H-PRACOM: Integrated Digital Solutions for Arabic Communication in Healthcare Public Relations

[1]Nasirah Ismail, *[2]Mohd Akashah Mohamad Yusof

[1,2] Akademi Pengajian Bahasa, University Technology MARA Shah Alam

*Corresponding Author

ABSTRACT

The increasing demand for effective Arabic communication in Malaysian healthcare settings shows a significant challenge for public relations officers. As healthcare services are increasingly globally, the ability to communicate proficiently in Arabic is essential for attending Arab patients who are coming to Malaysia seeking for treatments. However, the scarcity of resources and technological tools tailored for this specific communication need has hindered effective public relations efforts. In this study, H-PRACOM platform, an integrated digital solution is introduced to bridge this gap by integrating multiple interactive platforms such as AI Chatbot, Padlet, Wordwall, and Google Sites with various multimedia elements including text, audio, and video animation into a unified resource for Arabic healthcare communication. By utilizing advanced digital tools, H-PRACOM empowers the efficiency and cultural aspects of public relations interactions, enhancing healthcare communicators to provide better support and engagement with Arab patients. This innovative digital solution not only addresses current communication challenges but also lays the essential works for future advancements for Arabic communication in healthcare public relations setting.

Keywords: Integrated Digital Solutions, Arabic Communication, Healthcare, Public Relations

INTRODUCTION

The Malaysian healthcare sector is experiencing a raising demand for culturally and linguistically competent services to attend Arab patients coming to Malaysia to seek for treatments. This trend is driven by the steady increase of medical tourists from the Middle East as well as the increasing number of Arab expatriates seeking treatment in Malaysia (Ismail, Nordin, & Yusof, 2024). However, public relations (PR) officers in healthcare are not fully equipped with essential Arabic communication skills to attend these Arab patients as they face major challenges, including language barriers, limited cultural training, and the absence of structured communication models. These gaps often lead to misunderstandings and misconceptions that can affect patient trust and their satisfaction. Therefore, addressing these challenges and issues requires a systematic approach that integrates both linguistic accuracy and cultural sensitivity to meet their expectations.

In response to these challenges and issues, interactive digital solutions have emerged as promising tools to empower Arabic healthcare communication among Public Relations officers. Platforms such as AI chatbots, collaborative boards, and multimedia elements can provide real-time, culturally adapted information to patients seamlessly (Al-Yateem et al., 2021). By integrating these tools into a unified website-based platform, healthcare public relations officers can improve engagement, information delivery, and foster stronger rapport with patient. This approach not only supports language aspects but also builds cultural understanding and respects among officers and patients, which is important for effective healthcare interactions. Ultimately, such innovation can reform Arabic communication practices into a more inclusive and patient-centred experiences.

In sum, Malaysia's healthcare sector face both the urgency of fulfilling Arabic communication needs and the opportunity to provide digital innovation for holistic solutions. By integrating cultural competence with

technological advancement, H-PRACOM offers a gateway to bridge communication gaps while enhancing the quality of healthcare public relations.

Problem Statement

Healthcare services in Malaysia are facing challenges in meeting the needs of Arab patients, especially in Arabic communication aspects. Although Malaysia has bigger attraction for medical or health tourism among Arab, healthcare facilities often lack of Arabic-language resources especially a very well-trained interpreter. This absence limits the accuracy of relationship and empathetic interaction, leading to patient dissatisfaction and misunderstandings at some points (Ismail, Nordin, & Yusof, 2024). Without systematic efforts to develop Arabic-specific communication learning materials, these barriers become challenges for healthcare providers and public relations officers who must involve effectively with Arab patients.

