Media

A brief introduction to why companies sponsor.
Agenda

09.00am Welcome + introductions
09.15am Workshop objectives
09.30am Media landscape + healthcare news agenda
10.00am King’s corporate positioning
  • Master narrative
  Getting in to the detail
  • Cost containment/ evidence based healthcare
  • Clinical excellence
  • Patience experience
11.15am Coffee break
11.30am Media strategy development
  • Story mapping per audience
  • Story mapping as per your timeline
12.30pm Re-cap of session + agreed next steps
Media landscape
The market we operate in

- Thousands of registered and listed companies in the Middle East
- 200+ PR agencies operating locally
- PR agencies operating from other markets
- In house-communications teams i.e. government
Generating news is not simple...

- 400 press releases issued daily
- Shrinking media landscape
- Limited pool of health trade media and space within dailies
- Growing demand for transparency driven by active consumers on digital/ social channels
- Healthcare competition is fierce; government, hospitals, Dr.’s, insurance, pharma and diagnostic companies...
- Key topics tend to dominate the news agenda i.e. awareness campaigns, alignment to government agenda, disease areas such as CVD, oncology
The news cycle is segmented as follows

- 60% of coverage is political, general news i.e. Qatar crisis, new up government initiatives
- 20% economic, business i.e. financial results, economic outlook
- 15% is classifieds and adverts
- 5% is industry specific i.e. compulsory insurance, industry reports
A look at you media targets
Local Sports media – challenges

Small pool of sports specific media. Knowledge and understanding of the health sector is minimal.

Reporters need a local and human angle. How does the issue/announcement affect the majority of readers? How does it affect the UAE?

Reporters need a local and reputable expert is needed to validate the story. They often struggle to gain access. Similarly, they struggle to find a local patient to give human angle.
English media are all about the ‘news’ WHAT we are saying, now WHO is saying it.

They can be a little more critical than Arabic media.

Arabic press tend to only cover health topics addressed by the government or on their agenda.

Very pro-UAE. They do not and cannot show any criticism of the government.

They are very focused on WHO the spokesperson is.

Journalists are often overworked, underpaid and under pressure.

300-400 release per day. Healthcare media do not work weekends or evenings.
In summary journalists are:

- Under pressure of deadlines
- Vast differences in journalists’ knowledge and understanding of issues
- Often generalists, not specialists
- Generally less aggressive than international media, but that’s changing
- Often focused on “Who, what, when, where – and how much?”
- Relationships with key journalists are important
### Measures of success

<table>
<thead>
<tr>
<th>Make it newsworthy</th>
<th>Back it up</th>
<th>Appeal to the masses</th>
<th>Involve government agenda / partnerships</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make It newsworthy</td>
<td>Back it up</td>
<td>Appeal to the masses</td>
<td>Involve government agenda / partnerships</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------</td>
<td>----------------------</td>
<td>------------------------------------------</td>
</tr>
<tr>
<td><strong>Newsworthiness:</strong></td>
<td><strong>Back up your story and claims through:</strong></td>
<td><strong>Due to the small number of health-trade media, general press is the main target for media announcements, therefore:</strong></td>
<td><strong>Add weight + acceptance to your story by:</strong></td>
</tr>
<tr>
<td>• Say something ‘new’</td>
<td>• Statistics and research</td>
<td>• Content cannot be too technical</td>
<td>• Partnering with a government authority, association and/or charity to help validate its authenticity</td>
</tr>
<tr>
<td>• Make it timely and piggy back on key dates where possible.</td>
<td>• Local experts</td>
<td>• Predominately written with the patient’s view in mind</td>
<td>• Ensure you aligns with the governments visions</td>
</tr>
<tr>
<td>• Make it locally relevant and relatable</td>
<td>• Case studies and examples</td>
<td>• Strong patient stories</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Strong patient stories</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
How do you build Your narrative?
Your central narrative

• E.g. Draft King’s narrative currently focuses on three main pillars. We need to flesh these out and make them relevant to your audiences. But first it worth reviewing what is being said about these areas:

| Cost Containment/ evidence based healthcare | Clinical excellence | Patience experience |
You can start with

• Who are you?
• Why you love sport
• What drives you to perform
• Who’s supported you
• What makes you different
We listen....
A ‘dipstick’ online listening exercise to see who and what is being said about three key King’s topics shows that:

