

UNITED ARAB EMIRATES  
MINISTRY OF HEALTH & PREVENTION



الإمارات العربية المتحدة  
وزارة الصحة ووقاية المجتمع

# THE MOST FREQUENTLY USED SERVICE ON THE MINISTRY OF HEALTH AND PREVENTION'S WEBSITE

2022 REPORT



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- THE MINISTRY OF HEALTH AND PREVENTION IS COMMITTED TO FULFILLING THE UAE GOVERNMENT'S PROMISE OF IMPROVING CUSTOMER SATISFACTION AND INVOLVING THEM IN THE DESIGN OF PROACTIVE, HIGH-QUALITY SERVICES THAT ARE TAILORED TO MEET THEIR NEEDS, PREFERENCES, AND REQUIREMENTS. THE MINISTRY WILL SPARE NO EFFORT TO DELIVER PEOPLE-CENTRIC SERVICES AND PROVIDE A SMOOTH AND PROACTIVE EXPERIENCE OF HIGH VALUE. THE MINISTRY PAYS ATTENTION TO LISTENING TO CUSTOMER FEEDBACK WHILE ALSO ADHERING TO THE MAXIMUM LEVEL OF TRANSPARENCY WHEN MEASURING RESULTS.
- MOHAP HAS LAUNCHED A SURVEY TO DETERMINE THE MOST VALUABLE INFORMATION FOR USERS VISITING ITS WEBSITE. THE SURVEY RESULTS WILL BE UTILIZED TO INVOLVE CUSTOMERS IN ALL STAGES OF SERVICE DEVELOPMENT IN ORDER TO ENHANCE USER SATISFACTION WITH THE MINISTRY'S DIGITAL SYSTEMS. THE MINISTRY FOLLOWS A SOPHISTICATED SCIENTIFIC METHODOLOGY THAT CENTERS ON COMPREHENDING CUSTOMERS' BEHAVIOR PATTERNS.
- THE SURVEY FINDINGS REVEALED THAT E-SERVICES WERE THE MOST FREQUENTLY USED SERVICE ON THE MINISTRY'S WEBSITE (16.74%), FOLLOWED BY COVID-19 VACCINES (14.64%), WHILE PRESS NEWS WAS THE THIRD MOST FREQUENTLY USED SERVICE (9.21%). FURTHERMORE, 8.79% OF THE PARTICIPANTS IN THE SURVEY VOTED FOR THE CUSTOMER HAPPINESS CENTER.
- THE SURVEY ALSO FOUND THAT 8.37% OF PARTICIPANTS WERE INTERESTED IN HEALTH LEGISLATION, WHILE 7.95% WERE INTERESTED IN PROJECTS AND INITIATIVES. THE EVENTS SECTION RECEIVED 6.28% OF PARTICIPANTS' VOTES, WHILE OPEN DATA AND LOGINS RECORDED 5.86%. CUSTOMERS' INTEREST IN PHOTOS AND VIDEOS SCORED 4.6% AND 4.18%, RESPECTIVELY. LASTLY, THE STRATEGIC PARTNERSHIPS AND BLOGS SECTIONS HAVE EQUALLY RECEIVED 3.77% OF PARTICIPANTS' VOTES.
- THE SURVEY RESULTS WILL PLAY A SIGNIFICANT ROLE IN THE ONGOING IMPROVEMENT PROCESSES AND WILL BE THOROUGHLY ANALYZED BY THE MINISTRY TO DEVELOP A NEW ROADMAP FOR ALL ELECTRONIC AND DIGITAL PLATFORMS. SUCH A ROADMAP WILL NOT ONLY HELP THE MINISTRY EFFECTIVELY ADDRESS THE NEEDS OF CUSTOMERS BUT WILL ALSO IMPROVE THEIR SATISFACTION.



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