

DUBAI HEALTH AUTHORITY

Bringing a nation together around public health

“Dubai Health Authority unveils healthcare for all: Everyone living in Dubai will have access to a good, affordable health service that meets basic medical needs.”

— His Excellency Qadhi Saeed Al Murooshid, Director General of the Dubai Health Authority

SUMMARY

The Dubai Health Authority (DHA) had to create and implement a nationwide healthcare system for all people living in the emirate of Dubai.

Because of the diverse needs of the population and the desire to create consensus among very different stakeholders, the DHA brought in FTI Consulting to craft all of its communications, public consultation and professional stakeholder engagement activities.

Ongoing efforts by FTI Consulting have increased the profile of the government’s health agenda within the media and materially improved the rollout of this ambitious undertaking.

SITUATION

In 2007, the government of Dubai, led by HRH Sheikh Mohammed, decided to provide universal healthcare to everyone living in the emirate of Dubai via the Dubai Health Authority. The health insurance committee (HIC) was given the responsibility of identifying a health funding strategy.

Doing this required HIC to consult with international, regional and local stakeholders and create a consensus among several disparate groups with conflicting interests: the medical community (including medics, healthcare workers, administrators, clinics and hospitals), the insurance industry, all employers in Dubai, the general public and members of the media.

Following that successful effort, the DHA as a whole was faced simultaneously with several new and ongoing challenges:

- Developing a strategy to promote primary care and public health issues.
- Educating the public about the updated healthcare structure.
- Rolling out revised health funding, regulatory and licensing systems.

SOLUTION

FTI Consulting developed a comprehensive, strategic communications framework to address all of the DHA's needs. Among these were:

- Raising the public profile of the Director General and all DHA Directors, with a special focus on speechmaking and press interviews.
- Managing the DHA's online activities, including the creation of a revitalized, user-friendly website.
- Creating and managing stakeholder databases.
- Creating and managing the ongoing consultation program with stakeholders.
- Managing the communications budget.
- Managing relations with the media.
- Drafting, designing and publishing all needed printed materials, including technical documents and publicity collateral.
- Monitoring ongoing professional engagement and extensive consumer outreach programs.
- Creating a series of presentations, seminars and one-on-one briefings to allow the DHA to connect with the business community, the government departments, the diplomatic community and a host of other core interest groups.

RESULTS

The ongoing efforts of FTI Consulting have increased the profile of the government's health agenda within the media. This culminated in a major public launch event for the DHA in June 2008. The high-profile function was hosted by His Excellency, the Director General of the DHA, and was attended by more than 500 senior dignitaries from across Dubai society. Coverage of the event was the lead news item on all TV and radio bulletins and the front page story in every leading print media across the United Arab Emirates. The event also received extensive coverage in other international and regional media.

CONTACT:

Christopher Clark

+44 (0)207 269 7201

christopher.clark@fticonsulting.com



Critical thinking at the critical time™

About FTI Consulting

FTI Consulting, Inc. is a global business advisory firm dedicated to helping organizations protect and enhance enterprise value in an increasingly complex legal, regulatory and economic environment. With more than 3,700 employees located in 22 countries, FTI Consulting professionals work closely with clients to anticipate, illuminate and overcome complex business challenges in areas such as investigations, litigation, mergers and acquisitions, regulatory issues, reputation management and restructuring. The company generated \$1.4 billion in revenues during fiscal year 2010. More information can be found at www.fticonsulting.com.