

#TogetherForHealthUAE

BE BOLD

MOHAP | وزارة الصحة ووقاية المجتمع

Public Health - Innovation and Design thinking Program

September - December 2022

In collaboration with

Entrepreneur | **IMPACT**
MIDDLE EAST

ENABLING INNOVATORS TO BUILD THE HEALTHCARE SYSTEMS OF TOMORROW

Over the last few years, innovation has accelerated the transformation of healthcare delivery and products, paving the way for a value-based approach. The need for a strong connection between people and their governments has since been highlighted, which has resulted in multiple collaborations between the public and private sectors, with both individuals and institutions emerging as key players in such data-driven initiatives.

It's these principles that the UAE Ministry of Health and Prevention (MoHAP) is embracing as it engages the country's citizens and residents in healthcare policy making and service delivery by launching BE BOLD, a three-month-long program that will train 25 innovative individuals in the sector to come together and design national public health programs focused on the physical and mental well-being of the country's citizens and residents.

As a reflection of the MOHAP's forward-thinking ethos, BE BOLD 2022 will bring together healthcare professionals, entrepreneurs, analysts, and government stakeholders to make use of future foresight and design thinking to create innovative public health programs that will positively impact the UAE's population, while also highlighting the country as being a champion of inventive policies and programs.

BE BOLD 2022 responds to the directives of H.H. Sheikh Mohammed bin Rashid Al Maktoum, UAE Vice President and Prime Minister and Ruler of Dubai, to adopt a culture of design thinking in all fields of government work, and to work in partnership with the community to design innovative solutions for future challenges.

POLICY AND NATIONAL
HEALTH DESIGN PROGRAM
CONNECTING THE PUBLIC
AND PRIVATE SECTORS

25
participants

3 months
duration

13
workshops

6-8
hours per week

Bi-weekly
mentorship

3 masterclasses

Criteria

UAE healthcare experts by education or profession, aged between 18 and 35, with at least two years of experience in the healthcare industry.

Financials

Program fees: AED 45,000

Winners will receive support to develop their endeavors.



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Program Outline

MODULE 1
PROGRAM LAUNCH

MODULE 2
MINDSET TRAINING

MODULE 3
DESIGN THINKING

MODULE 4
FUTURE FORESIGHT

MODULE 5
POLICY DESIGN CANVAS PART I

MODULE 6
STRATEGIC THINKING

MODULE 7
POLICY DESIGN CANVAS PART II

MODULE 8
EMOTIONAL INTELLIGENCE

MODULE 9
BEHAVIORAL ECONOMICS POLICY

MODULE 10
COMMUNICATION & MARKETING

MODULE 11
FIRST PITCH

MODULE 12
THE PERFECT PITCH:
ENTREPRENEURIAL TIPS

MODULE 13
FINAL PITCH
AND WINNERS ANNOUNCEMENT

CREATE NATIONAL HEALTH PROGRAMS AND POTENTIAL HEALTH POLICIES



Reimagine new
systems aligned
with the UAE
health strategy



Be part of an
exclusive network of
senior executives,
national and global
healthcare leaders



Become an active
agent of innovation
and change in the
global healthcare
sector



Develop new skills
and experiences in
research methods,
analysis and policy
formation

Train with MoHAP leaders, global peer mentors,
and executive coaches

PAST SPEAKERS



Rafael Grossman
Surgeon, Educator,
Healthcare Futurist,



Newton Howard
Former director of
the MIT Mind Machine Project



Dr. Eric Green
Director of the National
Human Genome
Research Institute
(NHGRI)



Marcel Muenster
Founder and CEO of
Doctor in Your Pocket

70%

ENTREPRENEURSHIP TRAINING

Emotional Intelligence
Strategic Thinking
Achievers Habits
Action Learning
Outdoor Bootcamp

30%

MINDSET TRAINING

Policy Design Canvas
Design Thinking
Prototype Building
Branding / Marketing
Live Pitching

“The BE BOLD program will further elevate the country’s policy-making process in the healthcare sector by adopting an entrepreneurial approach that unleashes limitless possibilities to build innovative systems, policies, and solutions that will shape the future of healthcare.

Saqr Al Hemeiri

Director of Strategy and the Future,
UAE Ministry of Health and Prevention (MoHAP)

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Application Deadline June 30, 2022

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Shape the Future of Healthcare

How to apply

Visit beboldme.com to apply online

Get involved

To discuss any aspects of the program,
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