Equally essential is the issue of patient–officers' engagement, which suffers when language and cultural barriers remain unresolved. Studies showed that Arab patients value communication that acknowledges their cultural expectations, yet many healthcare officers are unprepared to meet these needs and expectations. As a result, trust, rapport, and shared decision-making are often weakened and unaddressed properly (Al-Yateem et al., 2023). Studies in multicultural healthcare systems further highlight that patient engagement and satisfaction is significantly hindered when providers lack linguistic and cultural competence and interactive communication strategies (Nabil et al., 2024). Thus, without culturally responsive communication, relationship and rapport between healthcare staff and Arab patients remains ineffective.

Although digital health solutions are widely implemented in healthcare centres, there remains a gap in systems that integrate Arabic language features and culturally adapted communication tools for Malaysian contexts in specific. Most platforms are designed for efficiency and effectiveness but overlook language diversity and cultural adaptation, leaving Arab patients underserved in a professional way. Research proved that while healthcare officers increasingly accept digital tools, their use in supporting specific linguistic groups such as Arab patients is still fragmented and underdeveloped (Alkaabi et al., 2025). This scarcity of integrated digital solutions limits the potential of technology to empower public relations communication, demonstrating the utmost need for innovations such as H-PRACOM to bridge resource gaps, strengthen engagement and relationship, as well as providing culturally sensitive digital healthcare communication platform.

Objectives

1. To develop an interactive Arabic communication model (H-PRACOM) for healthcare Public Relations officers.
2. To integrate multimedia elements and digital tools into a unified platform for learning Arabic communication in healthcare Public Relations settings.

PRODUCT DESCRIPTION & METHODOLOGY

H-PRACOM is an interactive website-based platform that integrates the input of the Arabic communication model and its components with other digital platforms such the Google, AI Chatbot with English and Arabic features, Padlet for gathering feedbacks from users and Wordwall for exercises. For multimedia elements, this platform provides multimedia elements of text, audio for vocabulary and phrase pronunciation as well as video animation for Arabic communication learning.

Figure 1 below is the homepage or interface of H-PRACOM website with its logo and brief information about the website. The vocabulary, phrase and exercise are in Arabic language with English translation for easy learning. The H-PRACOM model is attached in this website for the Public Relations officers to refer and learn about the Arabic communication components to attend Arab patients in healthcare settings.

Figure 1 H-PRACOM Website
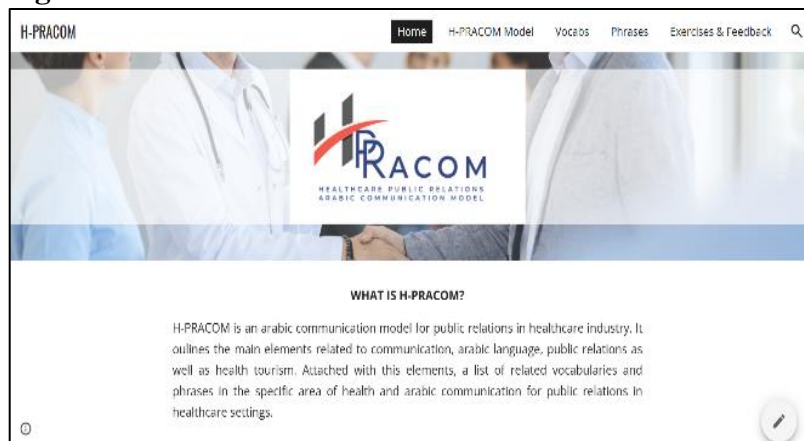
For the methodology, this research employs Design and Development research (DDR) approach by Richey and Klein (2007) which has 3 main phases; analysis, design and development, and evaluation. It has undergone needs analysis phase previously through semi-structed interview with 5 public relations officers from different healthcare centers or hospitals in Klang Valley as well as 6 Arab patients from the same hospitals to gather information on the needs of having a comprehensive Arabic communication model for this purpose. The the findings showed high needs of having a model of Arabic communication in healthcare public relations sectors accommodating the components of Arabic communication as the main theme and public realtions and medical tourism as the sub components (Ismail et al., 2024). This current research highlights the design and development phase to discuss further on the development aspects for the model and the relevant tools to be integrated in a unified website-based platform.