1. **Patient experience** is widely talked about, ‘owned’ by a number providers/brands
2. **Clinical excellence** is again, widely talked about and owned
3. **Cost containment** has very limited conversation, unowned, great potential
Patient experience

- Who talks about it or is mentioned?
  - Mediclinic
  - Medeor 24/7
  - Cleveland Clinic Abu Dhabi
  - Al Rahba Hospital
  - Aster Hospital
  - SEHA
  - Amana Hospital
  - General Electrics
  - Arab Health Exhibition
  - Philips Health
  - Iranian Hospital Dubai
  - Al Zahra Hospital Dubai

- Sentiment:
  - 14% positive
  - 5% negative
  - 81% neutral

Associated topics:

1. **Empathy gadgets give an insight into patient experience**
2. **Colorectal cancer patient walks two days after rare surgery**

<table>
<thead>
<tr>
<th>Username</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEHA</td>
<td>34210</td>
</tr>
<tr>
<td>Cleveland Clinic AD</td>
<td>33957</td>
</tr>
<tr>
<td>GE MENA</td>
<td>25160</td>
</tr>
<tr>
<td>CodeAndCommand</td>
<td>19371</td>
</tr>
<tr>
<td>Anas Al Areefi</td>
<td>16316</td>
</tr>
<tr>
<td>Arab Health</td>
<td>15442</td>
</tr>
<tr>
<td>Innovation &amp; Tech ME</td>
<td>15376</td>
</tr>
<tr>
<td>PK</td>
<td>9180</td>
</tr>
<tr>
<td>Samie Tariq</td>
<td>6605</td>
</tr>
<tr>
<td>Business Setup Dubai</td>
<td>6183</td>
</tr>
</tbody>
</table>
Clinical excellence

- Who talks about it or is mentioned?
  - Dubai Hospital
  - Proccare
  - Expat woman
  - Italian Dental Clinic
  - Aster DM
  - OCP Medical Centre
  - Ivory Dental Medical Center
  - Prime Hospital
  - Cocoona Hospital
  - Dubai Media Office
  - FIFA Medical Center
  - Iranian Hospital
  - Al Garhoud PV Hospital
  - DHCC (Dubai Healthcare City)
  - Thumbay Hospital
  - Burjeel Hospital

- Associated topics:
  - Dubai Chamber
  - Dubai Tourism
  - Cerner
  - German Medical Centre
  - Emirates Hospital
  - Noor Al Amal
  - RAK Hospital
  - Al Jalila Children Hospital
  - Sheikh Khalifa Medical City
  - Dubai Hospital
  - Intercare Health Centre
  - Cleveland Clinic Abu Dhabi
  - Healthpoint
  - Medcity Medical Center RAK
  - GE Healthcare

- Sentiment:
  - 14% positive
  - 0% negative
  - 86% neutral
Cost containment

Who talks about it or is mentioned?
- Gulf News
- Khaleej Times

Sentiment:
- 0% positive
- 100% negative
- 0% neutral

Associated topics:
- NA

Top news stories:
1. [Dubai and Abu Dhabi turn costlier for expats | GulfNews.com](#)
2. [How UAE residents choose best healthcare provider](#)

Most influential authors:
Only two mentions, both in the news from Gulf News and Khaleej Times
Developing a narrative for King’s
Defining the detail - corporate narrative

<table>
<thead>
<tr>
<th>Cost containment/ evidence based healthcare</th>
<th>Clinical excellence</th>
<th>Patience experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soundbite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current proof point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future proof point</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## KCH cost containment / evidence based narrative

<table>
<thead>
<tr>
<th>Evidence based healthcare</th>
<th>Pillar 2</th>
<th>Pillar 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soundbite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current proof point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future proof point</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# KCH patience experience narrative

<table>
<thead>
<tr>
<th>World leading expertise</th>
<th>Pillar 2</th>
<th>Pillar 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soundbite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current proof point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future proof point</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KCH patience experience narrative

<table>
<thead>
<tr>
<th>Patient experience</th>
<th>Pillar 2</th>
<th>Pillar 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soundbite</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current proof point</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Future proof point</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
• Supporting timeline
• 2017 activity
• 2018 activity
• 2019 activity
Mapping stories to your audience
Stakeholders: Who are we talking to?

