



[www.mobiStine.com](http://www.mobiStine.com)

# Overview

- Established in 2011.
- 1<sup>st</sup> company in MENA for Healthcare Apps in Arabic.
- Number of Apps: 30.
- Total Downloads 2,000,000
- Platforms: iOS, Android.



# Sample of our Apps



لنك سيدتي



مضط الدم



تحديد جنس المولود



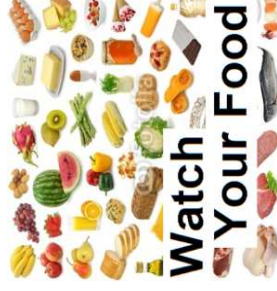
الإسعاف الأولي والطوارئ



تحليل السكري



Diabetes Analysis



Watch Your Food



سرطان الثدي



مصاريفك



Heart Attack



صحتك أولا



عالم المكياج



الأخبار



عالم الاتكيت  
في كل شيء



المولود  
الجديد



اختبارات شخصية



فحص البصر



السعرات الحرارية

# Ready Apps Sample

- Eye Test- فحص البصر
- 1<sup>st</sup> of the Top 5 Medical apps in Gulf



# Achievements

- MIT Media Lab, USA, Abu Dhabi
- USA MassChallenge Finalist.
- Among Top 5 Apps (in Gulf).
- Award- Best Business Plan in Palestine by INTEL.
- Among 3 winners at BiD Network, Netherlands.
- Won a prize from the 1st Hi-Tech Hub, Pal.
- Got a grant from PICTI, Palestine.
- **Download:** Globally 2M, IL 25K in 6 months (@peak).



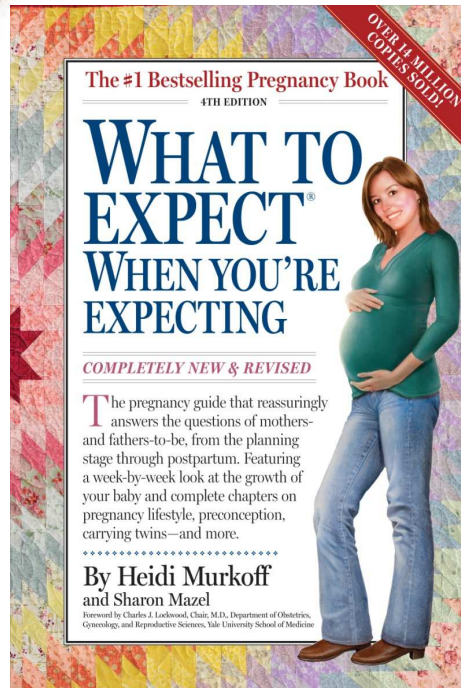


# Market Research



# English Market

Saturated!



# Arabic on internet



Resource: Discover Digital Arabia

<http://www.ddarabia.com/infograph/the-online-arabic-content/>



# Arab Population

- 380 M population, 2.7% annual growth rate (WA 2.0%)
- 60% of population under 25 years old
- 75%, 74% Smartphone penetration in UAE, KSA
- 90% Smartphone penetration with New Parents

# The Customer Pain

- Lack of access to Trusted healthcare info for New Parents
- No interactive healthcare Apps on Smartphone
- No personalized product
- Arab culture privacy
- Lack of centralized MRs.



# Opportunity (swimming @blue ocean)

- No trusted monitoring and tracking Apps for new parents.
- The book: “What to Expect When You're Expecting” 14.5 M copies sold.
- In English, over 1200 pregnancy Apps.
- In Arabic, Only few simple and static Apps!

