

Psychological Wellbeing: Toward an Innovative Provision of Mental Health and Wellbeing in the UAE

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Abstract

While physical health strategies have been developed through the establishment of healthcare centers and e-services, psychological health services have not improved comparatively, especially in the UAE. Thus, it is essential to understand the requirements of advanced technologies and approaches in the provision of healthcare services. Nevertheless, the social cohesion, financial burden, and associated stigma are among the primary factors behind the reluctance to approach psychological wellbeing services. Furthermore, these factors reduce the effectiveness of awareness programs regarding psychological wellbeing in the community. Consequently, this study aims to explore *how innovation can support the provision of mental health services and how it can assist in spreading awareness of psychological wellbeing and reduce the associated stigma, in context of the UAE*. This paper focuses on the preliminary literature review of innovative methods applied in the area of mental wellbeing services. Additionally, primary data was collected by conducting a focus group discussion among specialized counselors working in the city of Abu Dhabi. The acquired data were analyzed and evaluated to present results that answered the research questions and provided suggestions for future research.

Keywords: Psychological Wellbeing, Mental Health, Telemedicine, Incremental Innovation, Diffusion of Innovation, UAE Vision