



Vol. 02, Issue 01, No. 07, Jan-Feb 2018

MEDIWORLD

Middle East



Dr. B. R. Shetty, Founder and
Non-Executive Chairman, NMC Healthcare

Keeping community at the core

FEATURES

Digital disruption within
healthcare

NEWS & UPDATES

DHA to incorporate unified
immunization records

HEALTH DESTINATION

UAE to build Proton Center
for Cancer Treatment



ARAS GROUP

www.arasgroup.ae

Life Saving & Serving the Nation
Over 40 Years with latest Medical &
Laboratory Gas Engineering Technologies...

Design for Production

Manufacturing & Assembling in EU,UK,USA

Supply & Installation for Project

Project Supervision

Testing, Commissioning & QC Testing

Third Party Inspection

Training, PPM, AMC

Operation & Maintenance

LPG System as per Civil Defence Requirements

we provide



Medical Gases Training

World Class Specialist Healthcare Training

- Competent Person MGPS Installation (HTM 02)
- Competent Person MGPS Maintenance (HTM 02)
- Authorised Person MGPS Design, Installation & Maintenance (HTM 02)
- Medical Gas Technician MGPS (HTM 02)
- Quality Controller MGPS (HTM 02)
- Nurse MGPS (HTM 02)
- Designated Medical Officer/Nursing Officer MGPS (HTM 02)

Our Services

MEDICAL INFRASTRUCTURE TURNKEY PACKAGE

- * Medical Gas System
- * Bed Head Units
- * Hospital Pendants
- * Nurse Call System
- * Modular Operation Theatre
- * IPS & Theatre Control Panel
- * Pneumatic Tube System

LABORATORY GAS SYSTEM

- * Central Piped Laboratory Gas System
- * Laboratory Gas Equipment
- * Leak Detection System for Lab Gas System

DENTAL AIR & VACUUM SYSTEM

- * Central Piped Dental Air & Vacuum System
- * Dental Air Compressors
- * Dental Vacuum Pumps

INDUSTRIAL & LPG SYSTEM

- * Central Piped Industrial System
- * Central Piped LPG System & Equipment
- * Solenoid Valves & Controls

BIOMEDICAL EQUIPMENT

HOSPITAL BEDS & FURNITURE

DOWN STREAM EQUIPMENT

MORTUARY SYSTEM



**Consistent Availability of Genuine Product
High Quality Accessories
Source from World Renowned Suppliers**

Head Office : Sheikhha Mahra Al Ghurair Building, Above Al Hilal Bank, First Floor office -102, Al Nahda Road, Al Qusais, Dubai

Tel : +971 4 2344457, Fax :+971 4 23 44458,Mob : +971 50646 2583 E-mail : training@arasgroup.ae, web : arasgroup.ae

Branches : MIDDLE EAST & NORTH AFRICA| USA| ASIA| SOUTH EAST ASIA



Published Bi-Monthly: Vol 02 | Issue 01 | No. 07
Middle East, Africa and Asia & Beyond

MediWorld ME aims to create the ultimate platform to share the latest news, updates & developments from the healthcare & medical technology industry within & beyond the GCC countries

• BAHRAIN • CYPRUS • IRAN • IRAQ • JORDAN • KUWAIT • LEBANON • OMAN • QATAR • SAUDI ARABIA • SYRIA • UNITED ARAB EMIRATES • YEMEN • ALGERIA • ANGOLA • BENIN • BOTSWANA • BURKINA FASO • BURUNDI • CAMEROON • CENTRAL AFRICAN REPUBLIC • CHAD • CONGO • COTE D'IVOIRE • DJIBOUTI • E. GUINEA • EGYPT • ERITREA • ETHIOPIA • GABON • GHANA • GUINEA • GUINEA • GUINEA • KENYA • LESOTHO • LIBERIA • LIBYA • MADAGASCAR • MALAWI • MALI • MAURITANIA • MAURITIUS • MOROCCO • MOZAMBIQUE • NAMIBIA • NIGER • NIGERIA • RWANDA • SAO TOME & PRINCEPE • SENEGAL • SEYCHELLES • SIERRA LEONE • SOMALIA • SOUTH AFRICA • SUDAN • SWAZILAND • TANZANIA • TOGO • TUNISIA • UGANDA • ZAIRE • ZAMBIA • ZIMBABWE • BANGLADESH • BHUTAN • INDIA • PAKISTAN • SRI LANKA • NEPAL