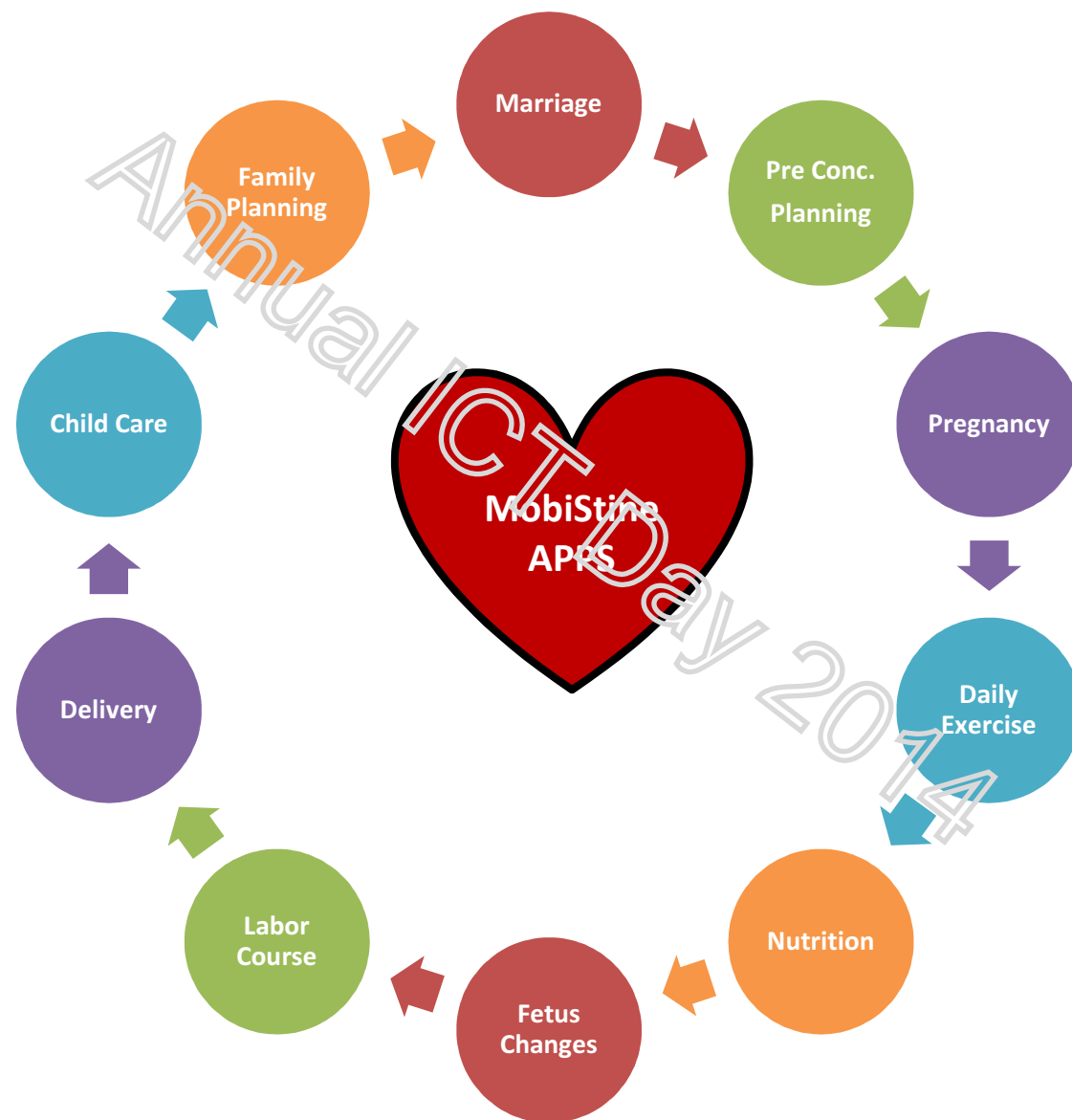
## Rollout Action

- Medical/ Healthcare App
  - Personalization
  - Fully Interactive
  - Fully Intelligent
  - Video tapped labor
- EMR





## Our Apps Cycle



# Ready App

## سجل الحمل

هل انت حامل؟

نعم

لا

Carrier
12:59 PM
100%

سجل الحمل

تاريخ الولادة  
08/04/2015

باقي للولادة  
125 يوم

الاسبوع  
21

الاسبوع  
22

الاسبوع  
23

الاسبوع  
24

03/12/14	04/12/14	05/12/14	06/12/14	07/12/14
+	+	+	+	+

صورة الحمل

ملخص التطور للاسبوع 23

...

