



## Link Development Powers DHCR in Digitizing the Future of Healthcare in Dubai



سلطنة مدينة دبي الطبية  
Dubai Healthcare City Authority  
Regulatory - القطاع المنظم

DHCR, the leading regulatory arm was tasked with opening the doors to all healthcare players and business partners to easily live, work, invest and heal in Dubai; all within a framework of innovative services, strict regulations and highest-quality standards. Envisioning a new platform to digitize the flow and harmony of nearly 200 services, the meticulous body entrusted Link Development with the challenging job. In few months, Masaar, the first-of-it-kind, e-services platform in the UAE was launched strengthening Dubai's ranking in ease of doing business, attracting medical tourism and prompting a culture of customer happiness.

Customer	DHCR
Industry	Healthcare
Solution	Masaar e-Services Platform
Technology	Microsoft SharePoint Microsoft Dynamics CRM

## DHCR, the Innovative, Independent Regulatory Body

DHCR (Dubai Healthcare City Authority - Regulatory) is an independent regulatory arm of DHCA (Dubai Healthcare City Authority), the governing body of DHCC (Dubai Healthcare City), the world's largest healthcare free zone that was launched in 2002 by His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai.

## Transforming Dubai's Healthcare Space in Digital Harmony

The race for availing superb medical services in the world's largest healthcare free zone; Dubai Healthcare City (DHCC), is inspiring.

Thousands of national and international medical professionals, clinics, companies, research institutions and investors are rushing to join the flourishing scene with increasing demand on world-class treatment by nationals and tourists from around the globe.

Being the regulatory arm of DHCC, DHCR is tasked with opening the doors to all healthcare players to easily live, work and heal in Dubai as well as encouraging foreign investment in the city; all within a framework of innovative services, strict regulations and highest-quality standards.

DCHR has been looking for a digital partner to automate about 200 services in an inside-out business transformation to be announced during the flagship Arab Health Summit held in January 2017.

Timing is of an essence. The regulatory body needed to align with Dubai Smart City initiative that calls for promoting a culture of customer happiness and providing maximum customer convenience across all services. Not only will this kind of digitization will lead to strengthening the city's ranking in ease of doing business index. More importantly, it will achieve one of the most important objectives in UAE: happy and healthy citizens.

*"Masaar portal is the first-of-its-kind in the UAE to provide unique, smart services in record time within complete, flexible governance. We are happy with progressing our vision of digitalization and contribution in building "Dubai Smart City".*

*Dr. Ramadan Alblooshi,  
CEO, DHCR*

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## Masaar, the Omnichannel Platform

Link Development has been a digital transformation partner for DHCR across multiple technology initiatives. Once again, they joined forces to digitize the future of healthcare in Dubai.

Link Development delivered Masaar, a central platform, on web and mobile, that integrates, manages and controls the onboarding process of healthcare providers through a large set of smart services.

The choice of Microsoft technologies, SharePoint and Microsoft CRM was a dealmaker. Unlike a global contender who aimed at landing the project yet proposed only the automation of current manual services, Link Development solution covered service and process integration to create a cohesive journey for every healthcare professional, clinic, investor, company and other, using Microsoft CRM as the workflow engine.

### Work, Invest, Live, and Heal in Dubai

Masaar is the first-of-its-kind portal in the UAE that makes it possible for thousands of national and international healthcare providers to establish and run on-ground operations in record time within complete, flexible governance.

From Masaar's attractive and easy-to-use interface, customers can directly apply for, update, renew and pay for commercial registrations and set-ups, healthcare professionals and clinical licenses plus government services.

### 200 Integrated Smart Services

With about 200 services, the platform automates and integrates a large set of core processes and services that cover Commercial Registration & Licensing, Healthcare Professional Licensing, Quality Surveys, Engineering Services, Government Services, Compliance & Assurance and Education and Research services.

### Customer Happiness; a Digital Culture

In accordance with Dubai Smart City initiative, Masaar's access, design, usability and navigation were based on best customer experience & practices on web and mobile devices (responsive).

Platform users can assemble personalized workspaces as per their preferences. Masaar sends SMS and email alerts to notify users with upcoming renewals or due fees or notify employees with pending tasks.

Through Masaar, DHCR can gauge the satisfaction of customers with regular quality surveys. They can also digitally monitor the compliance and adherence of customers to their quality assurance measures.

### Benefits: DHCR Practicing Smart Governance with Digital Services

- Enhancing the quality of the medical services in the free zone to create a flourishing medical tourism scene and day-to-day medical services,
- Attracting highly qualified healthcare professionals from all over the world
- Encouraging global investors to easily co-build the future of healthcare
- Amplifying the digital productivity and revenue of DHCR with increase in number of issued licenses and renewals as well as speeding up processes
- Strengthening Dubai's ranking in ease of doing business and the emirate's reputation for high-quality experience that promotes a culture of customer happiness.

### Technologies

- Microsoft SharePoint
- Microsoft Dynamics CRM
- Android
- IOS

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We are delighted to launch Masaar, a platform that strengthens Dubai's ranking in ease of doing business and the emirate's reputation for high-quality experience that promotes a culture of customer happiness.

“ Khalid Ahmed Al Sheikh Al Shamsi,  
CEO, DHCA ”

## Direct Access to Government, Investor and Business Partner Services

Acting as a one-stop e-Services system, Masaar integrates with multiple external governmental systems to save DHCR customers' time and effort in dealing with multiple front to make the move to Dubai easy. This integration ensures the validity, consistency, and speed of request and data processing across the board.

To address the growing mass of about 390 investors, Masaar consolidates investor and business partner related services in one place to encourage investors from around the globe to co-build the future of healthcare in Dubai.

## Masaar's Launch and Partner Recognition

Masaar was successfully launched during Arab Health Exhibition & Congress, the largest gathering of healthcare and trade professionals in the MENA region, in the presence of HH Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, along other senior officials.

To prepare for the launch, Link Development helped DHCR in creating a video that summarizes Masaar's features. DHCR leadership expressed their happiness with the platform in a joint testimonial video.

Post-launch, DHCR recognized Link Development with a Masaar trophy that crowns their dedication and excellence in delivery. DHCC issued a press release highlighting the value of Masaar for Dubai.

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Masaar is built to improve efficiency, transparency and convenience.

With close to 200 services. The system aims to improve each customer's experience - from a healthcare professional applying or renewing a license to a business owner wanting to set up.

DHCR is empowering the free zone's customers to make decisions at the click of a button.

We are constantly developing platforms to facilitate partnerships for the existing DHCC community and prospective partners and healthcare professionals in the free zone.

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*Dr. Ramadan Alblooshi,  
CEO, DHCR*