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# MEDIWORLD

Middle East



**Sree Koneru**

Ph.D., Product Development  
VP of Bioelectronics Corporation

## ActiPatch

- A 'drug free' solution to chronic pain

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## Editor's Note

### Strong growth in line with 'UAE Vision 2021'

Currently witnessing a structural shift and registering double-digit growth rates in healthcare sector, the UAE aims to create a world-class healthcare system and be among the world's leading countries in terms of quality in line with the 'UAE Vision 2021 National Agenda'. It is equally exciting to see the influx of international investors creating world-class facilities not only catering to local but international patients as well. Accounting for over a quarter of the total healthcare spend by the GCC governments according to industry sources, the UAE government is also keen on promoting medical tourism with Dubai already being a magnet for medical tourists from all corners of the world. Furthermore, experts highlight the launch of mandatory insurance, which has significantly contributed to the growth of healthcare sector in the country.

With all the encouraging news and figures from the industry, we continue to cover a wide range of topics both from the local and international scene including new product updates by global leaders. For example, ultrasound is now an essential part of the diagnostic tool kit and great for quickly determining whether a patient is suffering from a particular illness or a serious condition. Considering the need, GE Healthcare recently unveiled a new ultrasound system with better image quality and easy-to-use features. At an affordable cost, the system helps meet realities on the ground. Read more about the system's features in our interview with one of the executives at GE Healthcare.

As our magazine, *MediWorld ME*, aims to create the ultimate platform for industry stakeholders to come together and share the best practices under its umbrella, we also strive to provide an opportunity to home-grown initiatives to present their cases and promote their products and services on a larger scale. Right Health, backed by Foundation Holdings, is the 'largest value healthcare organization in the UAE, and the pioneer of a movement to provide quality and affordable healthcare to the working-class population'. In their opinion-editorial, Right Health has explained how its experienced team of specialists and strategic partners boast a solid track record and a long-term vision to create a platform that facilitates change and impact. The organization is set to touch more than one million lives by 2022 and we wish them all the best of luck.

Although many of the region's professionals are probably enjoying their extended holidays in cooler climates, we always look forward to receiving your invaluable comments on our magazine.

Sincerely,

Editor, *MediWorld ME*

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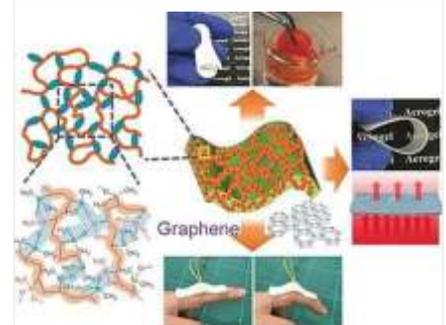
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**Sree Koneru**

Ph.D., Product Development  
VP of Bioelectronics Corporation

# ActiPatch

## -A 'drug free' solution to chronic pain

**"The new understanding of chronic pain is that nerves essentially 'learn' the pain over time and become hypersensitive. This is the reason why NSAID's and other pain relief drugs work poorly, since they do not target the underlying problem," explains Sree Koneru, Ph.D., Product Development VP of Bioelectronics Corporation**

**According to Pain Doctor, around 126 million American adults – or more than half of all adults – experience some sort of pain over the course of any three-month period of time. Somewhere between 50 and 100 million adults in the US have chronic pain conditions.**

**C**hronic pain is something we as human beings tackle on a daily basis. While the underlying cause is not always easily detectable or treatable, new technologies are providing symptom relief in a variety of ways.

As pain is a natural response that is associated with an injury, chronic pain comes in many states. It is the body's way of telling the brain that something is wrong and needs to be addressed. Without pain, you would not know to remove your hand from a scalding pot of boiling water. But there is a difference between acute pain and chronic pain.

“While acute pain is a normal sensation triggered in the nervous system to alert you to possible injury and the need to take care of yourself, chronic pain is different,” explains the American Academy of Pain Medicine (AAPM). “Chronic pain persists. Pain signals keep firing in the nervous system for weeks, months, even years.”

According to Pain Doctor, around 126 million American adults – or more than half of all adults – experience some sort of pain over the course of any three-month period of time. Somewhere between 50 and 100 million adults in the US have chronic pain conditions. (This number does not take children into account.)

Of those in chronic pain, 27 per cent suffer from lower back pain, 15 percent deal with severe headaches and migraines, and 15 percent experience constant neck pain and the cost of chronic pain is ranges between \$560 and \$635 billion annually in the US alone.

With this in mind, the wearable technology market is expected to reach \$51.60 billion by 2022 at a CAGR of 15.51 per cent between 2016 and 2022. The growth of wearable technology market is driven by factors such



as consumer preference for sophisticated gadgets, increasing growth prospects of next-generation displays in wearable devices, and growing popularity of Internet of Things (IoT) and connected devices, according to Markets and Markets.

The good news is that the rampant nature of chronic pain means that there is a huge marketplace for pain relief – researchers, medical professionals, entrepreneurs and technologists from all around the

The ActiPatch product provides advanced long-lasting chronic pain relief using Electromagnetic Pulse Therapy and works great for back pain, knee pain, muscle & joint pain, arthritis, sciatica, fibromyalgia, strains, sprains and more. It is a drug and ingredient-free so is safe for continuous use and can be used while taking any other medication.



world, devoting time and money towards developing pain relief technologies.

MediWorld ME talked in detail with Sree Koneru, Ph.D., Product Development VP of Bioelectronics Corporation on how ActiPatch relieves muscular chronic pain with the use of drugs.

As pain is a natural response that is associated with an injury, chronic pain comes in many states. It is the body's way of telling the brain that something is wrong and needs to be addressed. But there is a difference between acute pain and chronic pain.

### Musculoskeletal pain relief

ActiPatch is a new and clinically proven drug free technology in the fight against chronic pain. The ActiPatch product provides advanced long-lasting chronic pain relief using Electromagnetic Pulse Therapy and works great for back pain, knee pain, muscle & joint pain, arthritis, sciatica, fibromyalgia, strains, sprains and more. It is a drug and ingredient-free so is safe for continuous use and can be used while taking any other medication.

Sree explains, "The ActiPatch is a wearable medical device that uses electromagnetic fields to regulate faulty nerve activity and relieve chronic pain. ActiPatch belongs to the class of electrotherapy, where electrical energy is used for therapeutic benefits.

"Under electrotherapy, ActiPatch is recognized under many names: Electromagnetic Pulse Therapy, PEMFT, PEMF, PRFE or PSWT. The technology works by pulsing high-frequency (1,000 times a second), low-energy (< 200 times a typical cell phone) electromagnetic signals into the nerves in the tissue region where pain is present".

It is designed to help with chronic pain for a variety of conditions such as fibromyalgia, sciatic nerve pain, neuropathy, neck pain, hip pain, tendonitis etc.

### An electrotherapy device

With regards to pain relief, many companies rely on the use of transcutaneous electrical nerve stimulation to achieve their results. This is the most common, over-the-counter medical technology that is used for pain relief. A classic example is the ICY HOT TENS machine that is commonly sold in the United States. ActiPatch and TENS units are both electrotherapy device, but they have many differences.

TENS units send current signals directly across the skin to regulate nerve activity, and this leads to an uncomfortable, tingling sensation during use. TENS can be useful, but has limitations:

- 1) Continuous TENS use is not possible, since sending electricity across the skin continuously can damage it. Treatment sessions are typically limited to 20 minutes
- 2) TENS requires skin contact to work, so individuals with sensitive or bandaged skin cannot use it
- 3) Individuals report discomfort from the tingling sensation during use
- 4) TENS requires electrodes and gel to work effectively, so constant reapplication of gel may be necessary, making it cumbersome to use, according to Sree.

"ActiPatch provides the benefits of TENS among some other benefits, while eliminating the limitations, such as ActiPatch can be used 24/7, since there is no skin contact needed; ActiPatch does not require skin contact to work, so it can be used on bandages or taped directly over clothing; There is no sensation when using an ActiPatch, so users can wear it for an extended period; and there are no electrodes or application of gel, so ActiPatch is an ideal wearable electrotherapy device for pain relief".

### Superior pain relief

Hot or cold therapies provide temporary distraction to the nerves as long as the sensation is present. According to Sree, when one bumps their hand, the common response is to rub the painful area to feel better. The mechanism here, is that providing a

Lower back pain is the most common chronic pain condition, and can occur due to injury, inactive lifestyle, congenital health conditions etc. For many individuals, back pain can heal naturally, but during the process of healing, the nerves can become repetitively agitated and 'learn' pain. For these individuals the pain can persist even after the injury has healed.

stimulus to someone in pain provides a temporary distraction to the brain, but following a removal of that stimulus, the pain can come back.

“Doctors agree that the level of chronic pain is often unrelated to the level of underlying damage in the tissue. An example is knee osteoarthritis, where pain levels are often unrelated to the level of underlying damage (as measured by radiological imaging). The new understanding of chronic pain is that nerves essentially 'learn' the pain over time and become hypersensitive.

This is the reason why NSAID's and other pain relief drugs work poorly, since they do not target the underlying problem. There are high-risk pain medications like opioids or centrally acting drugs, but they often have significant side effects and work poorly. Our products target the underlying problem: hyperactive nerves that overreact to cause pain”.

Lower back pain is the most common chronic pain condition, and can occur due to injury, inactive lifestyle, congenital health conditions etc. For many individuals, back pain can heal naturally, but during the process of healing, the nerves can become repetitively agitated and 'learn' pain. For these individuals the pain can persist even after the injury has healed. This sensitization process occurs at the level of the central nervous system, so it is referred to as central sensitization. ActiPatch can help with back pain by reversing the sensitization process and providing pain relief. Since there is no skin contact needed, the device can be placed over bandaging as well.

The ActiPatch is very easy to use and has been designed to work in three simple steps:

- A. Activate the device according to instructions provided in the package
- B. Identify the painful area, and place the area of most pain within the loop of the device. Use tape, or wraps to hold the ActiPatch in place
- C. Use it for up to 24 hrs. a day for at least 7 days. Most individuals report pain relief within 7 days of using the device

ActiPatch is known to work via the mechanism of neuromodulation, which is in essence, is the regulation

of nerve activity to achieve therapeutic effects. Neuromodulation using the ActiPatch reduces nerve hypersensitivity through its signals, which results in pain relief.

“The following analogy may be helpful: an agitated child can be hard to pacify, and tends to hyper-reactive. But if a safe alternative that engage the child, such as a toy is provided, then the hyper-reactive nature tends to decrease and agitation disappears over time. Hypersensitive nerves are like an agitated child, and ActiPatch is like a safe toy that engages the agitated nerves, helping calm them.”

#### **Opioid crisis**

The opioid crisis is an ongoing worldwide phenomenon, where opioid-based pain medication is being liberally prescribed for chronic patients. Many times, the patient or family member can misuse the medication and get addicted to the euphoric feeling that the drug provides. With increasing usage, a person can tolerant to the effects, so there is a propensity to consume even more medication. This can lead to an accidental overdose and result in death. Steps need to be taken to provide a safe alternative to opioid medications, so that other therapies can work as the first line of defense. However, ActiPatch uses electrotherapy and has no drugs involved, so it is a drug-free solution to pain relief.

#### **Safe chronic pain solution**

Clinical literature indicates that up to 85 per cent of pain is musculoskeletal in nature, i.e., pain related to the musculoskeletal system (back pain, knee pain, neck pain, other joint pain etc.) Chronic musculoskeletal pain is a complex health condition to treat and often requires a multi-treatment approach for effective relief.

ActiPatch is approved by the FDA for Over-The-Counter sales for the adjunctive treatment of pain due to: 1) Osteoarthritis of the Knee and 2) Plantar Fasciitis.

