

Everyone's Smart University

College of Management

Graduation Research Project



جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY

Community Awareness of Digital Health Services in Saudi Arabia and How to Benefit the Society

الوعي بالخدمات الصحية الرقمية بالمملكة العربية السعودية ومدى تأثيره على المجتمع

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Introduction:

We are in a digital era where digital transformation and online services are the new norm. Health services and health care is not an exception from the digital transformation.

But such as any product, without awareness of the transformation and the benefits of the services provided, it is difficult for the end user to gain those benefits.

Research problem:

The research problem is that there is a lack of awareness toward the digital health services in Saudi Arabia and understanding the benefits of them.

The importance and objective of the research:

Reflecting/ learning about the digital transformation.

Community awareness of receiving digital health services matches the physical quality.

Clarifying the impact of using digital channels on the organizations and the beneficiaries.

Digital and remote health services are a way of preventing infectious diseases.

Explaining the challenging and obstacles that prevent from using the health services.

Research Hypotheses:

What is digital transformation in health services?

How aware is the community of the digital health services?

How to benefit from the digital health services?

To what level using digital health services can prevent the community from infectious diseases>

What are the challenges facing users of the digital health services?

Previous studies and theoretical framework

Change management and organizational transformation awareness methodologies and its effect on the beneficiaries.

Literature Review:

Since the launch of the Saudi 2030 ambitious vision, foundations have been built for mega projects including digitalization of services. The vision was not clear to everyone living in Saudi Arabia nor the benefits of its realization. But when the pandemic hit the world and the curfew happened, society began to use alternative channels including digital. Today, the challenge is the continuity of using these channels and their advantages.

Digital health services are not an exemption, there are huge advantages from them, but the community lack an awareness toward them, and they are still linked to "exceptional circumstances" such as the pandemic, while reality is that they are the future.

Research Methodology:

- In this research, the method that will be used is Descriptive research.
- The data will be collected through surveys, interviews, field studies and previous statistics and data bases.
- The study population and sample type are targeting people living in Saudi Arabia, Saudis, and non-Saudis, focusing on people older than 15 years old capable of using digital channels.
- The field studies will be conducted on the major health services providers in Saudi Arabia to understand their transformation methodology, the usage of the services and the impact on their organization.

Research limits:

- Interviews can be a challenge considering time availability and limitations of officials.
- Updated sources since technology is changing rapidly.
- Limited digital health transformation benchmarking in the region that can be compared with and used as a reference.

Initial reference list:

- Ministry of Health, Saudi Arabia
- General Directory of Health services, Ministry of Defense, Saudi Arabia
- Health Affairs, Ministry of National Guard
- Health Holding Company
- Transformation and change management organizations and associations (i.e., Prosci, ACMP)