Link Development Powers DHCR in Digitalizing the Future of Healthcare in Dubai's Free Zone and Landing a Government Excellence Award

MASAAR

GOVERNMENT OF DUBAI

سلطــة مدينـــة دبـــي الطبية
Dubai Healthcare City Authority
القطاع التنظيمي – Regulatory

DHCR, the leading regulatory arm was tasked with opening the doors to all healthcare players and business partners to easily live, work, invest and heal in Dubai; all within a framework of innovative services, strict regulations and highest-quality standards. Envisioning a new platform to digitize the flow and harmony of nearly 200 services, the meticulous body entrusted Link Development with the challenge. In few months, Masaar, the first-of-it-kind, e-services platform in the UAE was launched strengthening Dubai's ranking in ease of doing business, attracting medical tourism and prompting a culture of customer happiness. A year later, DHCR landed Dubai Government Excellence Award for 95.4% Customer Happiness rate.

Customer	DHCR
Industry	Healthcare
Solution	Masaar e-Services Platform
Technology	Microsoft Dynamics CRM Microsoft SharePoint, PowerBI. Microsoft Cognitive Services, Chat Bot & AI

DHCR, the Innovative, Independent Regulatory Body

DHCR (Dubai Healthcare City Authority - Regulatory) is an independent regulatory arm of DHCA (Dubai Healthcare City Authority), the governing body of DHCC (Dubai Healthcare City), the world's largest healthcare free zone that was launched in 2002 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

Transforming Dubai's Healthcare Space with Digital Harmony

The race for availing superb medical services in the world's largest healthcare free zone; Dubai Healthcare City (DHCC), is inspiring.

Thousands of national and international medical professionals, clinics, companies, research institutions and investors are rushing to join the flourishing scene with increasing demand on world-class treatment by nationals and tourists from around the globe.

Being the regulatory arm of DHCC, DHCR is tasked with opening the doors to all healthcare players to easily live, work and heal in Dubai as well as encouraging foreign investment in the city; all within a framework of innovative services, strict regulations and highest-quality standards.

DCHR has been looking for a digital partner re-establish its digital presence, automate about 200 services, provide process integration, build mobile apps, create cognitive and AI capacities and more.

In short, DHCR was looking for a digital prater who can take the regulatory body through a journey of an inside-out business transformation that matures and increases with the advent of new beneficial digital technologies.

DHCR's ultimately wants to align with Dubai Smart City initiative that calls for promoting a culture of customer happiness and providing maximum customer convenience across all services; which will eventually lead to strengthening the city's ranking in ease of doing business index.

"Masaar portal is the first-of-its-kind in the UAE to provide unique, smart services in record time within complete, flexible governance. We are happy with progressing our vision of digitalization and contribution in building "Dubai Smart City".

*Dr. Ramadan Alblooshi,
CEO, DHCR*

link Development

Masaar, the Omnichannel Platform

Link Development has been a digital transformation partner for DHCR across multiple technology initiatives. Once again they joined forces to digitialize the future of healthcare in Dubai.

Link Development delivered Masaar, a central platform, on web and mobile, that integrates, manages and controls the onboarding and livelihood of healthcare providers through a huge set of integrated smart services. Masaar is accessed from DHCR portal, also developed by Link Development.

Link Development digitalized services and integrated process using Microsoft CRM, unlike SAP, a global contender who aimed at landing the project and offered only the automation of current manual services.

Work, Invest, Live, and Heal in Dubai

Masaar is the first-of-its-kind portal in the UAE that makes it possible for thousands of national and international healthcare providers to establish and run on-ground operations in record time within complete, flexible governance. From Masaar's attractive and easy-to-use interface, customers can directly apply for, update, renew and pay for commercial registrations and set-ups, healthcare professionals & clinical licenses; plus government services.

200 Integrated Smart Services

With about 200 services, the platform automates and integrates core processes and services covering Commercial Registration & Licensing, Healthcare Professional Licensing, Quality Surveys, Engineering Services, Government Services, Compliance & Assurance, Education and Research Services.

Mobile City Services with Masaar App

Using Masaar mobile app, healthcare professionals and providers an take the online experience into the comfort of the mobile. Masaar app exposes mission critical functions and services needed for medical stakeholders in the city such as licensing, permits, government services, notifications, e-payments follow-ups & more.

95.4% Customer Happiness; a Digital Culture that Landed DHCR, Dubai Government Excellence Award

In accordance with Dubai Smart City initiative, Masaar's access, design, usability and navigation are based on best customer experience & practices on web & mobile devices (responsive).