Outside the United States, ActiPatch is sold in more than 25 countries for a variety of musculoskeletal pain conditions.

“While ActiPatch is one of the safest therapies on the market for pain relief, it may work as a standalone therapy for some individuals and as an adjunctive therapy for others. ActiPatch is already used to treat a broad variety of pain conditions across the world. Our research team is constantly exploring new applications, and we are currently looking at chronic wounds, overactive bladder, migraines and menstrual pain.

“Given the complexity of chronic pain, there is no single cure. However, clinical literature indicates that for many cases, the best option is to increase physical activity safely, and use an adjunctive therapy to provide relief. ActiPatch can serve as an adjunctive therapy on top of increased physical activity. Given the retail price of ActiPatch for USD 29.99 in the United States, pain relief costs only a few cents per hour of therapy,” concludes Sree.



## **The Triple Aim -**

**“Improving Healthcare Delivery, Patient Outcomes and Managing Costs with Technology”**

**R**ecent advances in healthcare and technology have been dramatic enabling us to treat much more complex diseases and injuries - because our toolbox of diagnostics, therapies and drugs, has increased exponentially. Gone are the days when the prescription for a common cold was rest and honey and lemon. Today, we have a litany of syrups, tablets, throat lozenges and inhalers to get us back to perfect health. While this may be great news in that people live better, longer and perhaps healthier, the delivery of healthcare has become overly focused on treatment rather than prevention or quality of life resulting in over utilization, over prescription and unsustainable higher costs of care.

As part of the UAE 2021 Vision, which aims to build world class healthcare system, there is a lot of progress being made in different areas of the eco-system. Insurance providers globally as well as in the UAE, are tackling the rising costs of healthcare. The need to contain costs is something that insurers must address and monitor as gatekeepers. Uncontrolled costs lead to higher premiums, reduced coverage and a higher number of claim rejections – none of which are desirable outcomes. The consequences are that healthcare providers are often spending more time managing claims than treating patients.

Progressive healthcare providers understand this tension. They have become first movers in deploying technology to help drive value and reduce costs and positively impact population health – what is commonly referred to as addressing the triple aim.

### Three-dimensional model

The 'value-based' model is also three-dimensional as it assumes value to the patient as central ensuring that the patient receives the best targeted care through a seamless experience. It assumes value for the payer in paying for cost effective, managed care delivery for its constituents of insured individuals, and delivers value for the provider for delivering effective and preventative interventions. The provider is compensated through reimbursement for services, recognition as a preferred provider that translates to higher patient referrals and preferred provider rates.

The question then, is how and where does one use technology to deliver these results? The introduction of technology for business management is relatively common across the United Arab Emirates, things like

scheduling and billing issues effectively and efficiently at lower costs. These processes also help towards delivering a seamless service to the patient.

The next level of technology is an essential component and comprises of a full informatics infrastructure. Informatics can be broadly defined as the combination of data standards, information technology (IT) architecture, and analytic capabilities, which helps track and analyze health outcomes, risk factors, costs of care and specific interventions.

To work effectively two key components are necessary – a large volume of data (patient records) and a large geographic footprint, which is scale. This will enable access to and analysis of a large number of quality patient data and broader population impact through a large geographic footprint. By asking the right questions, the data can be used to determine insights into patient health and operational deficiencies. Understanding these metrics and proactively solving these issues enables a provider to continuously improve their offering to patients and their payers, thereby developing a competitive advantage.

### Managing patient care

Patient engagement technology is used to keep patients engaged and informed about their health, providing information on healthy options for food, exercise and mental health, sending reminders for appointments, checkups and providing access to key personal basic medical information for easy access in case of emergency. These are all critical in managing patient care and building stronger links to patients in the effort of controlling costs.

At Right Health, the largest value healthcare provider in the UAE, we are utilizing these technologies to deliver quality, affordable, accessible healthcare for the working population. Working in this way requires Right Health to have absolute alignment with insurers and employers. To that end, we are very focused on building long-term, trusted relationships through our dedicated relationship managers across our pan emirate network of 31 facilities.

### About Right Health

Right Health, backed by Foundation Holdings, is the largest value healthcare organization in the UAE, and the pioneer of a movement to provide quality and affordable healthcare to the working-class population. In line with the goal of the National Agenda of the UAE Vision 2021 to establish a world-class healthcare system accessible to all, the organization pursues four core objectives – prevention, efficiency, effectiveness and innovation.

Right Health believes that all lives have equal value, and all people without distinction deserve equal care, compassion and commitment. Its experienced team of specialists and strategic partners boasts a solid track record and a long-term vision to create a platform that facilitates change and impact. Committed to transforming value-based healthcare, the organization is set to touch more than one million lives by 2022.

**by Shainoor Khoja**  
Chief Impact Officer, Right Health

electronic billing, electronic medical records, patient appointment booking software. These applications allow providers to manage a number of administrative,

# Global pharma companies eye MENA market

**With market value expected to hit \$50 billion by 2025, the region is one of the most lucrative markets for global players**

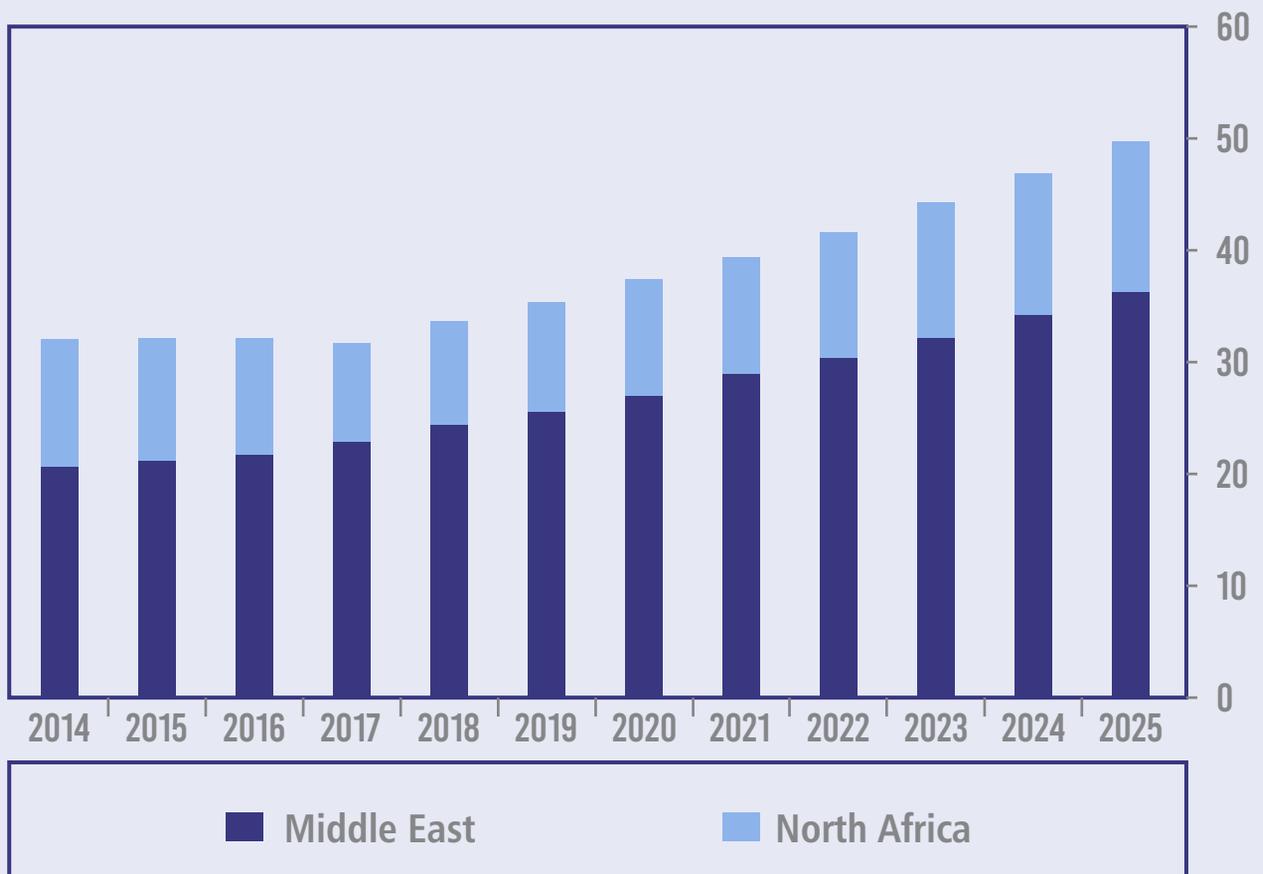
**B**e it the expanding population, unmet medical needs, growing middle class population, longer life expectancy, lower mortality rates or rising income levels, the Middle East and North Africa (MENA) region has everything that a pharmaceutical company would want. With the rise in the global demand for quality and affordable medicine and supplies, the future of pharma companies establishing foot in the MENA region looks promising.

Ketan Agravat, Executive Vice President - Regulatory and Quality, Mumbai-based OMSAV Pharma Research, in conversation with Vasujit Kalia, shares his expertise on the pharma market in the MENA region and feels that this region holds significant potential and a lot of untapped potential. Here is our conversation in a Q&A format.

## 1. Can you elaborate on MENA pharma market and the expanding labour force?

As per the latest CPhI report, MENA market is turning out to be the most sought after market for the global pharmaceutical arena. With 22 countries in its fold and over 400 million inhabitants, MENA is probably one of the most lucrative markets today. Its current market size was about \$36 billion in 2016, with a projected growth rate of 10 per cent. The market value is likely to reach \$50 billion by 2025. Naturally, MENA market has become an attraction for businesses in this region.

**Figure 1: Moderate Growth Outlook - MENA Pharmaceutical Market Forecast (USD bn)**

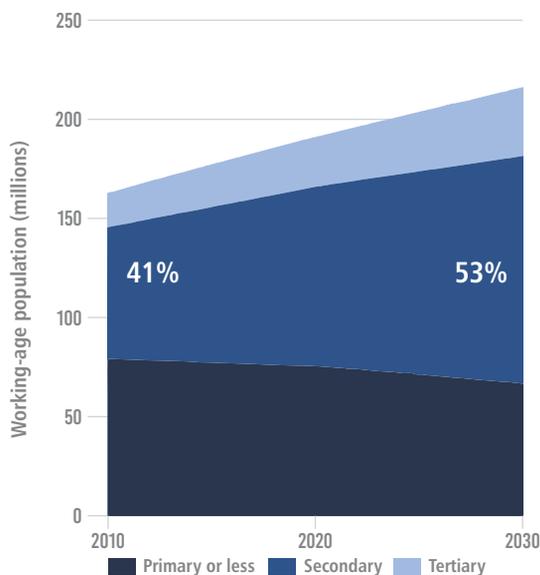


**Figure 2: Projection of MENA's working-age population, by level of qualification, 2010–2030**

Second most striking fact about this region is the availability of labour force, A World Economic Forum (WEF) report suggested that by 2030, the region is set to expand its tertiary educated talent pool by 50 per cent (Figure 2).

As a note, youth unemployment in the MENA region stands at 31 per cent and university graduates are making up nearly 30 per cent of the total unemployed pool. Currently, youth under the age of 25 constitute nearly half of the MENA region's population and more than a quarter of them are unemployed.

The region urgently needs to create more dignified and productive work and employment opportunities for this cohort of young women and men who have entered or will soon enter the labour force. But, this untapped labour pool can be effectively and efficiently trained for the pharmaceutical industry. In addition, the MENA region offers a doorway to the largely untapped African market.



Source: Lutz et al., IIASA/VID Educational Attainment Model, GET Projection, Wittgenstein Centre for Demography and Global Human Capital.

