

**THE MIDDLE EAST'S LARGEST DIGITAL HEALTH PLATFORM - ALTIBBI - ANNOUNCES  
TRANSFORMATIVE HOTLINE TO INCREASE ACCESS TO HEALTHCARE IN EGYPT**

**Cairo, Egypt – 15 December 2021:** Altibbi, the Middle East's first and largest digital health platform, announces a new method of consultations in Egypt, designed to provide instant, easy and affordable access to healthcare.

Egyptians can dial 1130 and connect with a certified doctor directly. Payment is taken via phone credit per minute.

By enabling those without a smartphone or internet connection to access healthcare services, Altibbi is extending healthcare coverage to a wider audience in Egypt. Altibbi is committed to delivering quality healthcare services for all and reducing inequalities in access – particularly pertinent in Egypt given the complexity of its healthcare system due to social and economic challenges.

The hotline is available anywhere in Egypt and Altibbi's aim is to provide 2 million consultations in Egypt by the end of Q2 2022.

This initiative builds on Altibbi's partnership with the Egyptian and Jordanian governments to provide its telehealth services through the respective national Covid-19 hotlines. These were vital in easing the pressure on the national healthcare systems, connecting users to certified doctors and combating the transmission of the coronavirus.

**Jalil Allabadi, founder & CEO of Altibbi, said:**

*"We are excited to announce Altibbi's new hotline service. With Egypt representing one of our key markets, we wanted to address the gaps in its complex healthcare system and this initiative does just that. By providing a simple hotline service, accessible to all, Altibbi is enabling fast, easy and affordable access to healthcare services throughout the nation. It represents another important step in our efforts to delivering quality healthcare services for all in the region."*

Founded in 2011, Altibbi has grown to become the largest digital health provider in the Arab world with +2 million pages of content, 24/7 Telehealth service in seven Arab countries and +500,000 daily users. In 2020 alone, the Company delivered healthcare services to over 300 million patients worldwide, expanded its services to 12 countries and created job opportunities for 60,000 doctors around the region.

This major 1130 hotline follows the launch of Altibbi's medical academy in October 2021, aimed at strengthening virtual pharmacy care across the Middle East. All the courses are certified by the Royal College of General Practitioners in the UK and delivered through a partnership with Primary Care International. All 1,500 Altibbi doctors will be enrolled by the end of 2022.

<ends>

## **Further information**

### Thoburns

Jamie Pudge

[j.pudge@thoburns.com](mailto:j.pudge@thoburns.com)

+447557771703

### **About Altibbi**

Altibbi is the first platform in the Arab world to provide a remote medical consultation service and allow patients to communicate with accredited doctors directly by phone call or text chat.

Altibbi works also on more than a million pages of Arab medical content over the Internet, providing reliable medical information to those who need it, in addition to providing medical consultations via the Internet in all countries of the Arab world.

400 million people in the Arab world lack basic health services, including access to medical information and advice, as over 70% of doctors' visits are unnecessary and add to the burden on the health system.

Altibbi is the largest Arab medical platform that deals with providing reliable medical content, which had been accredited by 10 thousand well known doctor to the Arab readers, and Altibbi's website won the World Summit Award for Best Digital Health Content and the Schwab Award for Best Social Institution.