VOICES
OF SUSTAINABILITY
BY THE ZAYED SUSTAINABILITY PRIZE

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# AI-POWERED HEALTHCARE

Voices of Sustainability Summary Report

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## ABOUT VOICES OF SUSTAINABILITY

Voices of Sustainability is a thought leadership platform launched by the Zayed Sustainability Prize to explore the challenges and opportunities of the global transition to an inclusive and prosperous future. Each month, the series hosts thought leaders to discuss the latest trends and themes in the sustainability agenda.

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## INTRODUCTION

On 31 October, the Zayed Sustainability Prize aired its 41st episode of the virtual fireside chat series 'Voices of Sustainability.' This episode spotlighted two current Health category finalists, Rology and Periwinkle Technologies, alongside 2022 Health category winner Mamotest. The discussion highlighted AI's powerful role in transforming healthcare for underserved communities, providing greater access and precision in health outcomes.

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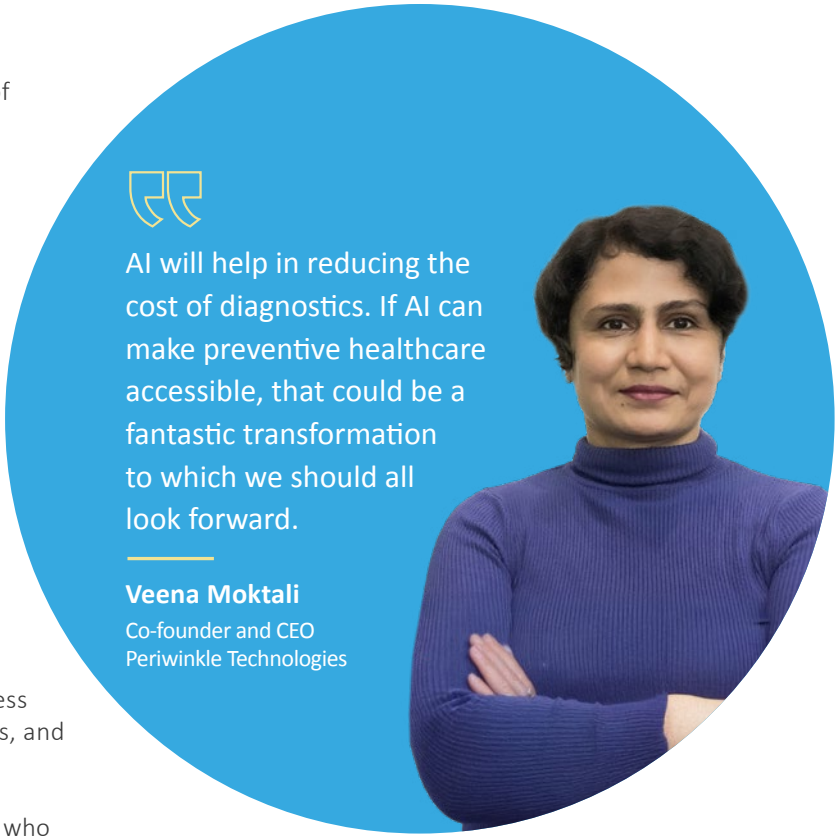
## SUMMARY

The Zayed Sustainability Prize's Voices of Sustainability series presented its 41st episode, titled AI-Powered Healthcare, featuring three pioneers in healthcare innovation. Moderated by Julia Pyper, Vice President of Public Affairs at GoodLeap and a Zayed Sustainability Prize Selection Committee member, the discussion examined the transformative role of artificial intelligence (AI) in improving access to healthcare in underserved communities. The panel included Amr AboDraiaa, Co-founder and CEO of Rology; Veena Moktali, Co-founder and CEO of Periwinkle Technologies; and Camila de Pamphilis, Head of Global Business Affairs at Mamotest. Each speaker brought a unique perspective on how AI can address healthcare barriers, enhance diagnostics, and ultimately save lives.




The episode began with Amr AboDraiaa, who discussed how Rology's AI-driven teleradiology platform addresses diagnostic challenges. Amr noted that Rology focuses on diagnostic health, specifically in radiology, an area facing a severe shortage of qualified imaging specialists globally. He explained that Rology's platform utilises AI to connect radiologists with cases based on scan type, medical history and urgency, enabling them to work remotely and deliver accurate diagnostic reports without the need for complex infrastructure.

By reducing the setup costs associated with radiology, Rology has created an accessible solution for hospitals in underserved regions, including Egypt, Kenya and Saudi Arabia. Amr highlighted the platform's impact, having already reached over a million patients and over 200 healthcare providers across nine countries in the Middle East and East Africa.

Next, Veena Moktali presented her work with Periwinkle Technologies, where she and her team developed Smart Scope® CX, an AI-enabled cervical cancer screening device. Veena explained that cervical cancer is highly preventable, but traditional screening methods like pap smears are time-consuming, expensive and require specialised personnel. Smart Scope® CX provides a solution by allowing healthcare workers with minimal training to conduct screenings in rural and remote areas.