- International
  - Reuters
  - Al Arabiya
  - Sky News
  - CNN Middle East
- Business broadcast
  - Business Breakfast
  - Iktissad Al Arab
- Trade
  - Insurance Review ME
- Business media / trade
- Gulf Business
- CEO Middle East
- Business sections of dailies
  - Gulf News
  - The National
  - Al Khaleej
  - Al Ittihad
  - Al Bayan
What interests them?

- Data, facts, numbers
- Industry reports i.e. research
- Business expansion, financial data
- New technologies, innovation within the sports sector
Patients: Who we are we talking to?

- Business sections of dailies
  - Gulf News
  - The National
  - Khaleej Times
  - Al Khaleej
  - Al Ittihad
  - Al Bayan
- Broadcast
  - Eye on Health
  - Abu Dhabi TV
  - MBC
- Lifestyle
  - Good Magazine
  - Friday
  - Emirates Mum
  - Time Out
  - What’s On
- Bloggers
  - The Mothership
  - Esraa
  - Dina Butti
  - Tuesday’s Child Me
Aligning you to your media’s agenda

- Human interest stories i.e. success
- New treatments/ surgeries that are available in the UK
- Groundbreaking surgery / Dubai first’s
- Disease specialty i.e. diabetes, oncology, learning disability
- Community focused activity i.e. neonatal care
- Personal interest data i.e. 45% of new from undiagnosed depressions
- Advise and tips i.e. how to protect to sleep better, how to manage autistic child’s wellbeing
- Awareness day’s i.e. world sleep day, world heart day
Government: Who are we talking to?

- Arabic dailies
  - Al Ittihad
  - Al Bayan
- Broadcast
  - Abu Dhabi TV
- Trade
  - Arab Health Magazine
  - Middle East Health Magazine
- Insurance Review
- Business Breakfast
Aligning you to your media’s agenda

- Vision for Dubai to be a sports Hub
- UAE as a medical hub i.e. medical tourism i.e. centre of excellence i.e. experts in the UAE
- Investment and barriers to development
- Upskill local workforce i.e. medical training/ post graduate education and training
Next steps
The Result

With over 175 years’ experience, world renowned British teaching hospital, King’s College Hospital London is expanding its UAE footprint

<table>
<thead>
<tr>
<th>Evidence based transparent healthcare</th>
<th>World leading expertise</th>
<th>Patient experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>We use evidence based transparent healthcare methods and do not overtreat, resulting in benefits to patients, insurers and the government</td>
<td>We bring world leading expertise and the best of British evidence based healthcare to the heart of the UAE, and surrounding GCC</td>
<td>Our patients, and their family, are treated with dignity, respect and confidence, and are our number one priority</td>
</tr>
</tbody>
</table>
| We have one of the most evidence based holistic healthcare approaches available in the UAE.  
- Evidence based healthcare is about treating what is required and not more than that. No over prescribing, no overtreatment.
- Our approach lends a greater chance of successful outcomes, fewer cases of complication and correction procedures.
- We adhere to the National Institute for Health Care Excellence (NICE) treatment protocols.
- Our doctors are not incentivised on number of prescriptions, tests, treatments or referrals.
| We are bringing three core healthcare concepts to the UAE, enabling patients to receive advanced medical care and access world leading expertise, and cutting edge treatment and procedures, including several firsts.
- The London Neuroscience Academy Programme
- Multi-Disciplinary Case Review Boards
- The London Faculty. First to visit in 2017 are:
  - Dr. Marco Spinazze, a world expert in peripheral neurology and pioneer in peripheral nerve injury
  - Prof. Nigel Heaton, a world leader in liver transplantation - gearing up for paediatric liver transplantations locally
  - Dr. Buamee, the pioneer of a new endoscopic technique that reverses some forms of diabetes for a period of 18-24 months
| King’s aligns with Dubai and the UAE’s vision of providing centres of excellence, becoming a medical tourism hub and helping reduce death/prevalence from CVD, cancer, diabetes etc. |
| We don’t overtreat, test or prescribe.
- 32% of UAE residents feel their doctors over prescribe. One in four patients are prescribed medication at KCH versus what we estimate to be four in four for the industry from anecdotal sources, and over 50% of those prescribed are generics.
- King’s encourages natural births: KCH London has 17% elective C-section compared to current industry average rate of 25% in the UAE, our target here is 18-20%. The expectation is that there will be approx. 77,000 babies born in the UAE in the year 2020. If all providers took the same approach to reduce their percentage of C sections to 18-20% while considering the wishes of the mother, this would represent an estimated cost saving to the economy of AED 305 million in 2020 alone.
- King’s anticipates that if all uncomplicated upper respiratory tract infections are treated using the same protocol guidelines they do, then the savings to the economy could be above AED 1bn given the prevalence of these conditions. | We are committed to bringing its excellence here.
- The British healthcare system is rated No 1 out of 11 World Class systems by The Commonwealth Fund (an independent US think tank) for quality of care, efficiency and access to healthcare.
- 30% of our doctors are from the UK.
- 90% of our clinical leadership is UK trained.
- Our doctors are mandated to retain UK credentials.
- We deliver this through our seamlessly integrated network of UK hospitals and clinics. The result is enhanced patient outcomes, better experiences and lower overall costs for patients, insurers and society.
| We focus on providing our patients the care they need and do not over treat, test or prescribe.
- 1 in 4 patients will be prescribed medication by KCH compared to the industry average of 4 in 4.
- KCH is 7 times less likely to order lab tests than the industry i.e. blood test. |
| Bringing King’s to the UAE means even the most complex of medical care is closer to home and reduces the need for medical travel.
- With the expansion of King’s UAE clinics, our London Faculty and our hospital opening in 2019, patients no longer need to travel abroad for treatment and rehabilitation, removing the inconvenience and expense of travelling overseas to seek world leading expertise.
| Our culture of care is deeply embedded in King’s culture.
- We measure our service of care based on patient feedback.
- Our service of care is part of every team member’s induction and is used daily in leadership briefings.
- Her Majesty Queen Elizabeth II is our patron and we have her reputation to uphold.