PO Box: 9604, SAIF Zone, Sharjah - UAE
Tel: +971 6 557 9579, Fax: +971 6 579569,
info@7dimensionsmedia.com
www.7dimensionsmedia.com

Chief Editor

Rustu Soydan
rustu@mediworldme.com

Contributors

Nirmala Rao
Ayesha Rashid
ayesha@aircargoupdate.com
Akbar Ali - Senior Correspondent
akbar@7dimensionsmedia.com
Vasujit Kalia

Sales & Marketing

Israr Ahmad
israr@7dimensionsmedia.com
Tousif Ahmad
tousif@7dimensionsmedia.com

Head Operations

Jamal Ahmad
jamal@7dimensionsmedia.com

Photographer/s

Jamal / Wasim

Creative Head

Mohammed Imran

WORLDWIDE MEDIA REPRESENTATIVES

France, Belgium, Monaco, Spain:
Aidmedia, Gerard Lecoeur; Tel: +33 (0) 466 326 106; Fax: +33 (0) 466 327 073
India:
RMA media, Fareedoon Kuka;
Tel: +91 22 5570 3081; Fax: +91 22 5570 3082
Taiwan:
Advance Media Services Ltd, Keith Lee;
Tel: (886) 2 2523 8268; Fax: (886) 2 2521 4456
Thailand:
Trade and Logistics Siam Ltd, Dwight A Chiavetta;
Tel: +66 (0) 2650 8690; Fax: +66 (0) 2650 8696
UK, Ireland, Germany, Switzerland,
Austria: Horseshoe Media, Peter Patterson; Tel: +44 208 6874 160

DISCLAIMER: All rights reserved. The opinions and views express in this publication are not necessarily those of the publishers. Readers are request to seek specialist advice before acting on information contained in the publication, which is provided for general use and may not be appropriate for the reader's particulars circumstances. The publishers regret that they cannot accept liability for any error or omissions contained in this publication.

Editor's Note

Arab Health - the region's largest healthcare event

Arab Health, the region's largest gathering of health and trade professionals, is taking place from 29 January - 1 February in Dubai, UAE. According to the organizers, the event in its 43rd edition is set to welcome over 4,200 exhibiting companies displaying the latest technologies to 103,000 attendees from more than 150 countries. Together with MEDLAB, industry professionals can also participate in Continuing Medical Education (CME) accredited conferences available at both events. Our team will be in the field talking to top executives to find out the latest developments in the industry and share invaluable information with our loyal readers.

MediWorld ME's main objectives include creating the ultimate platform to share good news and promote the achievements of region-based or home-grown companies and organizations. In this edition, we have taken a look at the illustrious journey of NMC Healthcare - the UAE's largest private healthcare provider. Starting with a one room clinic in Abu Dhabi 40 years ago, they managed to become a global healthcare enterprise.

Another article highlighting the UAE's advancement in healthcare covers the Proton Center for Cancer Treatment - the wider region's first hospital offering the less invasive cancer treatment utilizing proton technology. Located in Abu Dhabi, the new facility is scheduled to open doors in the last quarter of 2018 and give immense hope to cancer patients as proton technology has proven high success and recovery rate than older traditional methods of treating cancer. The center costing about US\$60 billion (AED220 million) is being built by the Sultan Bin Khalifa Al Nahyan Humanitarian and Scientific Foundation.