Carrier 12:59 PM 100%

الدوية

الدوية التي يجب تجنبها أثناء الحمل

الدوية الممنوعة أثناء الارضاع

ادخالي الدوية المتناولة



GraviLog

Carrier 12:59 PM 100%

الطعمة

الاطعمة والاستثناءات الغذائية

العناصر الغذائية الأساسية



GraviLog

## المشاكل والاعراض

الانسمام الحملبي	احذري
تشنجات والم ساق	الامساك
الدوالي	الحموضة
الم الظهر	الغثيان الصباحي

## الحالة الصحية

هل تعانيين اي من الامراض التالية؟  
(بالضغط على الجواب الصحيح)

لا	نعم	السكري
لا	نعم	ضغط دم مرتفع

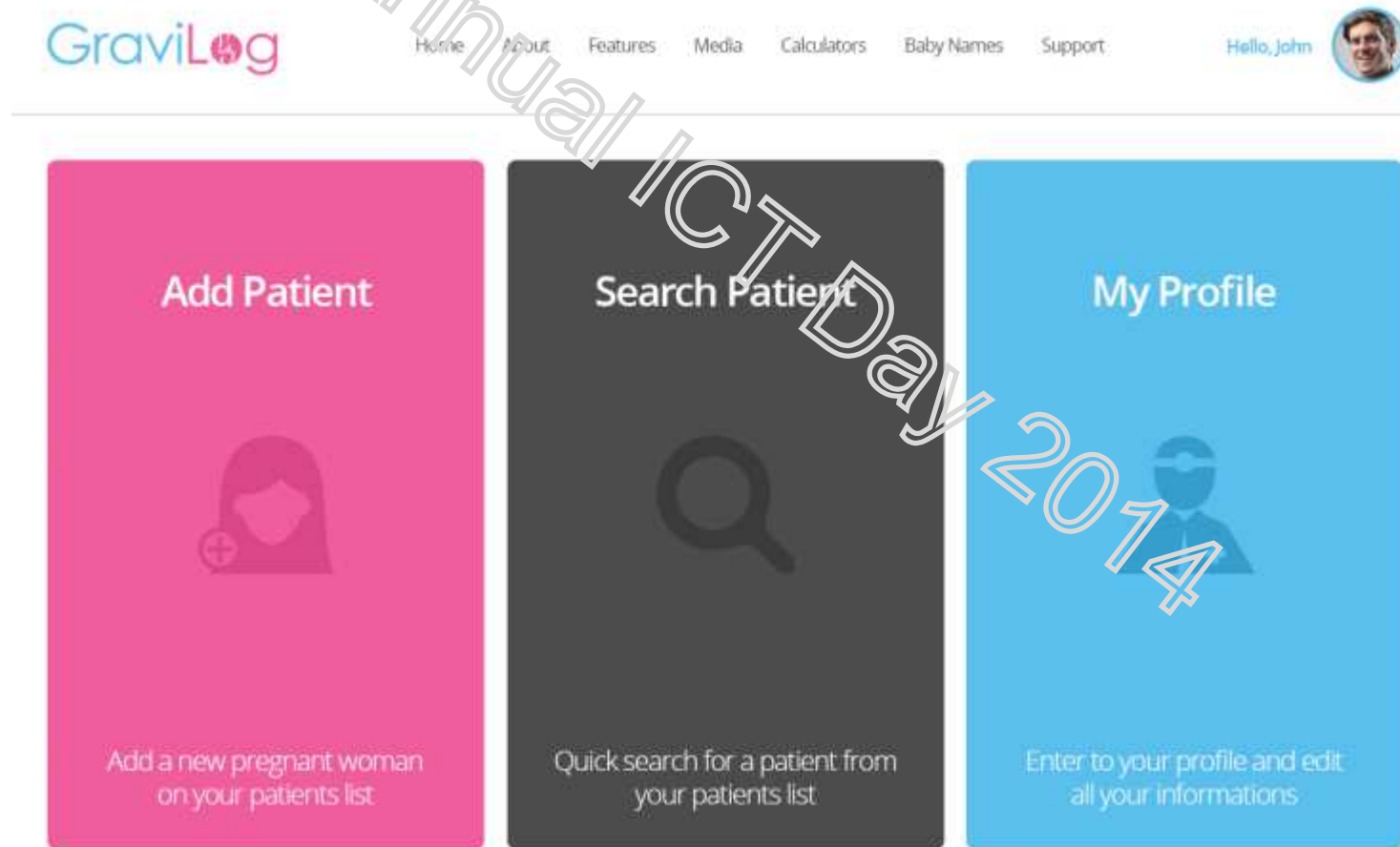
الرجاء اختيار فصيلة الدم

A+	AB+	O-
O+	B-	B+
AB-		A-

التالي



# EMR-Online Reg. & Medical Record





Add Patient



Search Patient

My Profile

Patient Name: Janet Smith

Pregnancy Week: 36

Delivery Date: 25/10/2014

Close

Profile

Pregnancy

Visits

Daily Symptoms

Fetal Movement

Tests

Ultrasound

### Contact Information

First Name \*

Middle Name \*

Last Name \*

ID Number \*

Age \*

Address Line \*

Country \*

City \*

Phone \*

Mobile Phone

Email Address (1) \*

Email Address (2)

