

CARESYNC PERSPECTIVE

Navigating the Future of **Connected Care** in Saudi Arabia

Connecting patients, care teams
and program operations through
CareSync PSP Connect.



**Patient
engagement**



**Care
coordination**



**Program
visibility**

A PERSPECTIVE ON CONNECTED CARE
care-sync.co

Platform information: CareSync [2]. References: p. 6.



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Executive Summary

A more connected,
empowered and
healthier tomorrow
for Saudi Arabia



Empowered
Individuals



Connected
Care Teams



Outcome
measurement

Executive summary

A growing opportunity for smarter, more connected care in Saudi Arabia

Digital tools, AI and health data are shaping how people seek information and engage with care. This creates an opportunity to connect digital access with trusted clinical support.

This CareSync perspective considers how PSP Connect can support patient engagement, care coordination and program visibility. Market findings are drawn from EY research, not CareSync outcome data.



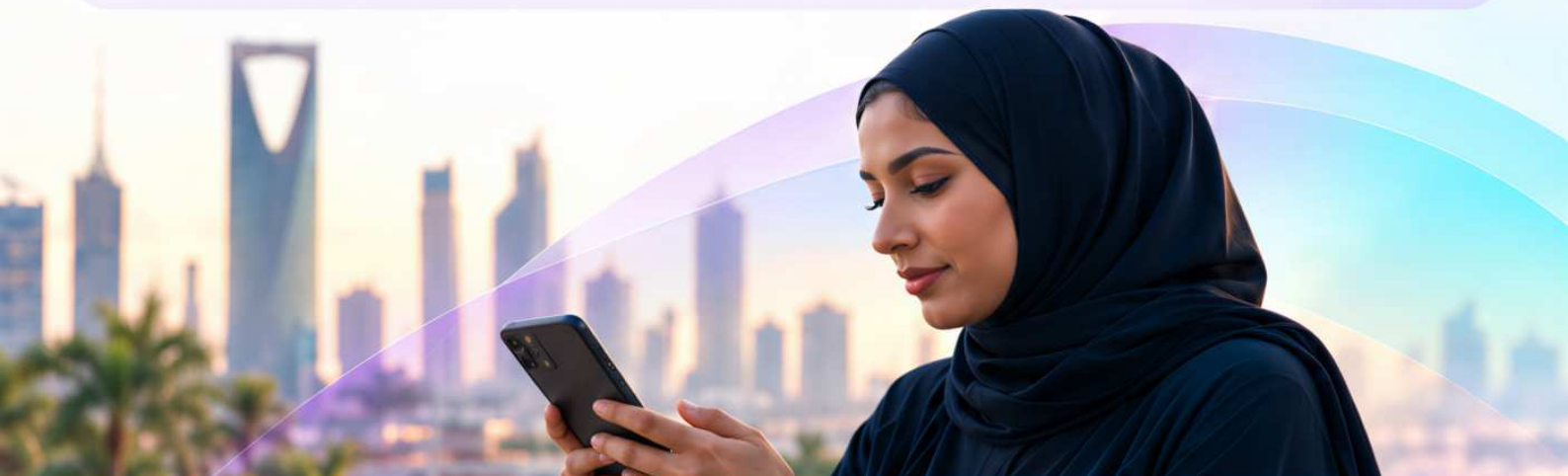
CareSync perspective

Digital access should connect patients to informed conversations and coordinated follow-up.



86%

of surveyed Saudi respondents requested or considered a test, treatment or prescription based on AI information.





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Chapter

Introduction

The need for more
connected, patient-
centric care has never
been greater



Digital health is becoming **mainstream** in Saudi Arabia

Consumers are increasingly using digital tools, AI and health data to stay informed, monitor their health and make care-related decisions.

This shift is creating new opportunities for healthcare organisations to deliver more personalized support, improve engagement and achieve better outcomes.



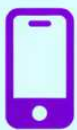
67%

Frequently consult healthcare professionals



69%

Use AI for health information



53%

Began digital tracking within the past year



40%

Use social media for health information

Base: Saudi survey respondents; 53% refers to respondents who track health digitally.



Consumers are combining professional advice, digital tools and AI to take a more active role in their health management.

Research basis & references

01



Research basis

This CareSync perspective draws on published EY research. EY Studio+ conducted an online survey in April 2026, including 1,002 Saudi respondents within a global sample of nearly 7,700 consumers.

02



How to read the findings

Percentages describe survey responses. Bases differ by question. Reported behavior changes do not establish clinical benefit or causation.

03



CareSync's contribution

The CareSync team provides interpretation and practical considerations for connected care. This is not a CareSync-run survey or an evaluation of CareSync clinical outcomes.

04



References

- [1] EY. How digital health is driving more connected care in Saudi Arabia. 31 August 2026. ey.com
- [2] CareSync. White-Label Digital Health Platform for MENA. care-sync.co. Accessed 4 October 2026.

External research is credited to its publisher. Citation does not imply endorsement of CareSync.



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Chapter

01

Digital engagement is enabling proactive health management

Consumers in Saudi Arabia are increasingly using digital tools to stay informed, monitor their health and take action.



Source: EY Future of Health Survey [1]. References and research basis: p. 6.

Digital engagement is enabling proactive health management

Consumers are embracing digital tools across multiple touchpoints

1 Health information sources



67%

consult healthcare professionals frequently or very frequently.