Technology is everywhere and always evolving as experts say, "Digital disruption has affected almost every industry across the globe, promising to create further dynamic impact as humans and machines navigate new ways of working." The feature by Grant Thornton explores various technologies in healthcare including Artificial Intelligence (AI), Big Data, Wearables, IoT, Cloud Computing and more.

As always, we look forward to receiving your comments on improving our magazine and seeing you at Arab Health 2018!

Sincerely,

Editor, MediWorld ME

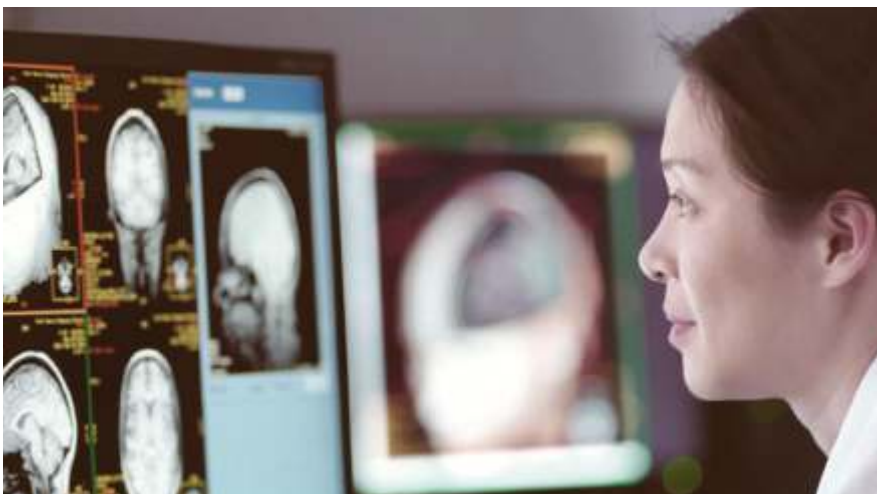
06-Cover Story

Keeping community at the core



10-Feature

Digital disruption within healthcare



14-Feature

Visual biofeedback technology for physical rehabilitation



For the latest News & Updates visit: www.mediworldme.com

Medical Destination

18- UAE to build Proton Center for Cancer Treatment



22-27 News & Updates

- Health Department announces new primary care family medicine model
- UAE to introduce device to combat type II diabetes
- Rashid Hospital's Emergency and Trauma Centre undergoes expansion
- Dubai Science Park continues to support medical equipment sector
- MOHAP automates Microbiology Infection Control reporting systems

28-Arab Health-the largest gathering of healthcare & trade professionals in MENA



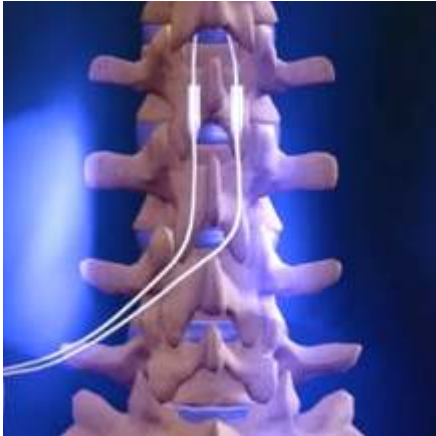
39-Events Calendar

40-Quick References

36-New labeling approvals expand Abbott's portfolio of MRI-ready devices



37-Boston Scientific announces positive results from WHISPER spinal cord stimulation study



Keeping community at the core

With a humble beginning back in 1975, the award-winning NMC Healthcare believes that healthcare is simply not about detecting, diagnosing, or treating an individual but about helping people lead a wholesome and healthy life



A life not lived in the interest of the community is not worth living

-Dr. B.R. Shetty, Founder and Chairman, NMC Healthcare



Dr. B. R. Shetty, has received the “Living Legend & Iconic Leader” award at a ceremony held on 13 May 2017 in Dubai, UAE by Indian Business & Professional Council (IBPC) Dubai.