**2. What is your take on the MENA region and its potential to cater to the global pharma industry?**

Indeed, the MENA region has everything that a pharma company would want:

- Expanding and aging population
- Unmet medical needs
- Growing middle class
- The desire and the ability to pay for branded and generic therapies
- Longer life expectancy, lower mortality rates and rising income levels.

However, I feel that although the market looks attractive, MENA region is one of the most complex markets due to its different cultures and, simultaneously the global



**Ketan Agravat**

“I firmly believe MENA region has significant potential to add up to the company portfolio with plentiful untapped opportunities, and is accessible with proper strategy, planning and effective execution under guidance of the regional experts. Additionally, huge labour pool is also waiting to be tapped.”

- Ketan Agravat, Executive VP - Regulatory and Quality, OMSAV Pharma Research

standards are still at large to be followed. However, I firmly believe MENA region has significant potential to add up to the company portfolio with plentiful untapped opportunities, and is accessible with proper strategy, planning and effective execution under guidance of the regional experts. Additionally, huge labour pool is also waiting to be tapped.

**3. How do you see the changing regulatory framework in MENA/GCC countries?**

I have based my answers on the few examples given below which are seen as changing market access and improving regulatory framework for this region.

- A country like Egypt produces 90 per cent of consumption locally and Nigeria produces almost 55 per cent products domestically. They primarily produce basic medicine, but for innovative medicine, they still rely on imports. Wealthy oil states still import medicinal products due to their high spending capacity.
- The pharmaceutical industry in Tunisia has grown at an average annual rate of 15 per cent much higher



than the global average. The industry produces roughly 50 per cent of country's need for medicine.

- Felix Pharmaceuticals is setting up a \$365 million manufacturing facility in Salalah Free Zone.
- On regulatory market front, at least four companies from Nigeria have managed to obtain WHO pre-qualification with more companies aiming for the same. It is maybe one of the first such companies from this region to obtain prestigious WHO Pre-qualification Approval.
- Zimbabwe and Ghana are reframing their tax structure.
- Morocco, Tunisia and Algeria have established their own domestic pharmaceutical Industry.
- Few countries started accepting electronic submissions similar to eCTD.
- The regional authorities are coming up with new/revised guidelines to implement the variations in the dossier via "variation procedures" similar to that in the US & EU region. Changes are inevitable for any regulatory submission life cycle management & economic viability of the product.
- Pre-approval is required for all types of variations in Kuwait.
- Pre-approval is not needed for new variation types except for Type IB in UAE
- A new guideline is implemented on pilot scale for the variations in approved medicinal dossiers in Jordan.
- Many countries have established their own regulatory framework, however the framework still remains fragmented, and following steps are necessary.
- A centralised registration approach is necessary in the current scenario like Gulf Cooperation Council (GCC), which covers seven member countries: Kingdom of Saudi Arabia, the United Arab Emirates, Kuwait, Qatar, Bahrain, Oman and Yemen.

- A system for Electronic submissions of dossiers in line with that of eCTD.
- An effective and practical guideline for variations in approved dossiers.

Few of the Gulf countries accept USFDA or EMA approved product for fast tracked approval procedure, i.e., marketing authorization approval in 30-60 days. This is an important step forward which will help needy patients gain access to innovative medicines, latest drugs and technologies, but this comes at premium of maintaining facilities as per stricter norms, various GDUFA fees, etc. This will add up to product costing.

#### 4. Please tell more about OMSAV Pharma Research Pvt Limited and your future plans?

Headquartered in Mumbai, OMSAV is engaged in FDF research & manufacturing fully backward integrated with own API and state-of-the-art paperless research centre in the outskirts of Ahmedabad, Gujarat. This pharma company was established in 2016 by like-minded technocrats each having more than 20 years of experience in various fields like Business Development, IPR, Research, Operations, Portfolio Management, Regulatory, Quality, etc.

OMSAV aims to make significant impact on the global pharmaceutical market with its in-house developed innovative technologies and targeting US market to submit own ANDAs & DMFs with due course of time.

#### OMSAV's strategy

OMSAV has opted for a business model that has an integrated approach for API and formulation due to better predictability of the business, market sustainability and potential to explore synergetic benefits of the entire value chain. Also, the company's business model is designed to provide self-sustainability for research as well as pre-commercial manufacturing through a predictable partnership/service based model.

There is a gap in the pharma industry wherein many customers in the regulatory market look for API and FDF development together by a partner wherein API can be supported by continuous research. Many of the niche products requires such solutions particularly for the US market. That is why OMSAV's business model would be to conduct research as self-sustained by providing solutions for API and FDF together and, simultaneously OMSAV will grow its own product pipeline development in R&D with the same earning.

Expanding its portfolio, OMSAV has already created a platform for API Research (in-house) and formulation development (ANDAs) through strategic investors. The current in-house API research capabilities are planned to be integrated with formulation research within the current year. OMSAV is also planning to bring in the intermediate and API manufacturing capabilities in-house through strategic investment. Creating this capability will help control the crucial API component in supply value chain of FDF along with sustainable API SBU.

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# GE Healthcare combines 'Quality and Affordability' with Versana Essential

Although the ultrasound devices market has been around for quite a while, the global shares have remained moderately consolidated among a small pool of players, says TMR

The TMR report has projected the demand in the global ultrasound devices market to propagate at a CAGR of 5.9 per cent during the forecast period of 2017 to 2023. In terms of revenue, the opportunities in this market are estimated to be worth \$11 billion by 2023, considerably more than the market's evaluated worth of \$7.8 billion as of 2017.



Ultrasound imaging uses high-frequency sound waves to view inside our body. Because ultrasound images are captured in real-time, they can also show movement of our body's internal organs as well as blood flowing through our blood vessels. Unlike X-ray imaging, there is no ionizing radiation exposure associated with ultrasound imaging.

In an ultrasound exam, a transducer (probe) is placed directly on the skin or inside a body opening. A thin layer of gel is applied to the skin so that the ultrasound waves are transmitted from the transducer through the gel into the body. The ultrasound image is produced based on the reflection of the waves off of the body structures. The strength (amplitude) of the sound signal and the time it takes for the wave to travel through the body provide the information necessary to produce an image.

An ultrasound machine or ultrasound transducer system is used to visualize our liver, kidneys, blood vessels, heart, human fetus, and other organs. It is a form of diagnostic imaging technique that is also used to examine pregnant women. Ultrasound devices can also be applied in sonography, which can aid in both diagnosis and therapeutic procedures.

#### Growing market size

The global ultrasound devices market size is projected to reach \$10,476 million by 2022, according to a study and in depth analysis by Allied Market Research. This is primarily attributed to the large number of technological advancements (such as 3D & 4D imaging) in ultrasound systems, increase in prevalence & incidence rates of chronic diseases (such as heart disease, stroke, type 2 diabetes, and cancer), increase in number of ultrasound diagnostic imaging procedures, demand for minimal invasive therapies, and rise in awareness for early disease diagnosis.

The factors, such as rise in public & private investments and grants & funds for the development of more advanced ultrasound devices as well as to create awareness about the advantages offered by these devices also drive the market growth. Conversely, the major restraining factors of the market include the dearth of skilled and experienced sonographers, globally. The report segments the global ultrasound devices market based on product type, device display, portability, application and geography. Based on product type, the market is categorized into diagnostic and therapeutic ultrasound systems. Diagnostic ultrasound systems generated the highest revenue in 2015, owing to an increase in ageing population, which require frequent diagnostic examinations. The therapeutic ultrasound systems segment would reach \$353 million by 2020.

#### Holding an upper hand

Although the ultrasound devices market has been around for quite a while, the global shares have remained moderately consolidated among a small pool of players, according to an up to date business report by Transparency Market Research (TMR). The analyst of the report has detected that GE Healthcare and Fujifilm Holdings Corporation have had an upper hand for a number of years owing to their strong and broad portfolio of ultrasound devices, widespread geographical presence, and brand image. In addition to

GE Healthcare recently unveiled another ultrasound system with impeccable image quality and advanced yet easy-to-use features. From obstetrics and gynecology to general practitioners and family practice physicians, Versana Essential offers an imaging system that enables clinicians to confidently deliver the next level of care to their patients. At an affordable cost, this ultrasound system helps meet realities on the ground.

that, introduction of technologically advancements products is another key strategy by the market leaders to stay ahead of the curve.

For instance, GE Healthcare recently unveiled its LOGIQ™ E10 - an advanced radiology ultrasound system that has 10 times greater processing power in comparison to previous systems and offers 48 times greater data throughput. In the near future, artificial intelligence technology is expect to pave ways to smart medical devices, including cSound™ Architecture – a ultrasound system's platform which uses GPU hardware technology to reconstruct data in similar ways to CT and MRI systems.

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#### Budget friendly options

GE Healthcare recently unveiled another ultrasound system with impeccable image quality and advanced yet easy-to-use features. From obstetrics and gynecology to general practitioners and family practice physicians, Versana Essential offers an imaging system that enables clinicians to confidently deliver the next level of care to their patients. At an affordable cost, this ultrasound system helps meet realities on the ground.

In an interview with Rob Watton, General Manager of Primary Affordable Care Ultrasound at GE Healthcare explained how the new ultrasound device combines quality and affordability and readily meets the realities on the ground.



Watton notes, “Versana Essential is a world-class ultrasound machine that is easy to use, easy to learn and easy to own. It is dependable and comes with a multi-year warranty. Versana Essential is a complete solution and not only a product. It starts with a versatile ultrasound system that can cover a range of clinical applications, along with important automation features to simplify workflow and make it easy to use.

“In addition to this, we know that ongoing education and support are critical for many users, so we offer on-board product training and clinical education tools that can support clinicians in their daily practice; we also offer optional digital and localized hands-on training courses for those wanting to enhance their knowledge of ultrasound scanning. While we have designed Versana Essential to be very affordable, we know buying an ultrasound system is an expensive purchase, and so we have a range of financing options to suit every budget, and can help buyers evaluate the return on investment for their practice”.

#### Assessing patient conditions

GE Healthcare's mission is to enable healthcare professionals to confidently and cost effectively assesses patient conditions across diverse clinical environments, providing ultrasound solutions that are simple and dependable.

“We see there are more and more physicians around the world who want to start using ultrasound in their practice and/or want to have a great ultrasound machine that is reliable and affordable, yet versatile to cover broad range of most common clinical scanning needs. Versana Essential is built on years of GE ultrasound legacy in technology and reliability. With Versana, we wanted to increase accessibility of high quality ultrasound solutions for a wider range of physicians.

Ultrasound is now an essential part of the diagnostic tool kit in general practice. It's great for quickly determining whether a patient is suffering from a particular illness or a serious condition that needs to be treated immediately in the hospital; the Versana Essential ultrasound system's image quality is outstanding. The supplementary functions are very good, and the system continually produced excellent images, according to the company.

“Regardless of the price point, we strive to provide long-lasting best-in-class image quality. Even with a cost-effective product like Versana Essential, we know that Image Quality is critical, and we leveraged cutting edge technology elements utilized in GE's ultrasound range to ensure excellent image quality”.

#### Essential features

The Versana Essential system features intuitive design and automated tools, like one-touch, dynamic image optimization – a feature called Whizz and automated measurement tools, which enhance clinical workflow and enable faster scan times. Some of the important features include:

- Whizz – one touch dynamic image optimization tool. The feature, when activated, continuously optimizes the image as physicians scan, even as the user moves from one organ or region to another,
- Auto IMT automatically calculates the intima-media thickness of the vessels rather than measuring it manually,
- Sonobiometry enables automated fetal measurements; bi-parietal diameter, head circumference, abdominal circumference and femur length
- Scan Assistant guides the user step by step through an exam, while reducing keystrokes

Equipped with Scan Coach and My Trainer product training modules, Versana Essential helps physicians have a fast start with their new ultrasound. Versana Essential system supports a range of clinical applications – including abdominal, vascular, obstetrics, gynecology and cardiac – providing clinical flexibility.