POTENTIAL FINDINGS AND COMMERCIALISATION

Designing and Developing H-PRACOM Model

Figure 2 below is the developed model of Arabic communication for healthcare Public Relations. There are 4 main elements of the model; Public relations, communication, Arabic language and Health Tourism. This model namely H-PRACOM is attached in the website platform to ease the access of its information for the users in the related fields. H-PRACOM offers assistance for Public Relations officers to get the overall idea of the process and actions to be taken while attending Arab patients at healthcare centres. Apart from the model and its elements, this website-based platform provides the integration of various multimedia elements and digital tools as mentioned previously to give better learning experience for Public Relations officers to learn Arabic communication in these particular settings.

Figure 2 H-PRACOM Model attached in the website
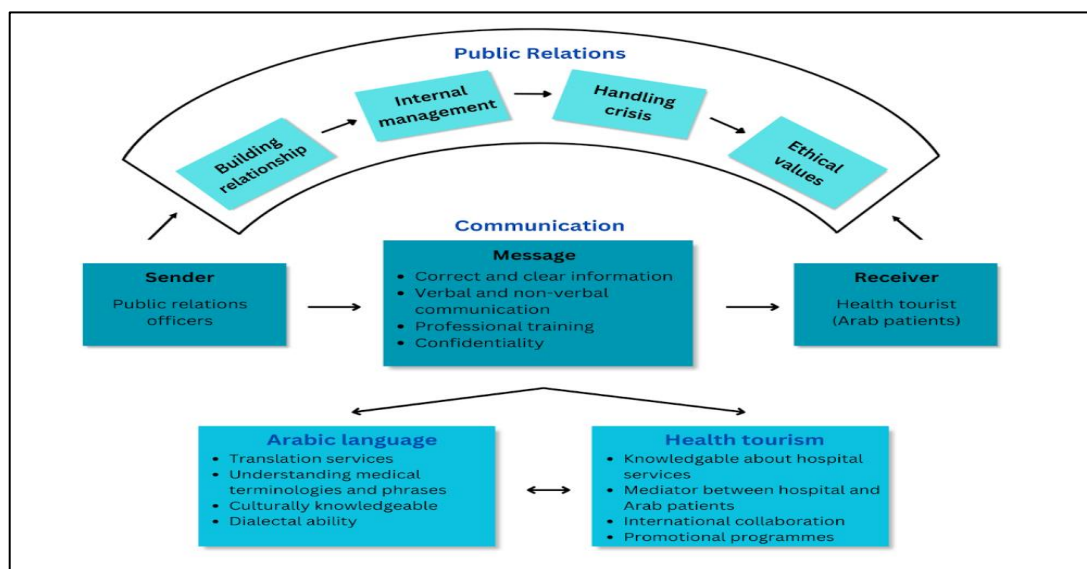
Integrating multiple related digital tools into the website-based platform

For learning purpose, Audio and video animation was added to the website to assist the vocabulary and phrases learning according to situations. Figure 3 below shows the audio and text elements were embedded in every vocabulary themes.

Figure 3 Vocabularies with audio for pronunciation

While Figure 4 shows the video animation for situational learning of Arabic communication. Some of the phrase's input were delivered in graphic format (comic design) to vary the learning materials design. These multimedia elements play vital role in assisting users and learners with different learning styles; visual, auditory and kinaesthetic (VAK).