Introduction

NMC Healthcare is the UAE's largest private healthcare provider with two main branches of business, NMC Healthcare and NMC Trading. From a one room clinic in Abu Dhabi to a global healthcare enterprise in 40 years, NMC has been chalking out distinct growth strategies that reflect the continuing leadership in the market. Focusing on expanding the capacities and building new capabilities, NMC has developed specialized verticals covering multi-specialty care, maternity and fertility, long-term and home care, operations and management and distribution services.

With a team of over 2,000 doctors and 18,000 paramedical and support personnel, NMC owns and manages over 135 healthcare facilities that includes hospitals, medical centers, long term care facilities, day surgery centers, fertility centers and home health services providers. Every year, over 8.5 million patients are treated by NMC doctors across the UAE, Saudi Arabia, Kuwait, Oman, UK, Spain, Italy, Denmark, Slovakia, Egypt, Brazil and Colombia. Besides, NMC was the first company from Abu Dhabi to list on the London Stock Exchange and is now part of the FTSE 100 Index, an elite club of top 100 blue-chip companies by market cap.

During the initial years, NMC, being the first private health care provider was confronted with many challenges. Instead of viewing these challenges as setbacks, NMC Healthcare perceived them as opportunities – blessings in disguise, and resolved them successfully with grit, perseverance, determination, & strength.

Believing in the policy of providing healthcare to all sections of society while upholding ethical medical practices and discouraging malpractice, NMC Healthcare's customers are assured of receiving personalized care in a compassionate and friendly environment under the highest standards of quality at affordable prices. These founding principles continue to guide and motivate its employees every day as they aspire to remain the leading healthcare brand in the region.

Dr. Bavaguthu Raghuram Shetty, Founder and Non-Executive Chairman of NMC Healthcare (Abu Dhabi) and Chairman of UAE Exchange, began his journey in hospitality in 1975 and since then has diversified his interest into sectors like pharmaceuticals, global financial services, retail, advertising and information technology. The Forbes included Dr Shetty in its list of India's 100 Richest People in 2015 as well as in 2016. He has also been felicitated with the Global Indian Achiever Award in 2015 from H. H. Sheikh Nahyan Bin Mubarak al Nahyan, while MILAAP honored Shetty with a Lifetime Achievement Award.

In the same year, NMC Healthcare, received the Frost & Sullivan Middle East Integrated Healthcare Company of the Year Award. In 2016, Dr Shetty received the Golden Peacock Lifetime Achievement Award for Business Leadership. In 2017, Dr Shetty was honored for his contribution to the region's healthcare industry. *Mediworld ME* has caught up with the Founder and Non-Executive Chairman and here is our conversation in a Q&A format.

In 1973 you set your foot in the UAE and since then you have traversed a long way. Can you share some of your experiences in this illustrious journey; how difficult the journey was and what challenges you had to face?

In the early seventies, I came searching for a job to pay off a family loan. Although a qualified pharmacist, yet, since I could not speak Arabic, I could not find a job as a pharmacist. Hence, I became the country's first outdoor pharmaceutical salesman. As mentioned, I was a door to door salesman. I used to drive down in the summer heat to hand-deliver the medicines myself. Strips in bags or cartons on my shoulders, I used to deliver them myself. Perhaps, God has a plan for everyone. And he had a plan for me too. And those days of physical hard-work have kept my body stronger even today.



You ventured into the field of healthcare by establishing New Medical Centre (NMC) in 1975 how has the health care sector evolved over the decades across the UAE?

Back in the early 1970's, the UAE was still in its formative years and our late founder of the UAE and father of the nation, His Highness Sheikh Zayed Bin Sultan Al Nahyan (May peace be upon his soul) had a vision to provide quality healthcare services to its residents. Back then it was provided free of costs although with long waiting time. That is when NMC was born out of a single room medical centre in the heart of Abu Dhabi with my wife Dr. C R Shetty being the first employee.