#### Versana Essential vs. ordinary machines

The range of different types of exams and patient conditions that can be scanned with the ultrasound system could be different, some of the other features related to ergonomics (such as articulated arm, touch-panel, screen size etc.) and the extend of availability of workflow; clinical etc. automation features might be different as well, according to GE Healthcare.

“Versana Essential is especially suited for physicians who want to incorporate ultrasound into their practice or want to move up from standard black-and-white systems. It offers sophisticated imaging features backed by comprehensive service and support, including flexible financing options that make the system easy to own. Our customers can expect the dependability and reliability of GE's world-class ultrasound solutions and support of our local expert team regardless of their price point.”

#### Budget- friendly devices

Versana Essential is designed and produced on a platform dedicated to provide high quality accessible ultrasound machines with best in class image quality and automation tools that helps with ease of use. It is available in Europe, Middle East, Africa, India, South East Asia and other geographies will follow, as registration processes will be completed. “Technology advances at an amazing speed. Evolving clinical, economical and user needs will continue to define the choices of products being developed. There will be more and more options, balancing various user needs and making a wide variety of devices available for everyone at their price point -whichever it may be – hence making quality healthcare more accessible to a wider group of physicians and communities,” concluded Watton.



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# Health as an investment in New Zealand

**Medical innovation in New Zealand is an outward looking sector as around 90 per cent of the devices and technology solutions developed in New Zealand are exported**

**N**ew Zealand is a developed country and ranks highly in international comparisons of national performance, such as quality of life, health, education and economic freedom. The country underwent major economic changes during the 1980s, which transformed it from a protectionist to a liberalized free-trade economy. The service sector dominates the national economy, followed by the industrial sector, and agriculture. International tourism is also a significant source of revenue.

The health care system of New Zealand has experienced significant improvements throughout the past several decades. From an essentially fully public system in the early 20th century, reforms have introduced market and health insurance elements primarily in the last three decades, creating a mixed public-private system for delivering healthcare.

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In 2012, New Zealand spent 8.7 per cent of GDP on healthcare, or \$3,929 per capita. Of that,

The Ministry of Health has a range of roles in the system in addition to being the principal advisor and support to the minister. It funds a range of national services, including disability support and public health services, and has a number of regulatory functions. The Accident Compensation Corporation (ACC) funds accident services.

specialist areas, nurses and allied health groups.

There is a range of educational and research institutions involved in the provision of services and training of the workforce. There are also many consumer bodies and non-government organizations that provide services and advocacy for the interests of



approximately 77 per cent was government expenditure. In a 2010 study, New Zealand was shown to have the lowest level of medication use in 14 developed countries (i.e. used least medicines overall), and also spent the lowest amount on healthcare amongst the same list of countries, with \$2,510 (\$3,460) per capita, compared to the United States at US\$7,290.

**Complex network**

A complex network of organizations and people deliver health services in New Zealand. Each have their role in working with others across the system to achieve better health for New Zealanders. Important roles in providing services and ensuring efficiency and quality are undertaken by public health units, primary health organizations, non-government organizations, crown entities, health professionals, and professional and regulatory bodies for all health professionals – including all medical and surgical

different groups, and more formal advocacy and inquiry boards, committees and entities.

The Ministry of Health has a range of roles in the system in addition to being the principal advisor and support to the minister. It funds a range of national services, including disability support and public health services, and has a number of regulatory functions. The Accident Compensation Corporation (ACC) funds accident services. This network of organizations is linked through a series of funding and accountability arrangements to ensure performance and service delivery across the health and disability system.

**Vibrant technology invention**

There is a vibrant eco-system of health technology invention in New Zealand and Kiwi-developed medical devices are now marketed to the world. It's a sector increasingly seen as a breeding ground for health technology innovation and excellence.



**Auckland City Hospital**

Experts highlight that medical innovation in New Zealand is a very outward looking sector. In fact, around 90 per cent of the devices and technology solutions developed in New Zealand are exported. Exports of medical technology alone (excluding Health IT) cracked the \$700 million barrier in 2015. This sector invests \$66m in research and development annually and that is expected to increase as New Zealand companies see opportunities to grow their businesses overseas.

The District Health Boards' focus on cost efficiency and a stronger policy on medical device market as the market is expected to post steady, if unspectacular, growth in the next few years, the report estimates the CAGR for 2013-2018 to be 3.7 per cent. This will take the market to \$1,008.0 million by the end of 2018, equal to \$213 per capita. The orthopaedics & prosthetics market is expected to be the best sector for growth, driven by the rising availability of new technologies and an ageing population.

Nearly the entire market is supplied by imports. These reached \$810.5 million in 2013, compared with the \$661.2million reported for 2012. In the 2009-2013 periods, imports grew by a CAGR of 8.7 per cent in US dollar terms and 5.4 per cent in local currency terms.

Annual exports reached a new high of \$525.2 million in 2013. In CAGR terms, growth was 14.0 per cent in the 2008-2013 period. As in previous years, the bulk of this was made up of exports of therapeutic

appliances, for which New Zealand mainly manufactures for exporting.

New Zealand has a relatively small but growing medical device manufacturing sector made up of around 60 companies. The largest is Fisher & Paykel, which produces high quality equipment mainly for

In a 2010 study, New Zealand was shown to have the lowest level of medication use in 14 developed countries, and also spent the lowest amount on healthcare amongst the same list of countries, with \$2,510 (\$3,460) per capita, compared to the United States at US\$7,290

export but there are a number of smaller companies focused on niche areas that are also developing their export profile. According to MTANZ, the industry generates revenue of around NZ\$1.4 billion (USD \$1.1billion) per annum, and it expects this to double in the next 3-5 years.

**Medical Equipment industry**

The Medical Equipment sector continues to offer high quality business and consulting opportunities for American suppliers. With ongoing changes in the structure of procurement channels and various competing opinions as to how this should be ideally

managed, American suppliers of all sizes find a receptive market that seeks value-based outcomes and a distributor market that is sufficiently well-informed to market American products and services.

Telehealth and innovative technologies are a key focus for the New Zealand government as it seeks to leverage advances in communications and data management, as well as the rise of wearables and remote diagnostics. Several research and development units have been established that share ideas and opportunities, and look to learn from partnership arrangements with outside organizations and institutions.

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**Pharmaceutical Management Agency (PHARMAC)**

PHARMAC is the New Zealand government agency that decides which pharmaceuticals to publicly fund in New Zealand. PHARMAC makes choices about District Health Boards' (DHBs') spending on vaccines, community and cancer medicines. PHARMAC also makes decisions about the medicines funded in DHB hospitals and is working towards budget management of hospital medicines and medical devices.

Recently, PHARMAC announced the following changes to the funding of enzyme replacement therapy (ERT) used in the treatment of the rare disorder Gaucher disease: The funded ERT for the treatment of Gaucher disease will change from imiglucerase (Cerezyme), supplied by Sanofi, to taliglucerase alfa (Elelyso), supplied by Pfizer. Taliglucerase alfa will be funded from August 2018 and will become the only funded ERT for the treatment of Gaucher disease after a 7-month transition period.

Special Authority and Hospital Restrictions will apply to taliglucerase alfa. If approved by the Gaucher Panel, the criteria allow for a higher maximum dose of 30 units/kg every other week (~60 units/kg/month) where clinically appropriate. This may provide additional clinical benefits for some patients.

Moreover, PHARMAC made another announcement regarding treatment option for patients with severe osteoporosis following the funding of denosumab, brand name Prolia, from July 2018. Osteoporosis is a condition that weakens the bones and increases the risk of fractures, and is common in people aged 50 years and over.

PHARMAC Director of Operations Lisa Williams says that denosumab will provide people with osteoporosis



a chance of reducing injuries that can have a big impact on their daily lives.

"Osteoporosis is a serious illness that causes bone fractures and this can significantly affect the quality of life for people who have it. The most significant injuries can be hip or vertebrae fractures. This can result in long recovery times, affecting the ability of people to live normal lives. Denosumab will reduce the chance of these serious injuries.

**New Zealand Medical Association**

The New Zealand Medical Association (NZMA) is the country's foremost pan-professional medical organization in New Zealand representing the collective interests of all doctors. Its members come from all disciplines within the medical profession, and include specialists, general practitioners, doctors-in-training and medical students. The NZMA is a strong advocate on medico-political issues, with a strategic programme of advocacy with politicians and officials at the highest levels.

Health was a big issue during the 2017 Election and as political parties debate future health policies as part of coalition negotiations, the NZMA urges them to invest in the health of New Zealanders. The NZMA has recently published its Position Statement Health as an Investment.

"Too often, the conversation about public health care is framed as a 'cost' to government. This needs to change," says NZMA Chair, Dr. Kate Baddock. "Health spending is an investment in the health, wellbeing and productivity of New Zealanders and ultimately saves money in other sectors.

"Other countries are achieving a return on investment of nearly \$5 for every \$1 of government spending on health. Health spending must not be seen as a drain on the economy but rather an opportunity to boost the economy and improve the lives of individuals and their families. Success will also require a commitment to address the social determinants of health such as education, housing and poverty," says Dr Baddock.

"Nearly 80 years ago New Zealand led the world when we established a public healthcare system that made health a universal and fundamental right – it's time our political leaders invest in that promise."

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# ICLDC and Healthpoint join hands to treat polycystic ovary syndrome

Imperial College London Diabetes Centre (ICLDC), part of Mubadala's network of healthcare providers, and its sister facility, Healthpoint, a multi-speciality hospital in Abu Dhabi, are joining forces to treat Polycystic Ovary Syndrome (PCOS) with an integrated multi-disciplinary approach delivered by the first-of-its-kind clinic in the UAE.

Located at Zayed Sports City in Abu Dhabi, the new clinic will give patients the opportunity of receiving diagnosis and treatment from endocrinology, dermatology and gynaecology in liaison and under one roof.

PCOS occurs due to the presence of elevated androgens (male hormones) in women. Signs and symptoms can include irregular or no menstrual period or heavy periods, excess body and/or facial hair, acne, pelvic pain, difficulty in getting pregnant, as well as patches of thick, darker and velvety skin. It should be noted, however, that PCOS can be present without any of the obvious symptoms.

While science is still seeking an effective cure for this condition, there are many ways of decreasing or eliminating PCOS symptoms including fertility treatments to minimize the effects and help the patient lead a normal life. Addressing oligo/ amenorrhea, hirsutism/ acne, and obesity/metabolic syndrome are some of the additional measures that can support patients in managing PCOS.

Dr Safdar Naqvi, Medical Director and Consultant Physician & Endocrinologist at ICLDC said: "With PCOS being increasingly recognized by the medical profession as a syndrome affecting a growing number of women around the world, this clinic will provide a significant value addition to ICLDC's ability to provide care and comfort to our patients.

Dr Mai Ahmed Al Jaber, Acting Medical Director, Public Health Specialist at Healthpoint, said: "As leading medical practitioners, our key focus is to provide the best possible care and outcomes for our patients. Given the high prevalence of polycystic ovary syndrome in the UAE, we are delighted to work hand in hand with ICLDC on a holistic approach and integrated programme to provide our patients with full-cycle care in one place. Patients suffering from PCOS now have the chance to consult with our world-class team of gynecologists, endocrinologists, dermatologists and



diabetes management experts who will accompany them on the journey to recovery."

It is estimated that worldwide, PCOS can affect up to 20 per cent of women in the 18-44 year age group. In 2014, a UAE media outlet reported the increased incidence of PCOS in the MENA region, particularly in the UAE where a study by Dr Pankaj Shrivastav at a gynaecology and fertility hospital in Sharjah examined 501 women of South Asian, Gulf Arab and Caucasian ethnicities and found 42.5 per cent of the South Asian group, 39.9 per cent of the Gulf Arab, and 23.5 per cent of the Caucasian group impacted by the Polycystic Ovary Syndrome.



