cessation Clinic (2018).

Target Users

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



KEY PROBLEM STATEMENT | NEED

Individuals addicted to smoking often struggle to the right tools and community support to aid them with their smoking cessation 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



- Digital Therapeutics for Anxiety and Depression
- Digital Fitness and Nutritional Guide
- Medication Adherence
- Online Meditation

STAKEHOLDERS

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



OWNER AND SECTOR

Owner Hamad Medical Corporation (HMC) – Tobacco Control Center

Sector Healthcare



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.