Indeed, at the time of the U.A.E.'s founding in 1971, the country had just seven hospitals and 12 health centers. Today, it has come a long-long way in improving about that number and stands at number 27 in world health systems ranking of the World Health Organization (WHO).

In a study by Mena Research Partners (MRP), a research company, it has been suggested that the UAE's health care sector will grow by 60 per cent in the next five years. The UAE's healthcare market, which is currently valued at Dh64 billion, will surge to over Dh100 billion in 2021.

You are known for your community service initiatives, please tell us more about few CSR projects which are close to your heart?

The Indian values of education, hard work, taking parents as next to Almighty and treating teachers as parents, giving respect to everyone and inculcating same values in children came handy in living life with fulfilling and satisfactory outcomes. My education by my mother was, "Go anywhere and do anything, but only ensure that your actions are positively impacting the lives of at least people around you."

You have won so many a wards and accolades but do you think every award brings more challenge to excel and out do your previous performance?

In recognition to my contributions to healthcare and service to humanity, I have been conferred upon honorary doctorate degrees by Georgia State University, Atlanta, Georgia and the Middlesex University, London at its Dubai campus. I am also the recipient of the Order of Abu Dhabi, the highest civilian award bestowed by the Government of Abu Dhabi, the Pravasi Bhartiya Award presented to me by the late Dr. APJ Abdul Kalam, former President of India and the Padmashri Award, one of the highest civilian awards bestowed by the Government of India.

Last but not the least; I am also a member of the Medical Council of the UAE representing the private sector healthcare. All the above gives me a sense of direction that as a person and as a professional, I am on the right track.

What about your expansion plans?

I have a senior management team that looks after the sustainability and scalability of our businesses. However, my guidance to them is always to keep the community at the core of the strategy as I strongly believe that a life not lived in the interest of the community is not worth living.

Over the years, NMC has earned the trust of millions, thanks to its personalized care & a sincere commitment to the overall well-being of the community it serves.

With a team of over 2,000 doctors and 18,000 paramedical and support personnel, NMC owns and manages over 135 healthcare facilities that includes hospitals, medical centers, long term care facilities, day surgery centers, fertility centers and home health services providers.

Contributed by Vasujit Kalia

Brief history - NMC Healthcare

1974: New Medical Center – NMC commences operations as a small pharmacy and clinic in Abu Dhabi

1981: NMC Trading, starts distribution of medicines to pharmacies in Abu Dhabi

1996: NMC expands into the emirate of Sharjah by setting up New Medical Centre

1999: NMC opens its first hospital in Deira, Dubai

2004: NMC sets up its most advanced hospital to date – NMC Specialty Hospital, Al Nahda, Dubai

2008: NMC expands into Al Ain with NMC Specialty Hospital, Al Ain

2012: NMC is selected to operate and manage the Sheikh Khalifa General Hospital, Umm al Quwain

2012: NMC undertakes the groundbreaking for its new 250 bed NMC Specialty Hospital, Khalifa City A, Abu Dhabi

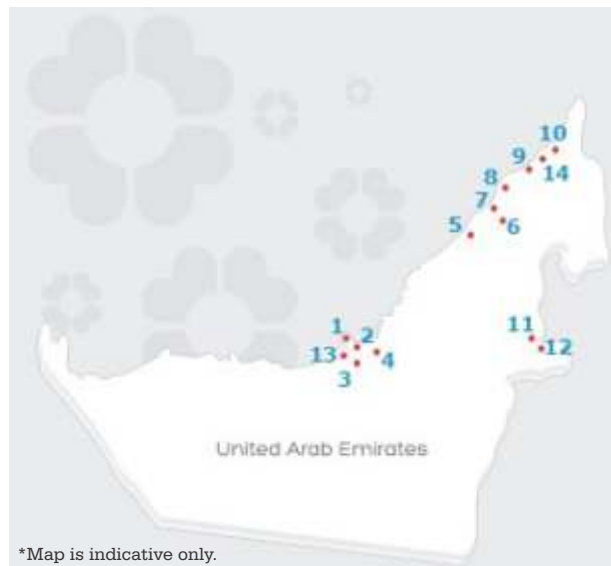
2013: NMC opens day-surgery centre in Mohammed Bin Zayed City, Abu Dhabi

