

Innovating to Extend Healthcare

The Missan Directorate + Asiacell Iraq



Healthcare

The Business Challenge

The Missan Directorate, under the Ministry of Health in Iraq, represents all the directorates, hospitals and public health clinics in the entire regions of Missan.

The department's wide range of responsibilities, such as managing 148 health centres, 8 hospitals and 107k registered patients, meant that its communication services lacked a certain appeal.

Our challenge was to come up with creative solutions to help motivate and retain their patients, as well as extend special services to pregnant women.



Our Solution

We, as Asiacell Iraq (Ooredoo Group company), developed a deep understanding of these requirements and through Message Manager Solution via API (Application Program Interface), we enabled the health centres to send automated text messages to their patients for checkup and appointment reminders, and to schedule change notifications/ vaccination announcements.

Also as an incentive, we developed a customised solution that enabled them to offer free mobile credit/recharge to their pregnant patients upon showing up to their medical checkups – thus encouraging them to do timely and regular checks.

Key Customer Benefits

- Increased regular and new patient visits
- Helped build a caring image of the Ministry
- Automation helped reduce the manual work of reminder calls



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