### Medical and Surgical History

Number of pregnancies \*

Number of births \*

Consanguinity \*

1st day of last period

Annual ICT Day 2014

CANCEL

SAVE

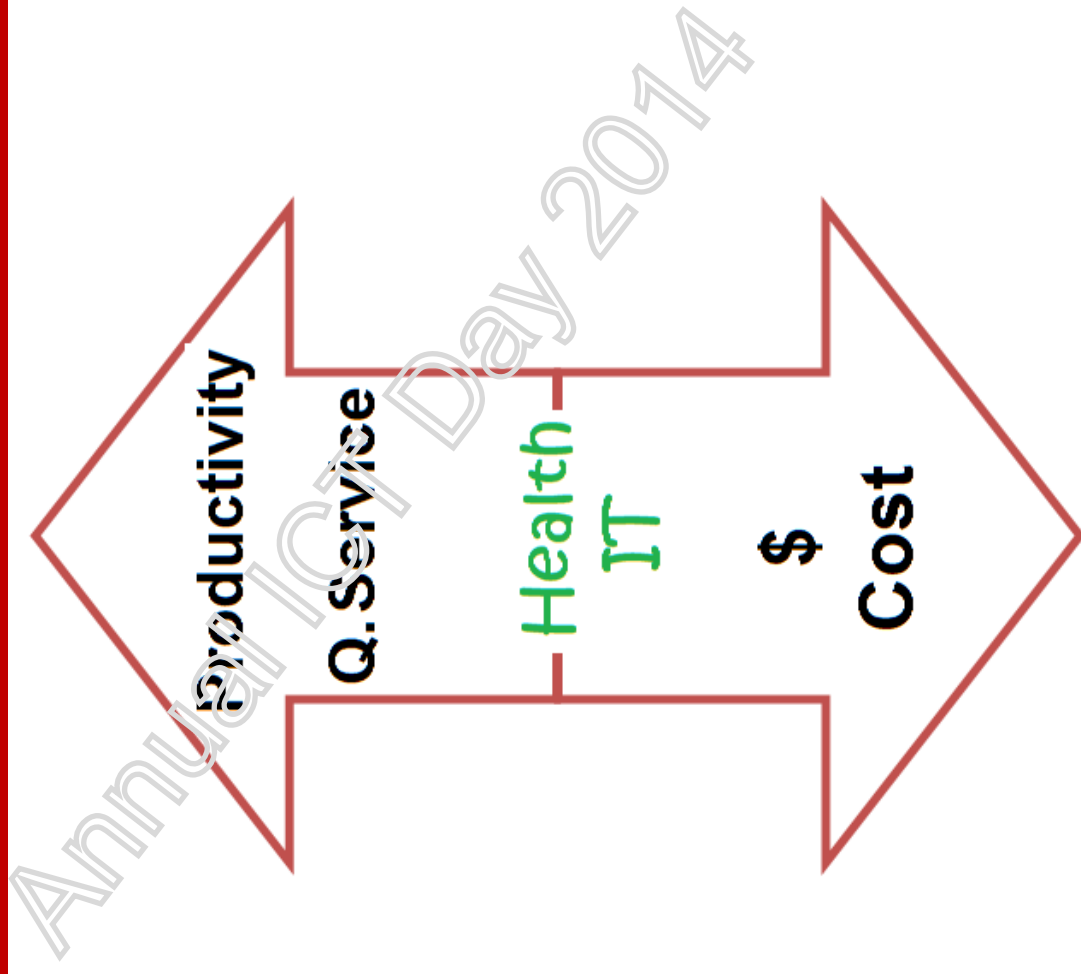
# Pilot Clients

## @Palestine

- Arab Care Hospital
- Jerusalem Maternity Hospital
- Allmed Medical Center
- Musallam Hospital
- Al Hiba IVF
- Al Amani IVF
- Obs/Gyn Drs.