2014: Inauguration of NMC Hospital, Dubai Investments Park

2014: NMC opens Brightpoint Royal Women's Hospital – the first private hospital dedicated to 'women and child care' in Abu Dhabi

2014: NMC Healthcare opens new Medical Centre in Al Ain

NMC Healthcare: 45 facilities in 8 countries



1. NMC Specialty Hospital, Abu Dhabi
2. Brightpoint Royal Women's Hospital, Abu Dhabi
3. NMC Day Surgery, Mohammed Bin Zayed City
4. NMC Specialty Hospital, Khalifa City A
5. NMC Hospital, Dubai Investments Park
6. B R Medical Suites, Dubai Health Care City
7. NMC Medical Centre Deira, Dubai
8. NMC Specialty Hospital, Al Nahda, Dubai
9. NMC Medical Center, Sharjah
10. Sheikh Khalifa General Hospital, Umm al Quwain
11. NMC Specialty Hospital, Al Ain
12. NMC Medical Center, Al Ain
13. The American Surgecenter, Abu Dhabi
14. Dr Sunny Healthcare, Sharjah
15. Clinica Eugin, Barcelona



Digital disruption within healthcare

Effective application of AI, big data, analytics, cloud computing, IoT, and mobile technology can make radical advances in patient care, staff productivity, and operational efficiency, explains Grant Thornton



Digital disruption has affected almost every industry across the globe, promising to create further dynamic impact as humans and machines navigate new ways of working. The healthcare industry is not immune to this disruption, in fact, it is experiencing a technological revolution, we are witnessing a shift from traditional to modern tech simulated healthcare, which will enable both medical professionals and patients to access new virtual resources, further aiding effectiveness and efficiency.

We are encountering emerging trends which will inevitably transform the industry, these range from digital behavioural health treatment, telehealth, the use of big-data, wearables and the important role which blockchain will play going forward.

Technology has largely existed within the healthcare industry for many years, particularly in the form of treatment tools and platforms which identify, diagnose and provide a remedy for various conditions, however the challenge which the industry faces today focuses on accepting, implementing and working alongside new and advanced technologies which will revolutionize the industry, whilst providing much needed personalization and connection for patients.

To further manifest this, we are witnessing a new wave of healthcare wearables, with shipments growing from 2.2 million units in 2016 to a projected 97.6 million in 2021, which will generate an estimated global revenue of \$18 billion. Equally, these global trends resonate across the MENA region too. In the near future, individuals will be able to use wearables to measure and understand personal risk, whilst monitoring real-time results of making healthy choices.

Technology adoption

With the high rate of technology adoption, the region could become global leaders in using wearable



technology to transform personal healthcare, which is further supported by government targets which aims to increase the survival rate of sudden cardiac arrest from 5-10 per cent to 65 per cent by 2020, such targets will rely on smartphone apps which will notify nearby individuals with CPR training and alert emergency services alike.

Across the region, 2017 has seen a marked increase in the use of technology in healthcare industry, partly driven by the enforcement of mandatory health insurance across the GCC and the associated requirements by providers to digitally record and

Technology has largely existed within the healthcare industry for many years, particularly in the form of treatment tools and platforms which identify, diagnose and provide a remedy for various conditions, however the challenge which the industry faces today focuses on accepting, implementing and working alongside new and advanced technologies which will revolutionize the industry, whilst providing much needed personalization and connection for patients.

transmit patient information. Year 2018 will likely see continued investment in technology to streamline processes, promote transparency, improve diagnosis, build more efficient healthcare delivery methods, and to promote patient engagement to better self-manage their health conditions. Health technology is a broad field where innovation plays a crucial role in sustaining health, hence ongoing development of health-tech is fundamentally important. Tech-innovations are shaping the industry, and present lucrative opportunities for the MENA region. 3D printing in healthcare, for example, represents a rapidly growing field, it provides huge potential for the sector by allowing for cost effective production of customized medical devices and parts such as dental implants, prosthesis, tissue grafts, organ replicas, and prescription medicine.