King’s has made significant investment and commitment to the UAE since 2014
- We’ve invested USD200 million in phase one alone.
- Abu Dhabi clinic opened in Oct 2014
- Dubai clinics; Jumeriah opening in Sept 2017, Marina based clinic to open in Q2 2018
- 100 bed hospital set to complete in 2018, opening Q1 2019. Additional 100 beds to be added by 2020, and 2 additional clinics

Bringing King’s to the UAE means even the most complex of medical care is closer to home and reduces the need for medical travel.
- With the expansion of King’s UAE clinics, our London Faculty and our hospital opening in 2019, patients no longer need to travel abroad for treatment and rehabilitation, removing the inconvenience and expense of travelling overseas to seek world leading expertise.

Our culture of care is deeply embedded in King’s culture.
- We measure our service of care based on patient feedback.
- Our service of care is part of every team member’s induction and is used daily in leadership briefings.
- Her Majesty Queen Elizabeth II is our patron and we have her reputation to uphold.
The Result

We bring world leading expertise and the best of British evidence based healthcare to the heart of the UAE, and surrounding GCC

<table>
<thead>
<tr>
<th>London link</th>
<th>UAE firsts</th>
<th>Alignment to Vision 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>We bring the best of British evidence based healthcare to the UAE</td>
<td>We are bringing cutting edge medical treatment to the UAE, including several firsts</td>
<td>We are 100% committed to helping the UAE achieve a world-class healthcare system</td>
</tr>
<tr>
<td>- The British healthcare system is rated No 1 out of 11 Western countries according to The Commonwealth Fund (an independent US think tank) for quality of care, efficiency and access to healthcare. We are committed to bringing its excellence here</td>
<td>- We are bringing three new healthcare concepts to the UAE, enabling advanced medical care and access to world leading expertise</td>
<td>Part of the UAE’s Vision 2021 health goals is to reduce prevalence and/or death in specific areas that our world leading expertise and offerings (MIDB and London Faculty) cater to, inc:</td>
</tr>
<tr>
<td>- We deliver this through our seamlessly integrated network of UK hospitals and clinicians. The result is enhanced patient journeys, better experiences and lower overall costs for patients, insurers and the economy</td>
<td>- The London Faculty will provide access to a large pool of the world’s best clinicians from the UK who are an integrated part of our patient pathway and who will be in the UAE every four to six weeks</td>
<td>- Reduce death by CVD: A recent survey by the Emirates Cardiac Society that quizzed 4,000+ people found that almost 9 out of 10 people in the UAE are at risk of CVD</td>
</tr>
<tr>
<td>- We deliver this through our seamlessly integrated</td>
<td>- The London Neuroscience Academy Programme will see visiting Neuroscience specialists enhance UAE based HCP’s knowledge of new ground-breaking techniques and developments</td>
<td>- Reduce death by cancer: Cancer is one of the biggest killers in the UAE</td>
</tr>
<tr>
<td>- With full and totally seamless integration with KCH London and other private UK providers including The Royal Marsden Hospital, The Royal Brompton Hospital, The Harley Street Clinic and The Royal Free Hospital, our patient experience is designed to generate the most successful clinical outcomes achievable</td>