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## Dubai Science Park launches platform to enhance healthcare sector

Dubai Science Park (DSP), a science-focused business community, has signed a memorandum of understanding (MoU) with OPEN Health, a communications and market access firm, Synapse Medical Services, a healthcare service provider, and Connect Communications, a strategic healthcare communications company, to launch the healthcare networking platform Advance Health.

The platform converges key stakeholders in the healthcare sector in Dubai. Providing access to information, educational events and networking opportunities, Advance Health ultimately aims to improve patient outcomes in the UAE.

The agreement was signed by Marwan Abdulaziz Janahi, Managing Director of DSP, Sahar Samara, Managing Director of OPEN Health Dubai, Thom Soutter, Business Development Director at Synapse Medical Services, and Marcus Corander, Managing Director of Connect Communications.

Marwan Abdulaziz Janahi said: "Our latest MoU and the resulting launch of Advance Health underscores our continued commitment to developing the local healthcare sector for the benefit of Dubai's residents. This new initiative cements DSP's leading role as a convening platform that brings together various stakeholders from the government, academia and industry to exchange information while serving as a catalyst for dialogue, creativity and innovation."

For her part, Sahar Samara said: "It is still early days, but it has been rewarding to see the overwhelmingly positive response and engagement from different professionals across the healthcare sectors, reinforcing the need for such an initiative. We want to make a difference, and we look forward to collaborating with key opinion leaders to promote dialogue that can help foster clinical excellence,



and enhance the overall patient wellbeing and experience."

Meanwhile, Thom Soutter said: "We want Advance Health to serve the entire healthcare community and hope that reflects in the variety of the founding members. We seek to create a first-of-its-kind healthcare platform in Dubai that members can feel part of. We wish for engagement, feedback and new business opportunities to become a regular part of this initiative, and look forward to growing Advance Health together."

Marcus Corander added: "We are really excited to have launched this collaborative initiative to connect and engage with stakeholders from across the healthcare ecosystem in order to educate and facilitate knowledge exchange. The Advance Health networking sessions will highlight key topics in healthcare, and ultimately serve to improve healthcare services and patient outcomes."

The MoU is part of a series of recent agreements signed by DSP that currently hosts more than 350 companies and 3,600 industry professionals. The partnerships aim to enhance the local life sciences, healthcare, energy and environment sectors.

## National Reference Laboratory certified by GCAA to conduct safety tests

National Reference Laboratory (NRL), part of Mubadala's network of healthcare providers, has been approved by the General Civil Aviation Authority (GCAA) to carry out drug and alcohol testing for pilots, cabin crew, ground staff, air traffic controllers and other safety-sensitive aviation professionals and stakeholders in the UAE.

NRL obtained the stringent certification for its robust testing process, quality control, extensive experience with drug and alcohol testing in other industries, and its established reputation in the UAE and the wider region as a leading reference laboratory.

Aviation is a core sector of the national economy supporting economic diversification and social development. The industry is expected to continue its growth trajectory, contributing approximately 750,000 jobs & AED200 billion to the UAE economy by 2020, according to sources. As a result, the implementation of global safety standards is a top priority for the GCAA, which continues to work towards improving & developing

aviation safety and security standards in the UAE through its Aeromedical Alcohol and Drug Testing Program.

Abdul Hamid Oubeisi, Chief Executive Officer of National Reference Laboratory, said: "NRL is honored to leverage its expertise in enhancing the UAE's aviation industry and to make available to all operators our lab's advanced and well-established drug and alcohol testing procedures. We are pleased that our strategic commitment to implementing world-class laboratory testing standards can directly serve this important industry and contribute to the General Civil Aviation Authority's ongoing efforts to ensure all stakeholders in aviation adhere to international safety standards.

"Through our comprehensive occupational health testing suite, from rapid on-site testing to the more advanced laboratory-based testing, we are well equipped to help aviation companies ensure their personnel are fit for duty and capable of carrying out their safety-critical functions."

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## Emirates SkyCargo operates vaccine charter to Brazil



Emirates SkyCargo has transported over 25 tonnes of vaccines from Milan to BH airport, Belo Horizonte in Brazil on its Boeing 777 freighter aircraft. This is the largest shipment of vaccines that the air cargo carrier has transported on a single flight and it is also the first time that BH Airport has received such a large shipment of vaccines.

Given the extreme sensitivity of the vaccines to temperature fluctuations, the entire shipment, equivalent to about 1.8 million doses, had to be transported in specialised containers to maintain a constant temperature of 5 degrees C. A total of 36 Envirotainer containers - 35 RAP e2 and 1 RKN1 containers - were loaded on the freighter at Milan, one of the designated airports in Emirates SkyCargo's pharma corridor programme, which aims to provide supplementary protection for pharma product integrity during air transport. On arrival at BH Airport, the vaccines were removed from the containers and transported to the temperature controlled storage areas of the airport.

"Emirates SkyCargo is a global leader in the air transport of temperature sensitive pharmaceuticals and our commitment to transport lifesaving medications securely is backed by our infrastructure including modern aircraft as well as our GDP compliant processes and our trained staff," said Hiran Perera, Emirates Senior Vice President, Cargo Planning & Freighters. "We planned every detail of this charter very carefully with our partners from mid-July to ensure that

the vaccines would be delivered carefully to Belo Horizonte airport," he added.

"Negotiations for the arrival of this shipment included the visit of technical professionals who checked the storage conditions of our chambers considered to be the latest generation," said Peter Robbe, Belo Horizonte Airport Cargo manager. "To take advantage of the potential of the cargo logistics area of the Airport, BH Airport has invested in a new configuration of the Cargo Terminal and has installed two new refrigerated chambers to triple cool chain storage capacity to 3,350 cubic m," he commented.

On an average, Emirates SkyCargo transports about 80,000 pharma shipments every year, varying in size from small clinical trial shipments to pharma charters on freighter aircraft, across its network of over 160 destinations. Emirates Pharma is the carrier's comprehensive range of temperature controlled transport services for temperature sensitive pharmaceutical products. In addition to a modern fleet of widebody aircraft, Emirates SkyCargo has also invested in developing specialised equipment including the Emirates Pharma Cool Dollies and the White Cover thermal blankets, developed in collaboration with DuPont, for the protection of pharmaceutical cargo.

Emirates SkyCargo is the freight division of Emirates and the world's largest international cargo airline measured by Freight Tonne Kilometres (FTKMs). The air cargo carrier operates a fleet of 270 all widebody aircraft including 14 freighters- 13 Boeing 777-Fs and one B747F.

## State-of-art cath lab with advanced diagnostic facilities opens in the UAE



With increasing incidence of cardiovascular diseases in UAE, experts are urging communities to be more aware of early symptoms of heart diseases, and get diagnosed in time to prevent health complications. To meet the growing need for cardiovascular services in the UAE, Aster Hospital, Mankhool has opened a state-of-the-art Cath lab that will allow residents to access high quality cardiac services in Dubai. While the hospital is recognized for providing primary and secondary care services to patients in UAE, the introduction of the Cath lab affirms its efforts to introduce tertiary care services to meet the complex cardiac needs of the local population.

In the UAE, a 3-year prospective registry of Acute Coronary Syndrome (ACS) patients found that patients were relatively young and had risk factors such as smoking and diabetes.

“The incidence of Ischemic Heart Disease is increasing in UAE. We see the onset of heart diseases even in youngsters. The setting up of cardiac catheterization lab is for delivering comprehensive heart care at affordable cost,” said Dr. Azad Moopen, Founder Chairman and Managing Director, Aster DM Healthcare.

With health insurance being made mandatory, many expats are now seeking treatment for cardiac procedures locally, building more confidence in the local healthcare system, thereby increasing the demand for tertiary care services.

With the new advanced diagnostic facilities and technological expertise, Aster Hospital at Mankhool, Dubai is fully equipped to meet this need and provide medical investigation services, cardiac care and treatments locally. Services like angioplasty are recognized as one of the most important procedures for treating heart patients and the hospital is working towards establishing a concrete emergency care system that excels at handling all levels of medical support and care. Aster DM Healthcare will soon be launching a new Aster Hospital in Al Qusais to serve, and increase access to healthcare services for communities.

## E-commerce startup launches new health category

souKare.com, a Dubai-based lifestyle and healthcare tech startup, has announced the launch of organic health products, catering specifically to the health-conscious population seeking healthier product options.

According to Mintel, global market research company, the approximate retail space stocking organic products in UAE has increased by 60 per cent over the last four years. souKare's recent product addition leverages the growing trend for organic products in the UAE by offering customers more ways to purchase these products.



In addition, souKare.com has also introduced a number of major health centric brands that focus on sugar-free, gluten-free, dairy-free, GMO-free, vegan and other specific dietary needs products. Whether it be Organic Green bars to Raw Organic Plant Protein from Garden of Life, Slim & Active from Z&M Nutrition, or Atkins' well known Advantage Protein bars, souKare not only offers a seamless purchase experience but also ensures they are transported to the recipient with extreme care.

According to Faraz Khan, Founder of souKare, “We believe that diversifying and elevating our product portfolio is what our customers expect of us. We are delighted to continue providing the latest organic products to ensure our customers have access to the best and healthiest products to lead a healthy lifestyle.”

In addition to providing organic fitness products in the UAE and KSA, souKare.com also provides express shipping for international customers across the world, with most countries qualifying for free shipping. With its commitment of “For a better you” to its customers, this e-commerce platform continues to enable customers to see well and live well, with its wide product selection, low prices & purchase convenience.

Khan added, “This enhancement of our product portfolio is aligned with our vision of being the expert one stop shop for our customers for healthcare online, particularly through our quick and efficient delivery options. We aim to change the way customers purchase lifestyle and healthcare products, and to ultimately become a leading Healthcare Tech player in the region and beyond”.

## Eyesight restored in a rare case of Optic Neuritis at RAK Hospital



After experiencing repeated attacks of pain around the eyeball with visual loss alternatively in both eyes, Nawzer Lala, a diabetic middle-aged man, was referred to Dr. Sweta Adatia, Specialist Neurologist at RAK Hospital, who detected the problem immediately and after a complete examination concluded these attacks were episodes of Optic Neuritis (ON) linked to Anti MOG positivity.

ON is an inflammatory disease of the optic nerve (the nerve that transfers information from the retina to the brain that facilitates vision) characterized by pain and visual loss and often associated with multiple sclerosis (MS) – a chronic disease that attacks the central nervous system, affecting the brain, spinal cord, & optic nerves.

In 15-20 per cent of people who eventually develop MS, Optic neuritis is their first symptom. The risk of developing MS following one episode of optic neuritis is approximately 50 per cent within 15 years of any first episode of optic neuritis. However, certain forms of optic neuritis are not related to MS. They are autoimmune in nature with the body's own mechanism attacking the optic nerve.

“Nawzer's was indeed a very unusual and demanding case presenting a set of unique challenges. Being diabetic and having the presence of anti MOG positive antibodies in high titers created several issues including his inconsistent response to steroids and constant fluctuation in sugar levels. Whereas, tapering of high dosage of steroids, essential for the treatment, immediately led to repeated attacks, while other immune-therapies didn't help either in curbing the attacks”, explained Dr. Sweta Adatia.

“It was a first of its kind case not just for our team but even world over, there have only been a few hundred

such cases recorded so far where the patient with Optic Neuritis is found anti MOG positive and gets relapses despite being on steroids and other immune suppression agents. This obviously meant we hardly had any evidential data to support us during

the treatment plan. However, despite encountering several obstacles, we were eventually successful in stabilizing the attacks with the help of pulsed steroid therapy while maintaining the regular oral steroids. Despite all odds, we have overcome this together and finally restored his vision to a full 6/6,” added Dr. Adatia.