In 2017, the region's first-ever fully 3D-printed prosthetic leg was fitted to a Dubai resident. 3D printed prosthetics offer the same functionality of conventional prosthetics but at potentially half the cost, and can be produced faster, with more personalization in terms of both design and functionality. At a CAGR of 20 per cent, 3D printing in

healthcare is expected to exceed \$2.2 billion by 2024, and is just one example of how continuous advancement in technology is having a profound effect.

Cognitive and AI solutions

Meanwhile, Artificial Intelligence (AI) is already being used to correlate patient data, make diagnostic assessments, and for distance learning and training purposes. Global spend on cognitive and AI solutions is estimated to reach \$46 billion by 2020. Year 2017 saw the opening of the UAE's first smart pharmacies in Dubai, with the Dubai Hospital pharmacy featuring an



Health technology is a broad field where innovation plays a crucial role in sustaining health, hence ongoing development of health-tech is fundamentally important. Tech-innovations are shaping the industry, and present lucrative opportunities for the MENA region. 3D printing in healthcare, for example, represents a rapidly growing field.

AI robot that can dispense 12 prescriptions per minute. With its ability to substantially improve patient outcomes while potentially halving treatment costs. Adoption of AI technology within healthcare is rising, and the market is predicted to reach \$7.98 billion by 2022 from \$667 million in 2016, at a CAGR of 52.68 per cent between 2017 and 2022.

Digital health takes AI one step further by integrating different technologies such as wearables, mobile wellness apps as well as telehealth and telemedicine, and including AI to reduce gaps in existing healthcare delivery and ensure early stage detection and initiation of preventative care. The region has some of the highest rates of non-communicable diseases (NCDs) in the world including cardiovascular disease (CVD), obesity and diabetes, with the World Bank predicting that NCDs will account for 87 per cent of all deaths in the GCC by 2030, and 81 per cent in other MENA countries. The use of wearables helps encourage patients to measure and understand personal risk, whilst monitoring real-time results of making healthy choices.

Big data - Electronic Health Record systems

The advent of digital health and the IoT has led to unprecedented levels of patient health information and data. Big data in healthcare has wide-ranging and exciting implications as it can be used to discover

trends and make predictions. One system to collect big data is the electronic health record (EHR) system. EHR systems are being widely adopted by providers as means of storing a patient's entire medical history. The system allows doctors to improve diagnosis and increase rates of early detection, while the data amassed allows for a better understanding of overall population health, predict epidemics, & control disease.

EHR systems also enable real-time reporting which in turn leads to reduced waiting times and diminished costs. 2017 saw the successful implementation of Salama, the Dubai Health Authority's (DHA) unified electronic medical record system, allowing easy access to electronic patient medical records across all DHA health facilities. More than 1.4 million DHA patient medical records and more than 112 million transactions have been transferred to the Salama system to date. The market for EHR is anticipated to witness steady growth and provide enormous potential rewards for vendors. Saudi Arabia, for example, is working towards integrating over 3,500 healthcare centres into a single EHR system by 2020.

Risks with data security

Patient information and data security go hand in hand, and with ever increasing amounts of data being collected, all players within the industry run the risk of being crippled by ransomware and other types of security risk. Blockchain offers the perfect solution: the technology enables the secure transfer and sharing of patient information between doctors and hospitals, while facilitating faster medical insurance claims, and better equipping nations to manage a health crisis such as a disease outbreak. The UAE is leading regional innovation in blockchain technology with its strategy to secure all government records on blockchain by 2020.