<td>- Multi-Disciplinary Case Review Boards a panel of twenty to thirty world leading clinicians, from the UK, providing bespoke expert treatment plans for complex individual cases in Cancer, Cardiology and Neurology</td>
<td>- Prevalence of diabetes: Recent figures from the International Diabetes Federation confirm 37 million diabetics in the Middle East and North Africa, including 803,000 in the UAE. We are bringing Dr. Bu Hayee, who has pioneered a new endoscopic technique to reverse some forms of diabetes with great clinical outcomes</td>
</tr>
<tr>
<td>- We have a unique programme called The London Faculty, which is a large group of leading UK doctors who are an integrated part of our patient pathway and who will be in the UAE every four to six weeks. During the intervening period, their day-to-day involvement is maintained through telemedicine</td>
<td>- We are bringing cutting edge treatment and procedures to the UAE, including several firsts</td>
<td>- King’s also aligns with many other Vision 2021 KPI’s with its clinics and hospital, including: increasing the percentage of Accredited Health Facilities and number of doctors and nurses per population. There will be a staff compliment of 1000 when the hospital opens – phase 1 only, increasing in phase 2</td>
</tr>
<tr>
<td>We are already seeing results with patients now being able to access their London based doctors in the UAE</td>
<td>- Dr. Marco Sassi, a world expert in peripheral neurology and pioneer in peripheral nerve injury - procedure in the UAE from December 2017, 70% of his procedures in the UK are RTA’s, given that RTA’s and related injury increase in the UAE every year his skills are warranted</td>
<td>Aligned with Vision 2021 is the DHA’s Dubai Health Strategy. The strategy includes 15 strategic programs created to transform Dubai into a leading healthcare destination. King’s will help further these programmes. A few examples include:</td>
</tr>
<tr>
<td>- He will be back before the end of the year to perform several peripheral nerve injury operations – that he pioneered - locally, a procedure previously not available on an ongoing basis in the UAE</td>
<td>- Prof. Nigel Heaton, a world leader in liver transplantation medicine, will be offering paediatrics liver transplantations locally, expected from 2019 onwards</td>
<td>- Programme4: enhanced primary care (we offer world leading care)</td>
</tr>
<tr>
<td></td>
<td>- Dr. Bu Hayee, the pioneer of a new endoscopic technique that reverses some forms of diabetes - operations here from Jan 2018 (nearly one million people in the UAE have diabetes)</td>
<td>- Programme5: developing centres of excellence (Kings is developing these in neuroscience, cardiology and oncology)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Programme6: promoting Dubai as a health tourism hub (KCH’s London Faculty will see world leading physicians coming to the UAE, boosting medical tourism and the UAE’s status as a medical hub. Outward health tourism = about AED 1bn worth of revenue lost to the sector every year because the market is subject to certain gaps in specialised clinical procedures and expertise that we are here to close)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(In 2014 the DHA spent AED 2.4bn on medical tourism Deeba)</td>
</tr>
</tbody>
</table>
The Result

