UAE Healthcare Marketing

Readiness Worksheet

Gather business information before requesting an assessment. Tick each item when the relevant team has confirmed it.

1. Services and facilities

- ☐ List the licensed facilities, emirates and priority services.
- ☐ Confirm which services each branch offers.
- ☐ Record booking prerequisites and appointment capacity.

2. Languages and enquiries

- ☐ Identify patient language needs and the team able to respond.
- ☐ Review Arabic and English service wording where relevant.
- ☐ Test the mobile route to the correct booking team.

3. Advertising and information

- ☐ Identify the approval owner and applicable advertising authority.
- ☐ Review patient information handling and vendor access.
- ☐ Keep sensitive health information out of advertising tools.

Plan the first review

Use service and facility information. Keep patient records in your approved clinical systems.

Priority service and facility

Patient languages and approved contact route

Main enquiry problem to investigate

Three actions to discuss

1. Action, owner and evidence needed

2. Action, owner and evidence needed

3. Action, owner and evidence needed

Agree the scope, fee, schedule and review points in the proposal. Measure relevant visibility, correctly routed enquiries and bookings separately.