Nawzer's vision is completely restored now and thankfully he hasn't had any attacks since the treatment. Currently, he maintains his vision with a minimum daily steroid tablet, followed by monthly intravenous steroid pulse shots.

Dr Raza Siddiqui, CEO, Arabian Healthcare Group and Executive Director RAK Hospital, added: “Since this was such an unusual case, the challenges of therapy and recovery were very unique too. We at RAK Hospital take great pride in our experienced team and their ability to instantly recognize the disease and suggest prompt diagnosis and therapy.”



## The Friends of Arthritis Patients Association boosts awareness programs



The Friends of Arthritis Patients Association at the Supreme Council for Family Affairs in Sharjah has recently concluded the 2nd edition of annual health forum “Steps towards hope”, which aims to raise awareness on arthritis, and provide advice on the ways of its prevention.

The forum's events this year were held in cooperation with the Social Services Department in Sharjah at the Muwailah District Council, and targeted the residents of the Social Welfare Home hosting a number of medical lectures that focused on arthritis, and the nutritious food that is necessary for healthy bones. The forum also offered free health tests that benefited both the home's residents and the people of the district.

Waheeda Abdul Aziz, Head of the Friends of Arthritis Patients Association, stressed that the forum is organized in conjunction with the vision of Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi, Wife of His Highness

the Ruler of Sharjah and Chairperson of the Supreme Council for Family Affairs. She added that the forum aims to raise awareness on arthritis and its causes and its ways of prevention, in addition to encouraging the practice of sports, and staying away from harmful practices that increase the chances of arthritis.

Abdul Aziz affirmed that the association seeks to enhance healthcare in Sharjah through these

community initiatives and activities, and to develop awareness and knowledge on arthritis among the members of the community, in addition to encouraging the members of society to participate in supporting patients and their families by reducing their financial burden and enabling them to better co-exist with Arthritis during their treatment.

The health tests that were offered by the association were met with enthusiasm from the attendees of the forum, and included tests for osteoporosis, blood pressure, diabetes, cholesterol and body mass index. The tests were administered by a group of health specialists and volunteers that work with the association. These volunteers also presented advice and tips on healthy practices and nutrition that helps maintain the health of bones for all members of the community.

## Life-saving health tech disruptor named top Asia-Pacific innovator

A revolutionary electronic materials engineer from Australia has been awarded the 2018 APEC Science Prize for Innovation, Research and Education for opening up new ways of detecting health threats. An Associate Professor at the Royal Melbourne Institute of Technology, Dr. Madhu Bhaskaran, was named the region's top early career researcher for her development of wearable elastic electronics and sensors.

Examples include the introduction of stretchable, optically transparent and ultra-thin devices that can alert a user to dangerous levels of UV ray exposure and help to prevent skin cancer, breakthroughs enabled by Dr. Bhaskaran's cross-border research in the APEC region.

Dr. Bhaskaran was chosen by officials from a group of 13 finalists, each under 40 years of age, from an APEC member economy and drivers of collaborative research with peers in other APEC economies building smart technologies for healthy societies - the 2018 ASPIRE Prize theme.

The ASPIRE Prize winner was announced by science, technology and innovation officials from the APEC member economies, at their policy development



**Dr. Madhu Bhaskaran**

meetings in Port Moresby to enable greater intra-regional research and trade.

“Dr. Bhaskaran's research shows what's possible when minds work together. It also underscores the importance of APEC work to seed new breakthroughs that can improve people's lives in all areas of the region,” explained Papua New Guinea Higher Education, Research, Science and Technology Minister Pila Niningi.

# Smart meditech to transform life for UAE's 1.2 million diabetics

 CPhI middle east & africa



ADNEC, Abu Dhabi

Smart meditech breakthroughs in the US\$10.71 billion diabetes monitoring market, will transform life for 1.2 million people in the UAE who live with the disease and will be discussed at leading pharmaceutical event, CPhI Middle East & Africa, 3-5 September at the Abu Dhabi National Exhibition Centre (ADNEC).

The innovations span insulin delivery systems, glucometers and other areas specifically targeted to address the many complications that arise from the disease. Research published by Frost & Sullivan, expects the diabetes monitoring market to reach values of \$14.68 billion in 2022; a Compound Annual Growth Rate (CAGR) of 5.4 per cent from its current \$10.71 billion. The strong growth forecast is largely attributable to high-tech and smart solutions that are used both inside and outside hospitals, clinics and clinicians' offices.

Globally, 425 million people have been diagnosed with diabetes and more than 39 million of these people live in the Middle East and North Africa region; by 2045 this figure is expected to rise to 67 million. In the UAE, there were 1.2 million diagnosed cases of diabetes in 2017 the prevalence among Emiratis alone is now as high as 19 per cent.

According to findings published at the end of 2017, this could be linked to genetics. Dr Abdul Razzak Al Madani, chairman of the Emirates Diabetes Federation, said Emiratis have a genetic predisposition to developing Type II Diabetes. In some cases, children as young as 13 have been diagnosed with the disease. The country is currently engaged in a

national strategy to reduce the prevalence of diabetes to 16.4 per cent by 2021.

Cara Turner, CPhI Brand Director said, "Type two diabetes is the result of reduced insulin production or insulin resistance, where the body does not respond to insulin effectively. When this happens, people experience excessive thirst, hunger, fatigue, blurry visions and sores or cuts that don't heal. These symptoms significantly reduce quality of life for those living with the disease.

**"Additional complications are also common, which adds to the care requirements of each patient. Using AI to diagnose and self-manage, or Bluetooth and WiFi to transfer and share data between patient and doctor, gives us a preview of what will emerge from this exciting over the coming years. These developments will be truly life changing for diabetics," Cara Turner.**

In the US, the development of a smart insulin patch has paved the way for a responsive system that works with the patient's body for on-the-go, non-invasive insulin delivery. One of hundreds of recent developments in the non-invasive space, the penny-sized patch has more than one hundred, eyelash-like microneedles, each containing small supplies of glucose-sensing enzymes and insulin

Particularly useful in cases of gestational diabetes, artificial intelligence (AI) can be used to support remote, round-the-clock monitoring of overall health, or specific elements, as required. Although pioneered around the world, over the coming years these breakthroughs, and others, will arrive in the GCC – a region where diabetes prevalence is one of the highest in the world, at 24.45 per cent.

"As diabetes continues to affect the lives millions of people around the region, it is crucial that the most insightful academics, doctors and innovators from across the pharmaceutical industry have a place where they can share and discuss new and emerging solutions. In addition to providing a platform to meet and do business, CPhI Middle East & Africa will also offer high-level insights into the region's most pressing health challenges," added Turner.

# UAE's efforts in empowering People of Determination highlighted at UK summit



H.E. Hessa bint Essa Buhumaid

The empowerment and integration of people has helped make the United Arab Emirates not only a tolerant environment but one that welcomes the diversity of its citizens and residents, said Her Excellency Hessa bint Essa Buhumaid during her keynote speech at the World Disability Summit in United Kingdom.

Addressing a session on 'Disability and Non-abandonment: Diverse Experiences and Common Goals', she said: "The UAE government believes in the importance of leveraging the latest global technological advancements to empower people of determination to integrate into society and live independently.

"The UAE Innovation Month offers an ideal platform to showcase the products and solutions developed by national organizations dedicated to assisting people of determination. One such entity is the Moeen Centre, a non-profit organization for physically & developmentally disabled individuals that provides them with technical support and equips them with smart devices that help them communicate, learn & become independent, ultimately facilitating their social integration."

She said: "Since its inception, the country has supported equal rights for people with disabilities and continues to participate in the global movement to empower them on the educational, economic and social fronts. The UAE has acceded to and ratified the United Nations Convention on the Rights of Persons with Disabilities. Its commitment to the Convention is clearly reflected in its laws, ministerial decisions and national policies. Specifically, Federal Law No 29

of 2006, concerning the rights of persons with disabilities, outlines a wide range of rights of people with special needs and defines the obligations of ministries, institutions and other government bodies towards this important segment of society. Also relevant is Federal Law No 3 of 2016 on child rights as it guarantees the rights of children, including those with disabilities, and provides additional measures to protect children with special needs."

Her Excellency drew attention to the UAE government's initiative to launch the National Policy for Empowering People of Determination, which is based on six pillars: Health and Rehabilitation, Education, Vocational Rehabilitation and Employment, Outreach, Social Protection and Family Empowerment, and Public Life, Culture and Sports.

Her Excellency further noted that the Ministry of Community Development has launched a Recruitment Platform for People of Determination to serve as their gateway to the job market. The online portal connects job-seeking people of determination with suitable vacancies available in the public and private sector. The country's workforce currently includes more than 1,700 people of determination of diverse nationalities and levels of ability.

"People of determination will soon receive identification cards that enable them to benefit from dedicated services and facilities. The system is about to undergo alignment with the recently adopted National Classification of People of Determination, based on global best practices, which includes diagnostic criteria and service eligibility and comprises 11 categories."

## Dubai to host 10th UAE Cancer Congress

The Genetic Disease Association, Dubai is set to host the 10th UAE Cancer Congress (UA ECC), an event dedicated to oncology professionals in the Emirate and focusing on a broad range of topics in Oncology Care and Management, from 11-13 October 2018. In its 10th edition, UA ECC aims to foster best practices in cancer care and management, raise treatment standards at the clinicians' level for better patient care, discuss latest advances in cancer care, research studies and new treatment methodologies for various cancer diseases.

This year, the UA ECC, held under the theme 'Promoting Excellence in Oncology and Striking away Cancer', will feature a wide range of sessions on over 14 different oncology sub-specialties focusing on Breast Cancer, Gastrointestinal (GI) Cancer, Gynecological Oncology, Lung Care, Oncology Nursing, Palliative Care, Immuno



PROMOTING EXCELLENCE IN ONCOLOGY  
11<sup>TH</sup> - 13<sup>TH</sup> OCT 2018 | DUBAI, UAE



Oncology and Head & Neck Master Course while also holding dedicated workshops on Breast Surgical Oncology, Cancer Imaging, Nutrition and Live Operative Workshop.

During the 3-day event, UA ECC is expected to attract over 2,500 visitors and more than 40 participating sponsor companies, witness the participation of more than 200 speakers from over 75 countries, feature 17 hands-on workshops including a 'Live Workshop from

Tata Memorial hospital in India' and showcase over 200 poster presentations designed by students and professionals from the UAE and abroad.

**Dr. Shaheenah Dawood, President, UA ECC, Consultant Medical Oncologist, Mediclinic City Hospital, UAE said, "Our mission at UAE Cancer Congress is to play a crucial part in preparing the community for overcoming issues and challenges in preventing the onset of cancer. As part of our efforts in effectively overcoming this disease in the Middle East and Asia Pacific region, we strive to support the oncology community by partnering, learning and building collaborations with various organizations and coming up with unique initiatives to allow for progress in cancer research. Furthermore, UA ECC is the only such congress in the Middle East, which has been consistently bringing cutting edge medical research and technology to our doorsteps in the past 10 years."**

UA ECC 2018 will be introducing the 1st Asia Pac Middle East Biosimilar Summit on the sidelines of its main conference, with the aim of building a viable roadmap on the advantages of using biosimilar pharma products as compared to generic drugs while also offering industry experts an opportunity to discuss the pros & cons and misconceptions about biosimilar pharmaceutical products, exchange latest data from the 'Global Biosimilars Landscape', explore case studies and support pharma and biopharma companies to succeed in the global biosimilar market.