<table>
<thead>
<tr>
<th>Patient focused</th>
<th>Service + family care</th>
<th>Medical innovation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We focus on providing our patients with the care they need, and do not over treat or over prescribe:</strong></td>
<td><strong>We understand that healthcare is personal, all our patients, and their families, are treated with dignity and respect:</strong></td>
<td><strong>We are bringing cutting edge medical treatment and procedures to the UAE including several firsts:</strong></td>
</tr>
<tr>
<td>- 32% of UAE residents feel their doctors over prescribe. One in four patients are prescribed medication at KCH versus what we estimate to be four in four for the industry from anecdotal sources, and over 50% of those prescribed are generics.</td>
<td>- Our patients can trust us to provide the care they need, and our policy is to not over prescribe, treat or test</td>
<td>- Dr. Marco Cesca, a world expert in peripheral neurology and pioneer in peripheral nerve injury - procedures in the UAE from December 2017. 70% of his procedures in the UK are RTA’s, given that RTA’s and related injury increase in the UAE yearly his skills are v. warranted</td>
</tr>
<tr>
<td>- King’s encourages natural births: KCH London has 17% elective C-section compared to current industry average rate of 25% in the UAE, our target here is 15-20%. The expectation is that there will be approx. 77,000 births born in the UAE in the year 2020. If all providers took the same approach to reduce their percentage of C sections to 15-20% while taking into account the wishes of the mother, this would represent an estimated cost saving to the economy of AED 305 million in 2020 alone</td>
<td>- Our consultation rooms have been designed by taking into account the needs of the local family unit. Appropriate dividers and space for examination with a family member present</td>
<td>- Prof. Nigel Heaton, a world leader in liver transplantation, will be offering paediatric liver transplant procedures locally, expected from 2019</td>
</tr>
<tr>
<td><strong>We are bringing new healthcare concepts to the UAE, enabling patients to receive advanced medical care locally, without the need to travel for world leading expertise:</strong></td>
<td>- Our patient portal means you can now share your medical data with individuals in your support network</td>
<td>- Dr. Bu Hayeem, the pioneer of a new endoscopic technique that reverses some forms of diabetes – procedures here from Jan 2018 (nearly one million people in the UAE have diabetes)</td>
</tr>
<tr>
<td>- The London Faculty will provide access to a large pool of the world’s best clinicians from the UK, who will bring to the UAE every four to six weeks</td>
<td><strong>Bringing King’s to the UAE means your medical care is closer to home and reduces the need for medical travel:</strong></td>
<td><strong>We are bringing three core healthcare concepts to the UAE, enabling patients to receive advanced medical care:</strong></td>
</tr>
<tr>
<td>- The London Neurosciences Academy Programme will see specialists coming to the UAE to care for patients with critical spinal issues</td>
<td>- With the expansion of King’s UAE clinics, our London Faculty and our hospital opening in 2018, patients don’t need to travel abroad for world leading care</td>
<td>- The London Faculty will provide access to a large pool of the world’s best clinicians from the UK who are an integrated part of our patient pathway and who will be in the UAE every four to six weeks.</td>
</tr>
<tr>
<td>- Our MDCRB, made up of world leading UK clinicians, will assist our local team in treating complex cases</td>
<td><strong>Our culture of care is deeply embedded within our organization’s culture:</strong></td>
<td>- The London Neurosciences Academy Programme will see visiting Neuroscience specialists enhance UAE based HCP’s knowledge of new ground-breaking techniques and developments</td>
</tr>
<tr>
<td>- Our network of primary, tertiary, remote healthcare, and visiting doctors’ programme means patients don’t have to look for a clinical solution overseas to complex cases</td>
<td>- We measure our service of care based on patient feedback</td>
<td>- Multi-Disciplinary Case Review Boards, a panel of twenty to thirty world leading clinicians, from the UK, providing bespoke expert treatment plans for complex individual cases in Cancer, Cardiology and Neurology</td>
</tr>
<tr>
<td>- With full and totally seamless integration with KCH London and other private UK providers including: The Royal Marsden Hospital, The Royal Brompton Hospital, The Harley Street Clinic and The Royal Free Hospital, our patient experience is designed to generate successful clinical outcomes here</td>
<td>- Our service of care is part of every team member’s induction and is used in leaders’ daily briefing</td>
<td><strong>We draw on the full wealth of research and expertise from King’s College Hospital London:</strong></td>
</tr>
<tr>
<td></td>
<td>- Her Majesty Queen Elizabeth II is our patron</td>
<td>- We are one of four partners in the Academic Health Science Centre, collaborating on world-class research for the benefit of patients and driving our vision to become the best medical research campus in Europe. The centre brings research, teaching and clinical practice together for patient benefit</td>
</tr>
<tr>
<td></td>
<td><strong>We have over 175 years’ experience of treating London’s sick and looking after their families:</strong></td>
<td>- KCH holds a leading position across a full range of capabilities and is also recognised internationally for its work in liver disease and transplantation</td>
</tr>
</tbody>
</table>
We use evidence-based transparent healthcare methods and do not over-treat, test or prescribe, resulting in benefits to patients, insurers and the government.

