



BASMAH gives new hope for cancer patients



BASMAH is a first of its kind initiative created as part of a partnership between the Dubai Health Authority (DHA), Roche Pharmaceuticals and AXA-Gulf Insurance to provide full coverage for breast, colon and cervical screening and treatment for all Dubai residents. This initiative reflects UAE Vision 2021 which aims to provide the highest quality of medical care to patients with chronic diseases, promote a culture of early detection and raise awareness about the importance of regular check-ups.



Under the BASMAH initiative, 4.6 Million Dubai residents will be covered for breast, colon and cervical cancer screening and treatment, irrespective of the cost and duration, in dedicated Centres of Excellence (CoE) allocated by the Dubai Health Authority (DHA), including Dubai Hospital. CoE are being built throughout Dubai, with dedicated healthcare practitioners who will oversee patients using the initiative.

BASMAH includes a seamless and successful process which is ensured through training the primary healthcare physicians and a third party "TruDoc 24X7" accompanying patients throughout their entire journey. The process includes home visits from doctors for patient onboarding, a medical call centre that is available 24/7 in multiple languages, an interactive mobile application with medication and appointment reminders, wellness tips and push notifications. The patient support programme will also have monthly reporting for insurance companies and the DHA.

HE/ Humaid Al-Quttami
Director General – Chairman of the Board
Dubai Health Authority



The three partners – Dubai Health Authority, Roche and AXA – presenting the BASMAH initiative in the presence of Dubai Government officials, the management of the main hospitals and healthcare influencers

The BASMAH initiative aims to expand the existing treatment coverage for patients to ensure access to the most effective treatments available, while developing an effective process for early detection of cancer through regular screening.

Two actions were developed in order to combat the disease. Firstly, a dedicated cancer fund where AED 19 from every health insurance policy in Dubai will be directed to a common fund which will be utilized by the insurance company when the cover limit is met.

Additionally, coverage will be required to meet a minimum acceptable limit for the treatment of cancer.

Secondly, coverage for cancer screening will be a compulsory element of every health insurance policy. Cancer screening is now covered as part of all insurance benefit plans under the DHA Mandate, including the basic one, as early detection has proved to result in a higher survival rate.

The name “BASMAH”, meaning smile in Arabic, was chosen because the initiative aims to build a healthy, hope-filled and happy cancer-free community where people can carry on with their lives with a “BASMAH”.

Dr Sherif Mahmoud
Regional Head of Healthcare Operations
AXA-Insurance Gulf

