Digital Healthcare in Corona Time

Saudi Arabia

March 22, 2021
In 2015, Saudi Arabia signed the UN General Assembly Resolution to adopt the Sustainable Development Goals (SDGs), a blueprint for a better and more sustainable future by 2030.

Characteristics of the Sustainable Development Agenda
17 Goals, 169 Targets, 231 KPIs

<table>
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<th>Comprehensive</th>
<th>Universal</th>
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<td>Social, environmental and economic sustainability for long-term prosperity</td>
<td>Endorsed by all UN Member states mutual accountability</td>
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<th>Collaborative</th>
<th>Inclusive</th>
<th>Adaptable to national context</th>
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<td>Success contingent on joint international collaboration efforts</td>
<td>Success contingent on whole of society mobilization</td>
<td>Respecting national priorities and flexibility to adjust targets</td>
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The pandemic presents both an enormous challenge and tremendous opportunities for reaching the 2030 Agenda and the Sustainable Development Goals (SDGs).
A systemic response to achieving SDG 3 and health equity for all was the strategic direction.

Country-level Coordination, Planning, and Monitoring

Efforts and resources are focused on supporting monitoring activities for the work of many sectors, committees, and entities involved in increasing preparedness and response to COVID-19, and on achieving complementarity and coordination at the country-level.
Through digitalizing health care as an innovative approach to the health delivery to all

Community Empowerment

- Establishing mechanisms to systematically monitor community reactions through monitoring social media, behaviors and practices surveys, dialogues and direct consultations
- Establishing broad community participation to create social and behavioral changes to ensure health prevention and individual and community health hygiene practices in line with rational public health recommendations

eHealth

- Activating MOH’s website for COVID-19 prevention, which contains awareness materials in Arabic and in the other common languages spoken by the residents of the Kingdom [https://covid19awareness.sa/en/home-page](https://covid19awareness.sa/en/home-page)
- Developing the 937 hotline to support the community by answering inquiries, giving instructions, and providing medical and psychological consultations on all aspects related to COVID-19 around the clock
- Launching additional channels to reach the community in addition to the existing channels, such as offering the 937-health service on WhatsApp using a chatbot on the number 920005937 to provide advices and educational information on COVID-19, as well as launching the Sign Language Application “Eshara”, to reach deaf people and provide them with services and information
- Providing technical support for all MOH’s programs and staff in relation to COVID-19
- Summarizing scientific material in common languages among residents to disseminate messages in a timely manner and adopt relevant communication channels
- Developing applications ( Tetmanman and Mawid) to assess suspected cases and monitor confirmed ones
- Activating the role of virtual clinics, tele-medicine, tele-consultations, tele-radiology, and robotics use to prevent the spread of COVID-19
Decisions and Measures (1/2)
### Results and Success Lessons (1/2)

- Holding daily press conference at a fixed time by MOH’s official spokesperson, with the participation of official spokesmen from various relevant authorities
- Sending over 6.6 billion awareness text messages about COVID-19, with guidelines for dealing with the virus and prevent its spread
- Reaching over 150 million views for educational videos, with over 9 million people benefitting from field awareness campaigns
- Reaching over four million followers the Ministry’s Twitter account, [@saudiMOH937](https://twitter.com/saudiMOH937), with the most popular tweets being about COVID-19 and its prevention
- Controlling and organizing monitoring and interactions on social media, which plays a positive and effective role in awareness-raising and prevention, and responding to the spread of fake news and misinformation
- Over 2,000 employees (physicians and customer service specialists) providing services on the 937 line around the clock
- 937 line received over 10 million calls, including inquiries about COVID-19
- Telemedicine services provided over five million consultations
- The number of beneficiaries from Tetamman application more than 1,443,818 beneficiaries
- Primary healthcare centers contributed to raising awareness about COVID-19 with over 400,000 educational activities per month
Results and Success Lessons (2/2)

- The organization of the daily press conference confirms that the Ministry is the ultimate source of reliable information regarding the pandemic, as it informs the public about the health situation, it also shows the extent of coordination between sectors, and thanks to the use of an easy language, it succeeded in reaching all categories of society and blocking all rumors.

- Developing over the phone medical consultations services (Teleconsultations) by increasing the available specialities to support the beneficiaries needs during the pandemic.

- The media contributed to lifting the spirits of the public through the positive messages that they continuously broadcast despite the spread of the virus in the Kingdom.

- Following a media protocol as a reference to ensure that public participation and future campaigns are compatible with the customs and culture of the Kingdom.

- Applying best scientific guidelines in communication.

- Translating educational and scientific materials to the most widespread foreign languages at an early stage of the response.

- Follow up on reaching all categories of society and plan to target the most difficult to reach groups.

- Developing call center systems to meet the tremendous pressure from caller and enhance them with necessary technologies.

- Intensifying training courses and keeping call center employees updated about the developments of the pandemic.
Thanks