## @Gulf

# Why Health IT?





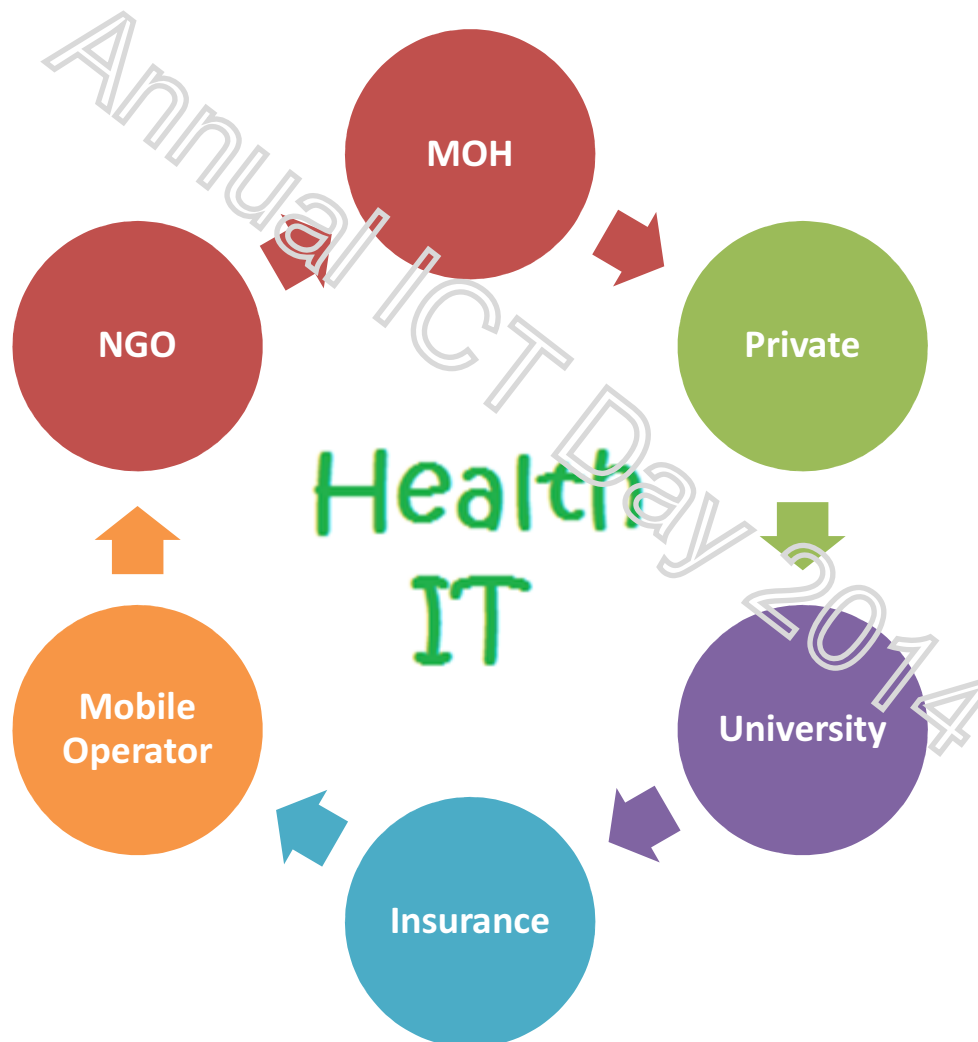
## Challenges in Palestine

- Belief in local capabilities
- Willingness to change
- Education and awareness
- mHealth regulation
- Mobile Network, No 3G
- No public/ private sector support
- No budget for mobility upgrade
- Penetration of Smartphone

## Solution-Requested Change

- Coordination between stakeholders
- mHealth Regulation
- mHealth Support and Adoption
- mHealth Upgrade
- Incentives for startups & new ideas/Systems
- Patient eService
- Patient interaction
- Media publicity

# Ecosystem committee@RND.ps



# Media Coverage



Forbes®

MEDCITY News

NOVA CAMERAS



TECHVIEW ASIA



The New York Times





**Connect**

سجل الحمل  
GraviLog

[www.GraviLog.com](http://www.GraviLog.com)

[www.mobiStine.com](http://www.mobiStine.com)



*the circle of life begins with us!*