

Outsourced Virtual Care Center (Al Dawaa Pharmacy Chain)

Case Study



Prepared by
CURA Tele-Healthcare Services
CURA Healthcare
Version 1.0

Background

Al-Dawaa Medical Services CO. (DMSCO) was looking to enrich their customers' online experience and provide telehealth services to assist patients to see a doctor and dispense the required medications in a unified journey. Joining forces with Cura to harness the power of Cura Platform Services (CPS) and deliver virtual care at scale. DMSCO, for more than a quarter of a century, were interested in health care, providing the highest quality standards in services and products, and reaching the preferences and needs of their customers. Aiming to excel in leveraging digital health and complement and enrich the experience of their clients, DMSCO has addressed this challenge by partnering with Cura.

Problem Statement

In Saudi Arabia, pharmacies, unfortunately, are being utilized as a healthcare delivery destination by a subset of our population. However, pharmacists are not allowed to prescribe medications since this is out of their scope. DMSCO decided to test the possibility of partnering with a Virtual Care provider to deliver On-Demand Consultations to their customers.

Solution and Service Delivery

Enabling DMSCO customers to access virtual urgent care from within their mobile or web application through an integration with Cura's (CPS). CPS is a platform that would allow healthcare providers to provide on-demand consultations in various specialties. Cura has delivered a fully integrated virtual care platform inside of Al Dawaa Pharmacy's native applications.

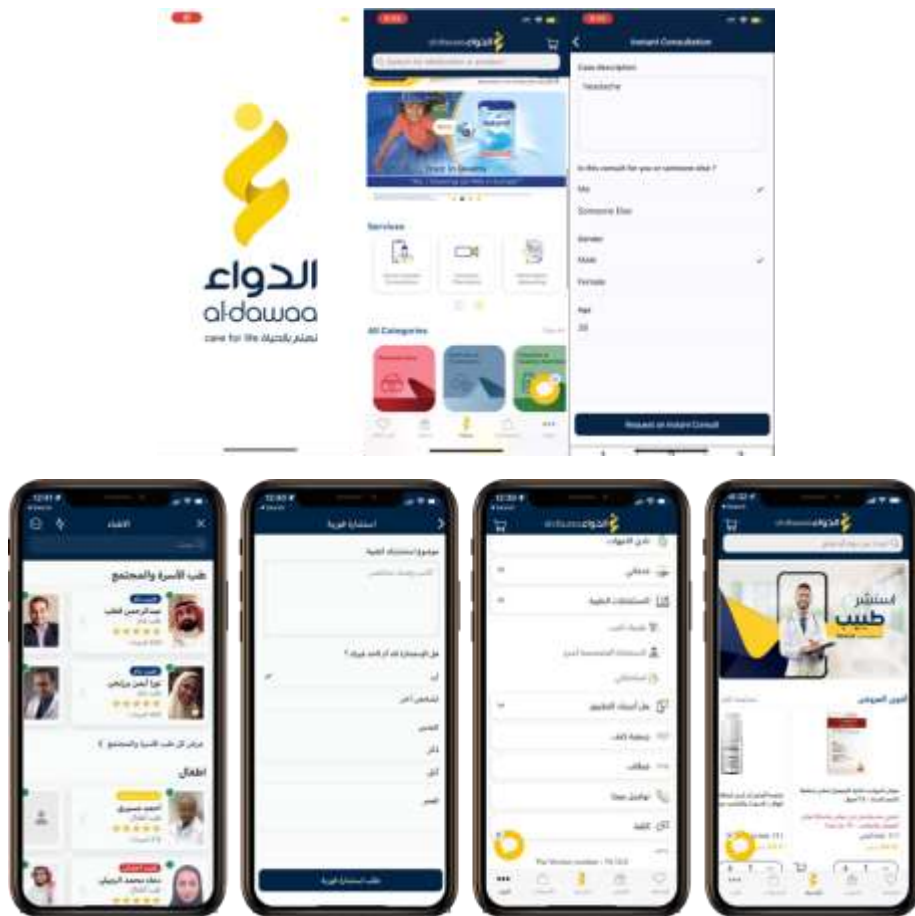


Figure 1. SDK Implemented Solution with Aldawaa