While the world of medicine has made rapid strides and great progress in our understanding about cancer and its prevention, cancer still remains the most threatening challenge for medical fraternity, communities and peoples without exception. According to the Gulf Cancer Monitoring Center, it is predicted that 21,000 new cancer cases will occur among GCC nationals by 2030, while the number of cancer cases were 8,065 in 1998 and 11,894 in 2009. More figures released by the Health Department of Abu Dhabi show that there are 4,500 new cases of cancer each year, with breast, colorectal and lung cancers, widely impacting patients in the region.

## 'Health and Tourism' campaign in Sharjah increases awareness



The 5th edition of the "Health and Tourism" campaign, organized by the Health Promotion Department at the Supreme Council for Family Affairs in Sharjah, is witnessing enthusiasm from individuals and supporting institutions, it was revealed. The annual campaign, which is held under the slogan 'Umbrella' and will take place until the end of August, aims to increase awareness on the concept and challenges of heat exhaustion and ways of preventing it.

The campaign's official hashtags #healthand-tourism18 and #umbrella have received significant attention from social media users. The campaign's awareness efforts aim to integrate both the fields of healthcare and tourism in order to educate the public on a variety of healthy practices and promote various tourism locations in Sharjah at the same time.

Throughout the campaign, the Health Promotion department promotes and enhances the status and reputation of both Sharjah and the UAE in the fields of healthcare and safety. The department organizes workshops, distributes umbrellas, and spreads health information and practices in addition to organizing competitions.

Iman Rashid Saif, Director of the Health Promotion Department at the Supreme Council for Family Affairs in Sharjah, said, "Since its launch four years ago, the health and tourism campaign has achieved success by encouraging and promoting the adoption of a healthy lifestyle, and raising the awareness of individuals on healthy habits and practices, in addition to encouraging them to visit tourism sites in Sharjah. The campaign is considered to be the first online campaign in the world that links both healthcare and tourism."

Saif stressed that the participation of government agencies and the positive feedback and involvement of their employees and their patrons has enabled the campaign to reach a larger audience. She added that this participation has also enabled the campaign to have a significant presence on social media platforms, where hundreds of thousands of social media users from inside and outside the country have taken part in the campaign and contributed in achieving its goals.

## Canon Europe launches online education hub for eyecare professionals



Canon Europe has recently launched an online education hub for eyecare professionals and run its first optical coherence tomography (OCT) symposium at The World Ophthalmology Congress in Barcelona, Spain.

Tom Jacques, Director of Canon Medical Imaging Group, commented: "OCT technology is evolving at a rapid pace and it's important for the industry to share information and expertise to understand what is possible through OCT and the software features available. The symposium is a great opportunity for eyecare professionals to meet and discuss this growing technology, and that our new educational website will be a beneficial platform for users to build knowledge in this field."

The symposium is titled "current and future clinical applications with Canon OCT" and renowned speakers presented unique clinical cases and showed the extensive clinical applications possible with the Canon OCT-HS100 and the Canon Angio Expert software module. These speakers included Professor Kyoko Ohno-Matsui of Tokyo Medical and Dental University; Dr Sal Rassam; Dr Diana Iturralde Errea of Alto Deba Hospital in Spain; and Professor Tomohiro Iida of Tokyo Women's Medical University.

# Canon

Canon Europe launched this new community website where users of a Canon OCT will have access to a wide range of educational material relating to the technology. The new website will help ensure users can make the most of their instrument through content including clinical case studies, podcasts, priority registration for symposia and webinars, as well as live education sessions during events in Europe. There are already plans to evolve the platform to become a truly interactive community, where all users can share their experiences..

# Premier radiology event to host top-notch speakers



Dubai is all set to host the 3rd edition of the Annual Radiology Meeting in UAE (ARM), from 31st October to 2nd November. Held under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Health Authority, the Annual Radiology Meeting in UAE is considered a premier radiology event in the MENA region, dedicated to radiologists, radiographers and specialists in the field.

The event presents this year a number of new scientific activities like dedicated radiographer sessions, poster presentation competition to support scientific research, a dedicated panel discussion on AI entitled “Will Artificial Intelligence replace radiologists in the future?”, and the Emirates Radiology Cup for the best scientific case presented. The conference this year also focuses on Pediatric Imaging by dedicating a one day seminar on this topic presented by the Middle East Society of Pediatric Radiology.

In addition to that, the conference features a scientific agenda that covers 66 scientific sessions and lectures that will educate the attendees on various aspects of radiology and imaging, creating a great platform for knowledge exchange amongst conference participants and professionals in the field.

Over 40 top-notch speakers and 1,700 professionals from different parts of the world will be meeting at ARM 2018 to discuss a number of key trending topics in radiology including: Cardiac Imaging, Emergency Radiology, MSK, Artificial Intelligence in Radiology, Neuroradiology, Chest Imaging, Body Imaging,

Pediatric Imaging for General Radiologists and Radiography.

Parallel to the conference, the exhibition attracts more than 50 participating brands in the field of radiology and diagnostic imaging who will showcase their cutting-edge equipment and most updated medical devices used in the field, in addition to key technologies in interventional radiology and Artificial Intelligence (AI) enabled radiological equipment.

Dr. Abdul Salam Al Madani, Executive Chairman, ARM said: “Radiology or diagnostic imaging is integral in medical practice as it paves the way for proper diagnosis and treatment of various diseases. Annual Radiology Meeting in UAE recognizes the need to develop, modernize and attract the best competencies for imaging on par with international standards, and thus the event presents the ultimate platform to share best practices in the profession and discover latest innovation and technology.”

He added: “In line with the Dubai Health Strategy 2016-2021 and the UAE strategy for Artificial Intelligence, which aims to foster the use of technology in the healthcare sector to improve efficiencies, enhance healthcare management and improve patient centric care, ARM will join efforts of the public and private sector to promote the use of AI for diagnostic imaging through the special focus on this topic during the conference this year, while also cater to the needs of 21st century radiologists, who need to adapt to advanced imaging methods and technologies.”

## 'Superflexible aerogels are highly efficient absorbents and thermal insulators' - study



Until now, brittleness has limited the practical application of these delicate solids, which consist almost entirely of air-filled pores. This may now change: In the journal *Angewandte Chemie*, Japanese researchers have now introduced extremely elastic aerogels that are easy to process and can be produced at low cost. Their success relies on a doubly cross-linked organic-inorganic network structure with adjustable network density.

Aerogels can be made of a variety of materials, all of which are brittle, which makes processes such as cutting, drilling, or milling, nearly impossible. In

addition, the drying process they require is usually an expensive affair.

In the team led by Kazuki Nakanishi and Kazuyoshi Kanamori at Kyoto University (Japan), Guoqing Zu has now developed a new class of unusually elastic aerogels. Their materials are based on the monomers vinyl dimethylmethoxysilane and vinyl methyl dimethylmethoxysilane, which are initially linked into polymer chains by a radical polymerization using the double bonds in their vinyl groups. The polymer chains have organosilicon side chains (silanes), which – depending on the monomer – have one or two methoxy groups (–OCH<sub>3</sub>) on the silicon atom. These groups participate in the next step, a cross-linking reaction at one or two places in the silane side chain, depending again on the monomer. This polycondensation forms siloxane bridges (–Si–O–Si–). The density of the resulting cross-linking of the polymers (polyvinylpolydimethylsiloxane-polyvinylpolymethylsiloxane copolymers) depends on the ratio in which the two monomers were mixed. Subsequent inexpensive air pressure or freeze drying then forms aerogels with tailored porosity.

Thanks to their flexible siloxane and hydrocarbon chains, the delicate structures are highly elastic. They can be bent, rolled, twisted, and cut into desired shapes. The more densely crosslinked versions exhibit high thermal insulation, surpassing conventional materials like polyurethane foam.

## DuPont Safety & Construction and SkyCell forge alliance in Pharma-Logistics

DuPont Safety & Construction (DuPont), a business unit of DowDuPont Specialty Products Division and the manufacturer of DuPont™ Tyvek® brand thermal cargo covers; and SkyCell, the Swiss-based manufacturer of temperature-controlled containers for food and pharmaceuticals, have announced a formal alliance to collaborate on technical and market development.

Both companies are global leaders in their respective fields and the partnership is expected to lead to transformational innovations in:

- temperature monitoring
- shipment tracking
- asset management
- 'smart' data-driven services

The combined effort is aimed at maintaining the physical and clinical integrity of pharmaceuticals in transit.

"DuPont is a firm believer in the potential of strategic alliances like this one where each party can leverage its respective strength for powerful solutions," said Christian Marx, Vice President and General Manager of Tyvek® and Typar®. "There is a strong strategic fit

between DuPont and SkyCell and we see this as an important step in complementing our Tyvek® Cargo Covers offering and expanding our market capability with high-performance solutions for an increasingly sophisticated pharmaceutical supply chain."

The alliance will harness the strengths of two of the strongest names in the field of pharmaceutical cold chain to better define and meet the needs of customers around the world. Under the terms of the agreement DuPont will gain access to SkyCell's remote temperature-management solutions and expertise and acquire marketing rights to the SkyCell portfolio of insulated shipping containers.

The SkyCell containers will be marketed by DuPont alongside its Tyvek® products enabling the market-leader in cargo covers to provide an unrivalled breadth of high-tech temperature-management solutions to discerning customers. SkyCell, on the other hand, will be in a position to tap into the renowned technical resource of DuPont and will benefit from the DuPont global network especially in emerging markets and the Asia-Pacific region.

## Honeywell launches new ultra-rugged handheld computer



Honeywell announced the launch of the next-generation of ultra-rugged handheld computers built and operated on the company's Mobility Edge Platform™. The Dolphin™ CN80 is a hybrid device that incorporates both a traditional keypad and a large touchscreen interface to give workers in the Middle East flexibility to quickly input data. The handheld computer, which runs the Android™ operating system, is designed for demanding environments, including distribution centers, field mobility applications such as pickup-and-delivery and direct store delivery, and offers options for cold storage or

hazardous location environments.

"Workers in distribution centers or out in the field rely on their mobile devices to provide rapid data entry at high transaction rates," said Miroslav Kafedzhiev, vice president and general manager, META, Honeywell Safety and Productivity Solutions. "For many of our customers who work in challenging locations in the region, or who have applications that rely on keyed shortcuts to speed data entry, a physical keypad remains a popular option for capturing mission-critical information."

The new handheld computer features a vivid 4.2-inch touchscreen display along with a choice of either a numeric or a QWERTY keypad. In addition, the CN80 features:

- Enhanced 1D and 2D scanning/data capture options with the ability to read bar codes from as close as 6 inches to as far as 50 feet
- An ultra-rugged design with the ability to withstand multiple drops onto concrete from 8 feet and 2,000 tumbles from 3.3 feet
- Strong battery life to support long shifts, extended talk-times and heavy GPS usage

The CN80 is the latest device to run on Honeywell's Mobility Edge Platform, which comprises common software and hardware architecture and a suite of device tools. The platform supports four generations of the Android operating system. The scalable architecture allows customers to develop, test and certify an application just once before deploying it to multiple device types across the enterprise, allowing companies to accelerate deployments, optimize device performance and extend the total product lifecycle to provide a lower overall total cost of ownership.

## HP collaborates with UAE hospital to re-invent patient experience

HP Inc. has collaborated with Abu Dhabi's Danat Al Emarat Hospital to transform the typical dull setting of a CT scan room to a colorful comfort zone. Danat Al Emarat, part of United Eastern Medical Services (UEMedical), is a specialty hospital in Abu Dhabi catering to women and children's medical needs. In partnership with GE Healthcare, HP is re-inventing patients' experience by utilizing its state-of-the-art Latex Printing Technology to design and print a fun, underwater themed wallpaper and equipment cover that aims to minimize the stress that comes with going into a scan room for critical tests.

