GCC Healthcare Market Readiness Worksheet

Use this evidence register before requesting country-level healthcare marketing approvals or launching campaigns. Do not enter patient names, diagnoses or other health records.

1. Confirm the countries and the real clinical service scope

Organisation / group: _____

Main contact / accountable role: _____

Country	Facility / service & licence	Content / ad approval	Booking path / owner
Saudi Arabia	_____ _____	_____ _____	_____ _____
United Arab Emirates	_____ _____	_____ _____	_____ _____
Qatar	_____ _____	_____ _____	_____ _____
Kuwait	_____ _____	_____ _____	_____ _____
Bahrain	_____ _____	_____ _____	_____ _____
Oman	_____ _____	_____ _____	_____ _____

Before any campaign or new country page

[ ] The service is genuinely available at a licensed patient-facing location.

[ ] The clinical and advertising approval owner is identified in each country.

[ ] Patient contact and booking routes have been tested by the local team.

[ ] No cross-border assumption about privacy or platform eligibility is unverified.

90-day actions & regional governance

2. Record one priority per country, the evidence needed and an accountable owner. Days 30/60/90 are review checkpoints, not ranking or patient acquisition promises.

Review	Evidence or action	Owner / date	Status
Days 1-30	_____ _____	_____ _____	_____
Days 31-60	_____ _____	_____ _____	_____
Days 61-90	_____ _____	_____ _____	_____
Country escalation	_____ _____	_____ _____	_____
Privacy / data flow	_____ _____	_____ _____	_____
Clinical claims approval	_____ _____	_____ _____	_____

3. Questions leadership should answer before approving spend

[ ] Which country or clinic has the highest-priority genuine service need?

[ ] What can we verify today, and which regulatory or clinical approval is still missing?

[ ] How will we tell a valid enquiry apart from a click or a booked appointment?

[ ] Who can pause a campaign if a service, claim or data flow changes?

Next approved action: _____

Responsible person: _____ Review date: _____