The device delivers results in 30 seconds using a colour-coded system, making it efficient and easy to understand. Veena shared that the device's portability and low operational costs make it suitable for diverse settings, significantly improving access to early detection for cervical cancer and other related health issues. The device also supports remote consultations, further reducing diagnostic delays in low-resource settings and ensuring timely care.

Building on the theme of accessible diagnostics, Camila de Pamphilis introduced Mamotest's approach to breast cancer diagnostics in Latin America. Breast cancer is the most common cancer affecting women globally, with a 98% survival rate if detected early. However, Camila pointed out that a staggering 60% of breast cancer deaths occur in developing countries, largely due to late-stage diagnosis. Mamotest's AI-powered platform integrates imaging, remote diagnostics, and patient navigation to overcome these barriers.

Camila explained that Mamotest employs AI to enhance diagnostic precision and speed up reporting, which helps radiologists manage heavy workloads and prioritise high-risk cases. Moreover, the platform's patient navigation feature guides individuals through every stage of their healthcare journey, addressing the socioeconomic and logistical challenges that often prevent patients from completing necessary treatments. As the first organisation of its kind in Latin America, Mamotest has expanded its reach through partnerships with healthcare providers and local organisations, delivering screenings and follow-up care to thousands of women in underserved areas.

Throughout the discussion, Julia explored each speaker's perspective on the adoption of AI in healthcare, particularly the educational and cultural barriers that affect both providers and patients. Camila shared that Mamotest frames AI as a support tool for healthcare providers. Amr and Veena agreed that while patients may not be directly aware of AI's role, the technology's impact on diagnostic speed, accuracy and accessibility speaks for itself.

> The main problem we are trying to solve in radiology is the severe shortage of radiologists, and this is where AI can help.

**Amr Abodraiaa**
Co-founder & CEO
Rology

> By integrating AI throughout the whole healthcare journey, we can create a comprehensive approach that enhances overall well-being for women and even patients everywhere.

**Camila de Pamphilis**
Head of Global Business Affairs
Mamotest

Veena added that healthcare providers also face barriers to AI adoption, particularly in terms of training and infrastructure needs.

Julia closed the discussion by focusing on women's health, acknowledging October as Breast Cancer Awareness Month. Camila emphasised AI's potential to personalise breast cancer care through early detection and by analysing individual risk factors. Veena echoed this sentiment, underscoring the importance of accessible preventive healthcare for women. AI-enabled devices like Smart Scope® CX are transforming the landscape by making diagnostics quicker and more affordable, empowering women to prioritise their health regardless of economic limitations.

The panellists concluded by urging for continued investment in AI technologies to address global healthcare disparities, emphasising the need for partnerships between healthcare providers, technology developers and governments to support sustainable progress.

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## BIOGRAPHIES

### Amr Abodraiaa

Co-founder and CEO
Rology

Amr Abodriaa's professional journey spans over 15 years, primarily focused on product development, sales, marketing and management within the health-tech sector. A significant chapter of this journey was his role as co-founder at TownSoft, a medical software company, where he developed and grew the business. During his time at TownSoft, he gained a profound understanding of the challenges facing radiology departments in hospitals and imaging centers—insights that ultimately inspired the idea for Rology.

### Veena Moktali

Co-founder and CEO
Periwinkle Technologies

With over 26 years in technology and product commercialisation across the UK, USA, and India, Veena co-founded Periwinkle Technologies in 2013 alongside Koustubh Naik. They developed Smart Scope® CX, an AI-enabled system bringing point-of-care cervical exams closer to women. Veena has driven patent acquisition, regulatory approvals, research collaborations, strategic partnerships, and the product's 2019 commercialisation. Recognised by the WHO as a 'catalytic innovation,' Periwinkle has expanded across India and beyond, reaching hundreds of thousands of women.

### Camila de Pamphilis

Head of Global Business Affairs
Mamotest

Camila de Pamphilis is an experienced leader with over 10 years in social innovation, science, and technology across both public and private sectors. As a principal business lead at Mamotest, she drove the development of digital platforms to scale services globally, building impactful partnerships across the health sector. Camila's expertise spans strategy, team leadership, and co-creation, advancing health and social impact through tech innovation.

The conversation was moderated by:

### Julia Pyper

Vice President
Public Affairs at GoodLeap

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## OUTCOMES

AI-powered remote diagnostics are enhancing access to healthcare by allowing radiologists to diagnose patients in underserved areas without extensive infrastructure

Portable AI cervical screening tools enable early cancer detection in remote communities, empowering healthcare workers to deliver life-saving diagnostics quickly and affordably

AI-driven cancer diagnostics and patient navigation help overcome barriers to timely treatment, especially for women in rural and low-resource regions

Educational outreach is essential to encourage AI adoption in healthcare, supporting both providers and patients in understanding AI's role as an aid--not a replacement--for care

AI-powered healthcare tools democratise medical access, delivering the same high-quality diagnostics to both urban and rural patients

Watch the full episode on the Zayed Sustainability Prize's YouTube channel

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