Figure 4 Phrases learning with video animation and comic features
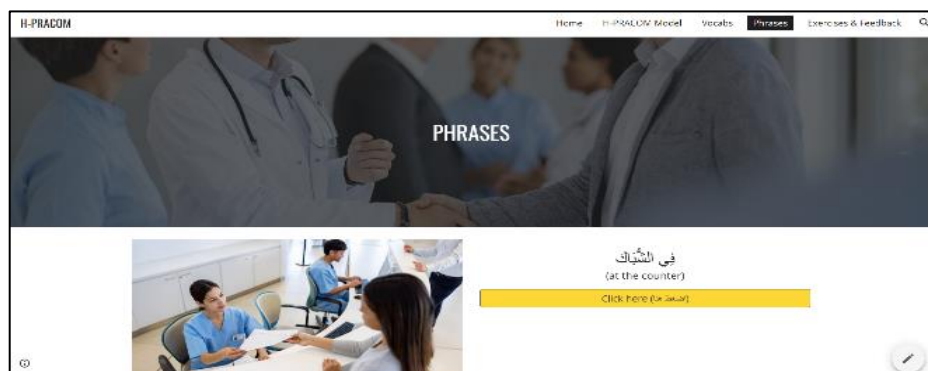
For a more interactive feature, an AI plug-in chatbot as a machine learning is added to the website to provide users with 2 ways of communication and interactions. Users and learners may ask questions related to the themes; Arabic communication and public relations to get required response and answers. Figure 5 below shows the interface of H-PRACOM AI chatbot.

Figure 5 H-PRACOM AI Chatbot with English and Arabic features

For exercises, H-PRACOM provides the feature of edutainment concept of learning through Wordwall platform

attached and embedded in the H-PRACOM website. There are several exercise formats such as multiple-choice questions, true or false and fill in the blank. These exercises aim at enhancing users and learners understanding of the model itself as well as mastering the vocabularies and phrases in the field of Arabic communication and public relations.

Figure 6 Exercises through Wordwall

Last but not least, for interactive feature too, a Padlet platform is used and embedded in the website to gain the feedback of the model, learning aspects and overall concept of the website. These feedbacks serve as the area of improvement for future works and research to provide Public Relations officers with better learning experience. Figure 7 below shows the interface of the Padlet in H-PRACOM website.

Figure 7 Feedback on H-PRACOM through Padlet

NOVELTY AND RECOMMENDATIONS

H-PRACOM offers an interactive and unified website-based digital platform to assist the Public Relations officers in healthcare settings to attend Arab patients who are coming to Malaysia seeking for treatments offered in this country. The integration of various digital tools and multimedia with the model helps boosting the impact of the model toward the targeted users in this field. This research suggests future works of evaluating the model in a more diverse finding through various instruments as well as enhancing the platform to be more immersive and interactive in order to give better learning experience for the users.

ACKNOWLEDGEMENTS

REFERENCES

1. Alkaabi, A., Al-Kuwaiti, A., Sharif, R., & Khan, N. (2025). Navigating digital frontiers in UAE healthcare: A qualitative study of factors influencing adoption of AI and telemedicine. PLOS Digital Health. https://doi.org/10.1371/journal.pdig.0000586
2. Al-Yateem, N., Bani Issa, W., Rossiter, R., & Al-Shujairi, A. (2021). I speak a little Arabic: Nursing communication in a cross-cultural context. Journal of Clinical Nursing, 30(21–22), 3232–3244. https://doi.org/10.1111/jocn.15891
3. Al-Yateem, N., Hijazi, H., Saifan, A. R., Ahmad, A., Masa'Deh, R., Alrimawi, I., Rahman, S. A., Subu, M. A., & Refaat, F. (2023). Quality and safety issue: Language barriers in healthcare—A qualitative study of non-Arab healthcare practitioners caring for Arabic patients in the UAE. BMJ Open, 13(12), e076326. https://doi.org/10.1136/bmjopen-2023-076326
4. Ismail, N., Nordin, F. N. A., & Yusof, M. A. M. (2024). A Needs Analysis of Arabic Communication Model for Public Relations Officers in the Healthcare Industry. Ulum Islamiyyah, 36(03), 98-109. https://doi.org/10.33102/uij.vol36no03.620
5. Nabil, Y., Eldaw, A., El-Shourbagy, D., Ibrahim, D., Alturkistani, H., Alshahrani, M., ... & AlShahrani, M. (2024). Unmet needs and strategies to promote patient engagement in the Arab world: experts' opinion. Cureus, 16(3).