"Patients, especially children, fear the concept of visiting hospitals and facing daunting machines during tests. So, we wanted to transform this typical experience and turn it into a more pleasant one – and what's better than changing the visual setting from being cold and unsettling to one that's fun, colorful and comforting. HP's Latex Printing Technology is the completely odorless, eco-friendly and fit to be used in a sterile hospital environment. Being part of this project is a great



privilege for HP, and we're pleased to use our technologies to make an esteemed hospital like Danat Al Emarat friendlier," said Ernest Azzam, Regional Business Manager, Large Format Printing Middle East, Mediterranean and Africa, HP Inc.

Danat Al Emarat opened its doors to the residents of the United Arab Emirates in 2015, offering unique healthcare services for the diagnosis, care and treatment of women and children. In addition, the specialty hospital is a referral center for high risk pregnancies, as it encompasses one of the largest Intensive Neonatal Care Units (Level III) in Abu Dhabi and an advanced fetal medicine unit.

The HP Latex Printing Technology is eco-friendly as it uses water-based inks, eliminating exposure to inks with hazard warning labels and high solvent concentrations. The benefits of this technology also include delivering odorless and fire-retardant prints that dry instantly, making them suitable for settings such as hospitals and hotels.



**Int'l Research Conference on Science, Health and Medicine**  
6-7 July, Paris, France  
[ircsh.com](http://ircsh.com)

**BIO World Congress on Industrial Biotechnology**  
16-19 July  
Pennsylvania, USA  
[bio.org/events/bio-world-congress](http://bio.org/events/bio-world-congress)

**ME Obesity, Bariatric Surgery & Endocrinology Congress**  
6-7 August  
Abu Dhabi, UAE  
<https://obesity-middleeast.conferenceseries.com>

**Medical Fair ASIA**  
29-31 August, Singapore  
[medicalfair-asia.com](http://medicalfair-asia.com)

**Int'l Conference on Food Safety and Health**  
30-31 August  
Dubai, UAE  
<https://foodsafety.nutritionalconference.com>

**Microbialmeet**  
3-4 September  
Dubai, UAE  
<https://microbialconference.com>

**Pharmaceutical Chemistry & Drug Design**  
3-5 September  
Dubai, UAE  
<https://drug-chemistry.pharmaceuticalconferences.com>

**Int'l Nursing and Primary Healthcare Conference**  
5-6 September  
Dubai, UAE  
[nursingcareconference.com](http://nursingcareconference.com)

**Medical Devices and Hospital Equipment Expo**  
12-14 September  
Tokyo, Japan  
[reedexpo.co.jp](http://reedexpo.co.jp)

**Annual Pharma Regulatory Affairs Summit**  
18-21 September  
Singapore  
[ibc-asia.com](http://ibc-asia.com)

**World Congress on Gynecology & Obstetrics**  
20-21 September  
Toronto, Canada  
<http://scientificfederation.com/gynecology-2018>

**World Summit on Pharmaceuticals and Drug Designs**  
21-22 September  
Dubai, UAE  
<https://bioleagues.com/conference/pharma-drug>

**World Blockchain Roadshow**  
30 September  
Dubai, UAE  
<https://wbrshow.idacb.com>

**Building Healthcare**  
2-4 October  
Dubai, UAE  
[buildinghealthcare-exhibition.com](http://buildinghealthcare-exhibition.com)

**GCC Pharmacy Congress**  
11-13 October  
Dubai, UAE  
[gccpharmacongress.com](http://gccpharmacongress.com)

**Int'l Conference on Clinical Gastroenterology & Hepatology**  
17-18 October  
Rome, Italy  
<http://gastro.cmesociety.com/>

**Patient Safety**  
27-28 October  
Dubai, UAE  
[patientsafety-me.com](http://patientsafety-me.com)

**International Health and Wealth Conference**  
28-30 October  
Penang, Malaysia  
[ihw-conference.com](http://ihw-conference.com)

**Annual Radiology Meeting**  
31 Oct-2Nov  
Dubai, UAE  
<https://radiologyuae.com>

**Fertility Forum**  
2 November  
London, UK  
<http://uat.fertility-forum.com>

**The Patient Show**  
8-9 November  
Lagos, Nigeria  
<http://thepatientshow.com>



# Quick References

## BAHRAIN

**Royal Bahrain Hospital**  
Tel: +973 17 246 800  
www.royalbahrainhospital.com

**KIMS Bahrain Medical Centre**  
Tel: +973 17 822 123  
kimsbhrn@batelco.com.bh  
www.kimsbh.com

**Dr. Sulaiman Al-Habib Medical Center**  
Tel: +973 77 310 000

**Al-Amal Hospital**  
Tel: +973 17 602 602  
admin@alamal-hospital.org  
www.alamal-hospital.org

**Al-Hilal Hospital**  
Tel: +973 17 344 700  
Email: info@alhilalhospital.com  
www.alhilalhospital.com

**Al-Kindi Specialised Hospital**  
info@alkindihospital.com  
www.alkindihospital.com

**American Mission Hospital**  
Tel: +973 17 790 025  
www.amh.org.bh

**Awali Hospital**  
Tel: +973 17 753 300

**Bahrain Defence Force Hospital**  
(also known as Bahrain Royal Medical Services or Military Hospital)  
Tel: 973 17 766 666  
www.bdfmedical.org

**Bahrain Specialist Hospital**  
Tel: +973 17 812 080  
bshinfo@bsh.com.bh  
www.bsh.com.bh

**Dr. Tariq Saeed Hospital**  
Tel: +973 17 822822  
Email: tariplas@batelco.com.bh  
www.dermoplast.com.bh

**German Orthopedic Hospital**  
Tel: +973 17 239 988  
Email: info@germanortho.com  
www.germanortho.com

**Gulf Dental Specialty Hospital**  
Tel: +973 17 741 444  
Email: denthosp@batelco.com.bh

www.gulfdental.com

**Gulf Diabetes Specialist Center**  
Tel: +973 17 239 239  
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www.gulfdiabetes.com

**King Hamad University Hospital**  
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www.khuh.org.bh

**Noor Specialist Hospital**  
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## Kingdom of Saudi Arabia

**Al Iman Public Hospital**  
011-447-1900

**King Faisal Specialist Hospital and Research Center**  
Tel: 1990099 Ext 121

**Imam Abdul Rahman bin Faisal Hospital**  
Tel: 013-858-1111

**King Abdul Aziz University Hospital**  
Tel: 012-640-1000

**King Fadh Hospital**  
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**Maternity & Children's Hospital (Jeddah)**  
Tel: 012-665-1636

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**Al Zuhair Medical Center**  
Tel: +965- 2224 8777

**Al Rashid Hospital**  
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**Dar Al Shifa Hospital**  
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**Al Sabah NBK Pediatric Hospital**  
Tel: +965 4833618  
Fax: +965 4814977

**Hadi Hospital**  
Tel: +965 1828282  
www.hadiclinic.com

**London Hospital**  
Tel: +965 883883

**New Mowasat Hospital**  
Tel: +965 1826666  
www.newmowasat.com

## OMAN

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www.starcarehospital.com

**Al Hayat Hospital**  
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www.alhayathospital.com

**Hatat Polyclinic**  
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**Al Raffah Hospital**  
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**Badr Al Samaa Hospitals**  
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**Barka Branch**  
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www.badralsamaahospitals.com

**Kim's Oman Hospital**  
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**Atlas Healthcare**  
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www.healthcare.atlasera.com

**The Royal Hospital**  
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www.royalhospital.med.om

**Sultan Qaboos University Hospital Patient Services Department:**  
Tel: 00968 - 24415747  
Operator: 00968 - 24413355 extension 4625 during working hours  
www.squ.edu.om

**Lama Polyclinic**  
Tel: +968 24799077  
www.lamapolyclinicoman.com

**Muscat Private Hospital**  
Tel: (+968) 24583600  
www.muscatprivatehospital.com

**Apollo Medical Center**  
Tel: (+968) 24787766 / 24782666 / 24787780  
www.apollomuscat.com

**Sultan Qaboos Hospital (Salalah)**  
Tel: +968 2 321 1555

**Adam Hospital**  
Tel: +968- 244 - 25434055

**Al Buraimi Hospital**  
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**Al Nahdha Hospital**  
Tel: +968 24837800

**QATAR**

**Al Khor General Hospital**  
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**Children's Emergency Centre (Al Sadd)**  
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**Al Amal Oncology Hospital (cancer treatment)**  
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**Hamad General Hospital (includes Accident and Emergency)**  
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**Rumailah Hospital**  
Tel: +974 4439 3333  
www.hmc.org.qa/en/

**Al Ahli Hospital**  
Tel: +974 4489 8888  
www.ahlihospital.com

**Al-Emadi Hospital**  
Tel: +974 4466 6009  
www.alemadihospital.com.qa

**UAE**

**PUBLIC HOSPITALS**

**Rashid Hospital Dubai**  
Tel: 04-2192000

**Dubai Hospital, Dubai**  
Tel: +971- 4-2195000; 04-2714444  
dhweb@dohms.gov.ae

**Latifa Hospital, Dubai**  
Tel: 04-2193000

**Al Maktoum Hospital**  
Tel: 04-222 1211

**Al Amal Hospital, Dubai**  
Tel: 04-344 4010

**Hatta Hospital**

Sha'biah, Hatta, UAE  
Tel: 04-2195000; 04-814 7000

**Police Post-Shaikh Khalif Hospital, Ajman**

Call: 06 7050231  
www.ajmanpolice.gov.ae

**PRIVATE HOSPITALS**

**Al Amanah Medical Center**  
Sharjah  
Tel: 06 5615545  
www.alamanahmedicalcenter.com

**American Hospital Dubai**  
Tel: +971 4 336 7777 – Oud Metha  
+971 4 336 7777 – Dubai Media City

**Salama Hospital, Abu Dhabi**  
Tel: 02 6966777

**Dibba Fujairah Hospital**  
Tel: 09 2446666  
Near Dibba Police Station, 10  
Dibba, Fujairah

**Al Sharq International Hospital**  
Tel: 09 2249999

**Burjeel Hospital**  
Tel: 04 4070100  
joseph.karama@amberclinics.com

**Mediclinic Welcare Hospital**  
Tel: - 04-282 7788

**Lifeline hospital (Jebel Ali Hospital)**  
Tel: 800 4677 4825 (toll free),  
+971 4 8845777

**Iranian Hospital**  
Tel: 04-344 0250

**Belhoul Speciality Hospital** Tel:  
+9714-2140399, +9714-2733333,  
+9714-2140257

**Medcare Orthopaedics and Spine Hospital**  
Tel: - 04-3768 400

**Canadian Specialist Hospital**  
Tel: +9714-336 4444,  
+9714-7072222

**Mediclinic City Hospital**  
Tel: +971 4 435 9999

**Cedars Jebel Ali Hospital**  
Tel: +9714-8814000,  
+9714-8818816

**Neuro Spinal Hospital**  
Tel: +971 4 3420000  
+971 4 3157777

**Zulekha Hospital**  
Tel: - 6005 24442; +9714-2678866

**Al Zahra Private Hospital**  
Tel: +971 6 516 8902 / 7081

**Royal Hospital**  
Tel: +971 6 5452222

**Central Private Hospital**  
Tel: 06-563 9900

**PHARMACIES**

**Aster Pharmacies**  
Toll Free# 800-700-600  
Head Office: +971 4 3092900

**Life Pharmacy, Dubai Branch**  
Tel: 04 222 5503

**Makkah Pharmacy - Sharjah**  
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**Sharjah Police**  
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**Ajman Police**  
Tel: +971 6 740 9999

**Fujairah Police**  
Tel: 09-222 4411

**Ras Al Khaimah Police**  
Tel: 07-235 6666

**Umm Al Quwain Police**  
Tel: 06-765 6677

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