



# SAUDI ARABIA

Capital: RIYADH

Population: 33 million



## QUICK FACTS ✓

**Potential business figures on healthcare in 5 years:** With the growing and ageing population and rising incidence of chronic conditions, the government plans to enhance the healthcare services. SAGIA, the Saudi Arabian Investment Authority estimates US\$180 Billion of expenditures in the health sector over the next 5 years. The government strategic objective is to improve the quality of healthcare services (preventive or therapeutic) and expand privatization of governmental services.

**Typical buyer of health services:** Saudi Arabia healthcare system comprises of both public (Ministry of Health-MoH and other government organization) and private healthcare.

Public healthcare sector operating approximately 76% of hospital beds and 46% of healthcare clinics. Private healthcare services providers operates 24% of hospital beds and 54% of healthcare clinics.

The MoH is the main provider of public healthcare services and funded annually from the total government budget. Budget for 2018 is US\$ 39 Billion.

### Governmental or legislative climate to support new services/innovations on health:

Current healthcare system is highly dependent on government providers. The Vision 2030 main goal is to diversify the economy away from oil and initiate participation of the private sector by encouraging both local and international investments. Healthcare is one of the main key sector of this privatization.

Private sector participation (PSP) program aims to increase the share of private sector in healthcare delivery with usage of Public-Private-Partnership (PPP) models.

### Typical buying and/or acceptance process in the country for new solutions:

Sales cycles, tender process especially for the government projects. A need of a local reputable representative is essential if a company is not able to have their own presence in Saudi Arabia.

**Finnish health established business in country:** Planmeca, Lojer, Hur, Lymed

**Opportunities for Finland:** Preventive care, Rehabilitation, Home healthcare

**Regulation & Reimbursement environment:** Employers / Sponsors are responsible for paying for an extensive package of services for private sector expatriates. Mandatory health insurance for all Saudi and non-Saudi employees and their families in the private sector became effective as the Government is moving towards privatizing the healthcare care services.

Ministry of Health plans to privatize all its services through the National Transformation Program 2020, which will increase the private sector contribution to the health sector from 25 to 35 percent and change government hospitals to semi-public companies. Because of this privatization program, around 20 million Saudi citizens will need insurance coverage by 2020.

**Trends & Strategy:** With the growing, ageing and chronic related issues for the whole society, there is a need for new solutions for Care related to lifestyle and non-communicable Diseases, Geriatric related care, rehabilitation, home healthcare and specialized healthcare services, etc.

Finland is well known to be top-notch in the healthcare sector and Finland have great offerings/solutions/technologies for these health related issues. Check also Industry Transformation Map [here](#).

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**Life expectancy:** 75,2 yrs

**GDP (PPP):** 1,774 Trillion \$ (17rd), Per Capita 54.800\$ (22nd)

**Growth Rate:** -0,7%

**Official languages:** Arabic (English ~ 45%)

**Physicians density:** 2,6 / 1000 pop.

**Birth Rate:** 18,3 / 1.000 population

**Digitalization Maturity<sup>(✓)</sup>:** 31<sup>st</sup>

**DEI Index 2,80 / Break Out**

**Health expenditure:** 4,7% (GDP)

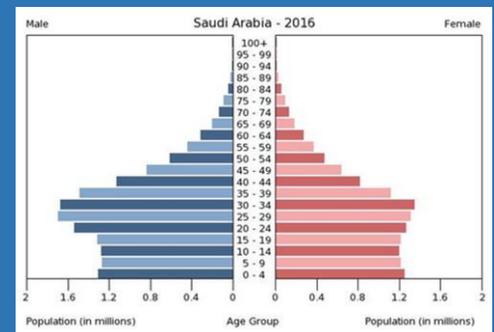
**Urbanization rate:** 83,8%

**Hospital bed density:** 2,7 /1000

**Obesity rate:** 35,4%

**Median Age:** 27,5 years

**Population growth rate:** 1,45% ✓



Deaths per 100.000 people	Finland	Saudi Arabia
Respiratory infections	8,5	16,6
Diabetes	10,0	23,3
Genitourinary diseases	7,2	10,8
Perinatal conditions	1,5	19,0
Hypertensive heart disease	13,9	42,3

**National challenges ✓:** Ischaemic heart diseases, Road injuries, Cerebrovascular disease

**Link to opportunities ✓:** <https://bit.ly/2CZBxGV>