New innovation of Centralization of Malaysian private ambulances under one roof :

THE MEDIK TREE

Unified Private Ambulance Services: A Conceptual Framework for an Integrated Mobile Application in Malaysia

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**Introduction:**

This paper proposes a conceptual framework for the development of a unified mobile application aimed at enhancing private ambulance services in Malaysia. The current landscape of private ambulance services in the country is fragmented, leading to inefficiencies , expensive ambulance hiring, delay in response times and resource allocation.Also overcrowding in Malaysian government hospitals ,inequal distribution of patients between private hospitals and government hospitals mainly due to lack of collaborations to transfer private patients to private hospitals using available resources as a step to reduce burden of government hospitals.

**New innovation description**

The envisioned mobile application seeks to address these challenges by providing a centralized platform for accessing and dispatching private ambulance services seamlessly. Drawing upon principles of interoperability and integration, the proposed framework outlines key features such as real-time tracking, automated dispatching, and standardized protocols to ensure efficient and coordinated ambulance response operations.

**Discussion**

We believe introduction of new unified private ambulance booking system in Malaysia will give more access for Malaysians whom keen to seek medical treatment from private hospitals. Also Will reduce workload burden in government hospitals.Introduction of unified ambulance booking app will break monopoly and improve ambulance hiring price.

We proud to infom that we are the one of the runner up for VITA award (Visionary Industry Technology Award 2023 Amsterdam) by IFEM , the only Malaysian team ever listed for VITA award by IFEM

Keyword: Malaysian EMTS innovation, AI driven ambulance app, Unified private ambulance app