HERMS WHITE PAPER · UAE

Healthcare and Life Sciences Execution Intelligence for the UAE

How companies, investors and ventures move from approval to patient access across ADIO, Hub71, Mubadala, DoH Abu Dhabi, DHA, SEHA/PureHealth and DIFC

ADIO | Hub71 | Mubadala | DoH Abu Dhabi | DHA | SEHA / PureHealth | DIFC

HERMS Data Intelligence Platform (DIP) | Dubai, UAE | hermsglobal.com

Executive summary

The UAE is building two healthcare and life sciences hubs at once, in Abu Dhabi and in Dubai. Each has its own regulator, investors and delivery networks.

Companies entering either hub face the same problem, whether they work in pharmaceuticals, medical devices, cosmetics, herbal products, nutraceuticals, medical nutrition or animal health. Their decisions are spread across disconnected functions and institutions. HERMS DIP is built to govern that execution layer. This paper maps the seven institutions that shape the UAE environment.

1 ADIO: Abu Dhabi Investment Office

The Health, Endurance, Longevity and Medicine (HELM) cluster was developed by the Abu Dhabi Department of Economic Development, ADIO and the Department of Health – Abu Dhabi.[1] By 2045 it is expected to contribute $25.6 billion (AED 94 billion) to Abu Dhabi's GDP and create 30,000 high-value jobs.[1,2,3]

EXECUTION IMPLICATION
Investors entering through HELM still have to turn an investment into approved, priced and supplied products.

2 Hub71

Hub71+ Life Sciences gives founders direct access to Abu Dhabi's medical innovation sector. It launched in strategic alignment with the Department of Health – Abu Dhabi, the Emirates Drug Establishment and the HELM cluster, which joined as Founding Partners.[4,5] Hub71 is backed by the Government of Abu Dhabi and Mubadala Investment Company.[6]

EXECUTION IMPLICATION
Ventures arriving here must still plan registration, pricing, tenders and supply across the GCC.

3 Mubadala

Mubadala Investment Company continues to expand in healthcare and life sciences. In 2024 its unit Kelix bio acquired GHH's pharmaceutical assets.[7] In 2025 it launched Mubadala Bio to strengthen domestic drug manufacturing and position Abu Dhabi as a regional hub for biopharma innovation.[8]

EXECUTION IMPLICATION
Portfolio companies that scale from the UAE into regional markets need consistent, auditable execution in each market.

4 DoH: Department of Health – Abu Dhabi

DoH regulates the health sector in the emirate of Abu Dhabi. Its published policies include a Policy on Use of Artificial Intelligence (AI) in the Healthcare Sector of the Emirate of Abu Dhabi.[9] Under the HELM partnership with ADIO and Hub71, DoH also provides compliance support and works to optimise regulatory pathways for startups.[3]

EXECUTION IMPLICATION
AI-enabled tools used in Abu Dhabi need governed, traceable and auditable decision logic.

5 DHA: Dubai Health Authority

DHA is the unified regulator for the emirate of Dubai, including healthcare facilities established in free zones such as DIFC.[10] Its remit includes setting Dubai's medical education strategy and regulating medical education, clinical research and trials.[11] Dubai Health delivers care, while DHA remains the regulatory authority.[12]

EXECUTION IMPLICATION
Companies must manage requirements that differ by emirate and cannot assume that a licence in one emirate is valid in another.

6 SEHA and PureHealth

The Abu Dhabi Health Services Company (SEHA) is a subsidiary of PureHealth.[13] In 2021 Rafed and Union71 were merged into PureHealth, a move designed to provide centralised healthcare procurement services for providers in Abu Dhabi, Dubai and the Northern Emirates.[14]

EXECUTION IMPLICATION
Suppliers dealing with large provider networks need tender, procurement and evidence readiness before they engage.

7 DIFC: Dubai International Financial Centre

DIFC Innovation Hub is home to more than 2,000 technology firms, venture capital firms, regulators and educational entities. It offers licensing, accelerator programmes and co-working support.[15] Healthcare facilities established in DIFC fall under DHA regulation.[10]

EXECUTION IMPLICATION
Health-technology ventures there combine financial-centre licensing with healthcare oversight.

The common gap

Success in these markets depends on local judgment that is rarely written down: how queries are answered, how cycle times behave, how pricing and tender outcomes unfold. That judgment sits across regulatory, market access, supply, safety, quality, compliance and marketing teams.

Global platforms systematise regulated work. HERMS systematises the local judgment needed to execute it.

What HERMS contributes

EXPERIENCE
More than 28 years of healthcare and life sciences execution across the Middle East, Africa and emerging markets. HERMS Consultancy DMCC is based in Dubai and was formed in 2013.

PLATFORM
25 software solutions in 9 clusters. Regulatory affairs and market access are two of the nine.

PILOTS
Five working pilot builds are ready to demonstrate. HERMS proposes testing them on a partner's own documents before any deployment.

DATA CONTROL
The client chooses where its data resides.

Engage

Request a live demonstration at hermsglobal.com/contact-us.

HERMS is not affiliated with or endorsed by any institution named in this paper. Institutional descriptions come from public sources, accessed November 2026.

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