

Digital Health & Wellness Activation

The Digital Health & Wellness Activation took place on 31 January 2022 as a one day virtual event delivered via the Bray Leino/Crowd Comms platform. Unfortunately plans for a two day hybrid programme of in person and virtual delivery with an accompanying trade mission were impacted by the acceleration of Covid in the UK at that time so the programme switched to a fully virtual one day event.

A number of different organisations were involved in the programme development alongside the core team, this included working closely with the Scottish Government Digital Health & Care Directorate, with the CEO's of three of Scotland's Innovation Centres – DHIC, The DataLab & The Precision Medicine Institute, as well as with Scottish Government's National Clinical Director Jason Leitch.

The Digital Health & Wellness programme consisted of:

- 1) An introduction from Mr McKee
- 2) A Keynote address from Jason Leitch, with a follow up discussion with the Digital Health Authority (DHA) Digital Health Lead, Dr Osama El Hassan
- 3) A 2-part panel session then followed that looked out how Digital health will transform the future of health and wellness with industry leading experts from Scotland and chaired by Hans Wolf CEO HIMMS.
- 4) The afternoon consisted of four breakout panel session on:
 - i. Training of the future
 - ii. Precision Medicine in Action
 - iii. The role of Data & AI in Predictive healthcare
 - iv. How Scotland is using data to enhance wellness.

In total twenty four speakers from Scotland's Digital Health ecosystem participated in the Digital Health Programme, in addition to Dr Osama El Hassan from the DHA.

Outcomes

The overall cost of delivery was £14,903 and resulted in a range of tangible outcomes and future collaboration opportunities that are being progressed.

- Total 99 Virtual Attendees
- The Digital Health event and relationship built with the DHA led to the meeting with the DHA Director Dr Mohammad Al Redha and Mr McKee in March 2022. This was successful meeting with agreed actions to help Scotland and the UAE build a more collaborative relationship in the areas of digital health innovation and wellbeing.

Highlights

The programme developed was strong, with relevant and high-quality speakers from Scotland's leading Health organisations. Having Jason Leitch was a real highlight, his articulation and keynote welcome set out Scotland's strengths and Digital Health ecosystem.

This event led to engagement with the DHA that we previously had struggled with. Securing the DHA Digital Health Head to be part of our opening session was a real win, in terms of understanding the similarities and opportunities for collaboration between Scotland and the UAE and the follow up Government to Government engagement that it led to.

The engagement and appetite from Scotland's Innovation Centres, companies and SG Senior officials demonstrated the appetite for exploring opportunities in the UAE, and this was largely achieved as a result of our programme.

A number of new connections were made with UAE and wider GCC contacts in the Digital Health area. Examples include: DHA, Mubadala Health, Dubai Science Park, Dubai Healthcare City (DHC), Malaffi, G42 Healthcare, Mohammed Bin Rashid University of Medicine & Health Sciences, HIMMS, as well as key players within Qatar Precision Medicine.

Nine pieces of Media coverage secured in titles including Dubai Blog, Zawya and Emarat al Youm. Over 94,900 coverage views. Jason Leitch Social Media Video was one of the most watched SDI posts over the course of Expo, with nearly 3k views and 10k impressions

The Expo event uncovered that The University of Glasgow and Dubai Medical College have a link with each other which goes back about 7 years. As a result of our event, Professor Walters (Glasgow) has spoken to Prof Dima Abdelmannan [Dean of DMC], and there is interest in a roundtable.

As part of Scotland's Digital Health programme at Expo, Scottish Development International and Heriot-Watt University Dubai supported [The DigilInventors Challenge 2021](#) led by Scotland's [Digital Health & Care Innovation Centre](#). This was a STEM competition for school students from the UAE and Scotland, with the mission to find smart new ways to help young people keep active, healthy and happy, now and in the future. Students were invited to participate in a competition to develop a digital solution for a healthcare challenge affecting them/their community. The competition received an outstanding number of entries from UAE schools, and 4 students from the [Pristine Private School](#) UAE won the competition. A prize giving ceremony for these students took place on 15 Feb at the UK Pavilion.

Learnings:

To realise Scotland's trade objectives in digital health and care will require building a bridge on a government (agency) to government (agency) level to highlight Scottish capabilities, and position Scotland as leading example of delivering a digital health and care agenda.

A Virtual event was not able to deliver the cut through and outcomes that could have been achieved by a physical delivery of the programme and wider trade mission activities. Whilst our decision was made to switch to a virtual event, the majority of other nations were represented in person at Arab Health and the surrounding Expo events over the fortnight.

Competition in market was at an all-time high. Our event followed Arab Health week and coincided with Expo's Health and Wellness week. Consideration for future events on if we would compete at the same time.

Having the DHA and HIMMS as part of our panel led to programme credibility.

Digital Health alignment for UAE & Scotland - Both regions recognise that in the wake of Covid-19 the role of digital health is crucial particularly for data to be exchanged at the right time, amongst the right organisations/authorities and is stored safely and easy to access.

Follow up next steps:

- A best Practice Session with Scottish organisations/academic institutions and the Dubai Health Authority to explore shared challenges and showcase solutions.
- The DHA are keen to understand Scotland's Digital Health Solutions and Projects of the Future
- An invitation was issued by the DHA inviting Scotland's Digital Health experts to be part of future DHA events in the UAE
- The DHA are keen to invite an expert/representative from the Scottish Government to the UAE to build knowledge transfer in Data Regulation & Compliance.
- Appetite remains from the original cohort due to travel to the UAE in Jan 2021 to explore potential of a physical trade mission in Autumn 2022 and SDI representation at Arab Health 2023. Or alternatively exploring the idea of an inbound mission from the UAE to Scotland.
- Follow up on the wider GCC opportunities uncovered, in particular Precision Medicine in Qatar
- DigilInventors Challenge – The Digital Health & Care Innovation Centre CEO Professor George Crooks, would like to use this as a legacy to build and expand the competition/programme next year and beyond, to further promote Scotland and its place on the international scene in Digital Health as well as promoting STEM etc. George Crooks already has KSA interested in participating.