69%

use AI tools for health information.



40%

use social media for health information.

2 Momentum in digital tracking

53%

of digital health trackers began within the past year.

3 Tools used for tracking



Smartphone health apps



Blood pressure monitors



Smart scales



Glucose monitors



At-home testing kits

4 What consumers track

Among respondents who track health

64%

Weight

23%

Macronutrient intake



Key insight

Consumers in Saudi Arabia combine professional advice, digital tools and AI to support proactive health management.

Digital engagement is enabling proactive health management

From insights to action

Digital information can inform everyday health choices. The survey records self-reported behavior changes; it does not establish that those changes improved clinical outcomes.

CareSync perspective: make reliable education and professional follow-up easy to access, so patients can discuss information with their care teams.



61%

Reported changing physical activity



58%

Reported changing diet or nutrition

Self-reported changes; not measured CareSync outcomes.



Source: EY Future of Health Survey [1]. References and research basis: p. 6.

Chapter

02

AI is transforming health behaviors and healthcare interactions

AI is becoming part of how people seek health information, consider care options and prepare for conversations with healthcare professionals.



Source: EY Future of Health Survey [1]. References and research basis: p. 6.

AI and everyday health decisions

Connecting information with informed conversations

Consumers use AI tools to explore health questions and prepare for care discussions. Clear information and access to healthcare professionals remain important when turning digital insights into decisions.



From information to healthier actions



Find
information



Check
understanding



Discuss with
a professional



Agree
next steps

Source: EY Future of Health Survey [1]. References and research basis: p. 6.

CHAPTER SUMMARY

Digital information and health behaviors

EY's Saudi findings describe use of AI information and self-reported changes in everyday health behaviors.



69%

Use AI for health information



61%

Reported changing physical activity



58%

Reported changing diet or nutrition



48%

Reported changing sleep habits



CareSync perspective: connect relevant education with clinician-led follow-up. These survey findings are not measured CareSync outcomes.

Source: EY Future of Health Survey [1]. References and research basis: p. 6.

AI-informed clinical conversations

Consumers are using AI tools in different ways to support their health, from daily habit changes to seeking medical advice.

How survey respondents described AI's influence



55%

AI informed questions asked during consultations



55%

AI influenced discussion or challenge of clinical recommendations



45%

AI research influenced the decision to seek medical advice



86%

Requested or considered a test, treatment or prescription based on AI information



CareSync perspective:

digital information should support informed conversations with healthcare professionals.

Source: EY Future of Health Survey [1]. References and research basis: p. 6.



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CHAPTER

03

Trust, data and innovation are accelerating connected care



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Trusted clinical relationships and responsible data practices can support more coordinated, patient-centered digital care.

Trust in healthcare professionals remains strong

Digital information works best alongside professional guidance.

EY's Saudi findings highlight continued trust in healthcare professionals and an active role for digital information in care discussions.



89%

Trust healthcare professionals.



84%

Feel comfortable discussing health concerns and care decisions.



78%

Say AI helps them understand health issues and make decisions.



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Design digital journeys that keep patients connected to their treating teams.

Source: EY Future of Health Survey [1]. References and research basis: p. 6.

From data sharing to connected care

EY's findings point to willingness to share digital health data and an opportunity to connect it with clinical practice.



88%

Willing to share data from wearables and health apps

CareSync implementation priorities



Explain why data is needed



Make consent understandable



Give care teams useful context



Define access and accountability



Connect insights with follow-up

Use of patient-generated data by healthcare professionals



46%

Saudi respondents



30%

Global average

Respondents reporting professional use of wearable or tracking-app data.

Safe and responsible use builds a stronger future

CareSync design priorities for responsible connected care.

Trust grows when people understand how their information is used and how clinical decisions are made. Programs should define clear responsibilities, access controls and routes for professional review.



Privacy

Make data use understandable.



Governance

Define access and accountability.



Clinical oversight

Keep care decisions with qualified professionals.



Responsible data practices

Connected care built on trust.





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A more connected future starts with coordinated care.



The research reviewed in this report points to an opportunity to connect digital engagement with trusted clinical relationships.



CareSync's aspiration is to help healthcare organizations bring patient access, care-team workflows and program visibility into one connected experience.



Success should be assessed through defined baselines, implementation measures and patient outcomes.

Conclusion





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Built by the CareSync team

Healthcare insight. Engineering discipline. One shared ambition.

Prepared collectively by the CareSync team, this perspective brings together healthcare strategy and technology expertise to explore more connected care.

FOUNDING LEADERSHIP



Mohamed Essam

Co-founder & CEO

A pharmacist and founder of Hospitalia, Mohamed brings experience across healthcare, pharmaceuticals, medical affairs and digital health.



Osama Mamdoh

Co-founder & CTO

An engineer with more than 10 years of technical leadership experience across Egypt, Finland and Canada, Osama brings software engineering and architecture expertise.

OUR ASPIRATION



To help healthcare organizations across MENA launch scalable, white-label digital health services that connect patients, care teams and operations.

Together, we are building CareSync to make care journeys easier to coordinate, clearer to manage and more responsive to patients.

Editorial perspective: CareSync team. External research is credited separately.

Let's build the future of connected care

CareSync connects patient access, care delivery, engagement and operations through a modular, white-label digital health platform.

Explore what connected care could mean for your organization.



care-sync.co



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