<table>
<thead>
<tr>
<th>Transparency &amp; cost containment</th>
<th>Evidence based approach</th>
<th>London link</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will be setting a new transparency bar across the UAE, helping to improve processes and reduce medical costs for patients, insurers and the government.</td>
<td>Evidence based healthcare is about treating what is required and nothing more, no over-prescribing, no over testing.</td>
<td>The drive to write the next chapter in the King’s College Hospital’s 175-year legacy by expanding into the UAE is a natural continuation of links between the UK and the Emirates.</td>
</tr>
<tr>
<td>Proof point example + benefit for patients:</td>
<td>- Our approach lends a greater chance of successful outcomes, fewer cases of complication and corrective procedures.</td>
<td>- Ties between the hospital and the UAE originate from 1970, when a donation from His Highness Sheikh Zayed bin Sultan Al Nahyan, former President of the UAE, helped establish King’s liver research centre, now amongst the top three liver specialist centres in the world.</td>
</tr>
<tr>
<td>- If your child is dehydrated, we won’t admit them to the hospital and administer a drip. Evidence shows that there is no need to admit for paediatric dehydration in most cases and that doing so causes a big ordeal for children, where oral rehydration will suffice.</td>
<td>- Operational example: If the sector were to treat all uncomplicated upper respiratory tract infections the way King’s does following NICE treatment guidelines the economy would benefit by an estimated saving of AED 1.3 billion per annum.</td>
<td>- Over the years, thousands of patients from the UAE have received treatment at the London hospital. The decision to bring its world-class quality to the UAE minimises the necessity for outbound medical travel for patients in the UAE.</td>
</tr>
<tr>
<td>- We also don’t dispense for the sake of it – for e.g. there is no proof that the use of cough syrups is effective in children less than 6 years old.</td>
<td>- We adhere to the National Institute for Health and Care Excellence (NICE) treatment protocols.</td>
<td>- We’ve invested USD200 million in phase one alone.</td>
</tr>
<tr>
<td>- Asthma: At King’s we use a spacer inhaler as opposed to a nebulizer. Both have equal efficacy for mild to moderate acute asthma, but a spacer is 1/4 of the price of a nebulizer. King’s ALH dispenses 9x spacers vs nebulizers. Cost around this is significant, particularly during sandstorm season which wreaks havoc for Asthma patients and easier for patients.</td>
<td>We advocate and practice evidence based treatment protocols, which mean that our doctors do not over prescribe, treat or test patients.</td>
<td>Our team of experienced UK trained experts are bringing the best of British healthcare to the UAE.</td>
</tr>
<tr>
<td>- Benefit for government: Regular meetings with the government and upskilling evidence based services so they can use as a benchmark for providers.</td>
<td>- 32% of UAE residents feel their doctors over prescribe. 1 in 4 patients will be prescribed medication by KCH compared to the industry average of 4 in 4. Over 50% of those are generics.</td>
<td>- KCH uses NICE guidelines (The National Institute for Health Care Excellence) which are protocols that provide guidance and advice to improve health in England.</td>
</tr>
<tr>
<td>- Benefit for insurers – we are creating a collaborative relationship between us, the provider and the insurers that sees high medical quality at an overall accessible cost, something that is much needed in the market.</td>
<td>- KCH orders 72% less likely to order lab tests than the industry i.e. blood test.</td>
<td>We have over 175 years’ experience treating London’s sick.</td>
</tr>
<tr>
<td>- We anticipate that if all uncomplicated upper respiratory tract infections are treated using the same protocol guidelines we do, then the savings to the economy could be above AED 1bn given the prevalence of these conditions.</td>
<td>- Usually, at KCH, we order only 1 lab test every 4 patients.</td>
<td>- KCH is one of the UK’s largest and busiest teaching hospitals, with over 10,500 staff and providing over 1m patient contacts every year.</td>
</tr>
<tr>
<td>- Medical inflation is driving up the cost of quality insurance coverage with full benefits but this doesn’t need to be the case – enter evidence based healthcare.</td>
<td>- King’s encourages natural births: KCH London has 17% elective C-section compared to current industry average rate of 25% in the UAE, our target is 18-20%. The expectation is that there will be approx. 77,000 babies born in the UAE in the year 2020. If all providers took the same approach to reduce their percentage of C sections to 19-20% while considering the wishes of the mother, this would represent an estimated cost saving to the economy of AED 305 million in 2020 alone.</td>
<td>- 9,000 babies are delivered by our hospitals each year, and over 750 patients come to our emergency departments every day.</td>
</tr>
</tbody>
</table>

Our doctors are measured by the quality of care they provide, not on the quantity of what they do.

- Our doctors are not incentivised on number of prescriptions, tests, treatments or referrals.
Thank you