Platform users can assemble personalized workspaces as per their preferences. Masaar sends SMS and email alerts to notify users with upcoming renewals, due fees or notify employees with pending tasks.

Through Masaar, DHCR can gauge the satisfaction of customers with regular quality surveys. They can also digitally monitor the compliance and adherence of customers to their quality assurance measures.

Intelligent Property Management in the Free Zone

DHCC officials can manage property rentals and purchases with customers and investors with ease and harmony. Using Microsoft Dynamics 365- CRM Sales, the processes of property management are streamlined online and offline with clear workflows and steps. All financials are handled with accuracy, efficiency and control between internal stakeholders.

Benefits: DHCR Practicing Smart Governance with Digital Services

- Landing Dubai Government Excellence Award for 95.4% Customer Happiness rate.

- Enhancing the quality of the medical services in the free zone to create a flourishing medical tourism scene and day-to-day medical services,

- Attracting highly qualified healthcare professionals from all over the world

- Encouraging global investors to easily co-build the future of healthcare

- Amplifying the digital productivity and revenue of DHCR with increase in number of issued licenses and renewals as well as speeding up processes

- Strengthening Dubai's ranking in ease of doing business and the emirate's reputation for high-quality experience that promotes a culture of customer happiness.

Watch
- From Smart to Cognitive Services
- Masaar Features
- Video Testimonial

Read
- DHCR Portal
- Masaar Platform
- Press Release

"
We are delighted to launch Masaar, a platform that strengthens Dubai's ranking in ease of doing business and the emirate's reputation for high-quality experience that promotes a culture of customer happiness.
"

Khalid Ahmed Al Sheikh Al Shamsi, CEO, DHCA

link Development

Direct Access to Government, Investor and Business Partner Services

Acting as a one-stop e-Services system, Masaar integrates with multiple external governmental systems to save DHCR customers' effort and time, as well as ensure the validity of data across the board.

Masaar consolidates in one place all services that about 390 investors and business partners need to co-build the future of healthcare in Dubai.

Digitalized City Experience with a Patient App

To ensure that DHCC doctors, services and facilities, such as pharmacies, diagnostic centers, patient escort and more, are just around the corner, Link Development created a dedicated mobile app for patients. The Patient Mobile app shows every detail the patient needs in order to navigate around the city with ease, speed and comfort.

Patients can search among all doctors and clinics per specialty and take appointments. They can use their mobile camera as a guide that, when moved around, displays visual pins denoting nearby facilities. They can chat with agents, check their insurance network and much more.

Integrated Society with a Community App

Thanks to an attractive Community App, DHCC staff of doctors, medical services professionals and service providers are now socially connected and digitally empowered.

With complete information about everyone working in the city, users can select add friends, chat with posts, create groups of friends, schedule & create events and post offers.

Going that ChatBot and Artificial Intelligence Mile!

Right from Masaar, users can contact DHCC's customer service agents to get their questions answered. During non-working hours, customers can access a Chat Bot to get their questions answered on the spot.

By time, the Chat Bot, using machine learning, learns to get the right answers in the right time. Should the Chat Bot finds difficulty in providing satisfactory answers, the customer contact is registered and sent to a human service agent to connect to the customer and resolve their query.

Monitoring City Performance with Intelligent Dashboards

Using PowerBI, DHCR & DHCC officials can monitor every aspect of operations in the city. All they need to do is to generate intelligent reports and dashboards to make sure they are moving in the right direction or take corrective actions as required.

Ultimately Engaging Experiences with Cognitive

In their long-term digital partnership, Link Development helped DHCR with a powerful presence in Dubai's Arab Health Exhibition & Congress, the largest gathering of healthcare and trade professionals in the MENA region. During the event, DHCR's booth visitors could simply look into a screen to trigger a set of cognitive services such as computer vision that detects users age, gender, sentiment; in addition to speech recognition and natural language processing in addition to machine learning and machine translation in real-time, . A service to be implemented for all DDHCC visitors as part of the city's digital experience.

link *Development*

> "
>
> Masaar is built to improve efficiency, transparency and convenience.
>
> With close to 200 services. The system aims to improve each customer's experience - from a healthcare professional applying or renewing a license to a business owner wanting to set up.
>
> DHCR is empowering the free zone's customers to make decisions at the click of a button.
>
> We are constantly developing platforms to facilitate partnerships for the existing DHCC community and prospective partners and healthcare professionals in the free zone.
>
> "
>
> *Dr. Ramadan Alblooshi,*
> *CEO, DHCR*

Technologies

- Microsoft SharePoint
- Microsoft Dynamics 365 - CRM
- PowerBI
- AI and Machine Learning
- Microsoft Cognitive Services
- Android
- IOS