The MENA region's unique demographics have spurred robust growth in the healthcare sector: home to over 160 million people, of which 85 million are online, with access to high disposable income and spending power, it is also home to an increasing number of NCDs – of which CVDs are the single largest killer. Likewise, the prevalence of diabetes and obesity is amongst the highest in the world. The region also has an ageing population estimated at 20 per cent by 2050, compared to 2 per cent today, which according to trends will influence an increased need for high quality, cost effective, and efficient healthcare in the future.

We have a real opportunity to improve patients' lives in the region by moving from reactive to proactive and preventative care. The effective application of AI, big data, analytics, cloud computing, IoT, and mobile technology can make radical advances in patient care, staff productivity, and operational efficiency. By leveraging technology, the region can drive effective and sustainable change to this ever-developing and increasingly prominent industry, and more importantly, reduce the incidence of NCDs and significantly improve the health of its citizens.

CREDITS: This article is extracted from "Health-Tech – an underserved industry" (www.grantthornton.ae/insights/articles/health-tech) by Grant Thornton - a world leading organization of independent assurance, tax and advisory firms with over 47,000 people across 130+ countries.

Temp-Check

The fastest and safest way to get pharmaceuticals across the world.



Temp-Check is our bespoke service designed specifically for pharmaceutical cargo requirements. Using the latest technology in temperature-controlled cargo equipment and prioritised ground handling, we ensure product quality and integrity at all touchpoints. And we have invested extensively in training across our global network, so that your cargo reaches its destination in the safest and quickest way possible.

*Winner of Cargo Airline of the Year
– World Air Cargo Awards 2016*

الإتihad
ETIHAD
CARGO

Visual biofeedback technology for physical rehabilitation



“With PhysioSensing you will be able to evaluate the balance in several planes, promote load transfer exercises, evaluate the natural load distribution and perform a high number of therapeutic exercises. In addition to all these features you can also evaluate the plantar pressure by its 1600 sensors distributed in a 40 x 40 cm area,” notes Pedro De Jesus Mendes, one of the founders of Sensing Future Technologies.

Physiotherapy and Physical Rehabilitation uses a variety of techniques to help your muscles and joints work to improving, maintaining or restoring physical strength, cognition and mobility with maximized results. And also helps people gain greater independence after illness, injury or surgery. Physiotherapy helps with back pain or sudden injury, managing long-term medical condition such as asthma, and in preparing for childbirth or a sporting event.

Rehabilitation is the process of restoring and regaining physical strength and function and includes various therapies to help a person restore function after illness or injury. It describes specialized healthcare dedicated to improving, maintaining or restoring physical strength, cognition and mobility with maximized results. Typically, rehabilitation helps people gain greater independence after illness, injury or surgery.

Industry insight

The market for physiotherapy services is expected to increase at a significant growth rate owing to rising geriatric population across the world. Elderly people usually suffer from various ailments such as arthritis, cardiovascular diseases and chronic pain. Hence, they accentuate the demand for availing physiotherapy services to relax their body from the ailments. Elderly

people are also raising the demand for palliative care that is provided via physiotherapy.

The World Health Organization has projected that by 2050, global geriatric population will reach a count of nearly 2 billion, which was around 547 million in 2010. Similarly, increasing incidences of orthopaedic disorders will further accentuate the growth of physiotherapy services market. Likewise, increasing women's healthcare concern will also augment the growth of physiotherapy services market. Pregnant women require special physiotherapy services for maintaining their foetus growth and their health.

Hence, all the aforementioned factors will boost the growth of physiotherapy services market. The major players operating in physiotherapy services market include AmeriCare Physical Therapy, Meier & Marsh Physical Therapy, Rehab Alternatives, FullMotion Physical Therapy, Elam Sports Oahu and Minsu's Healing Oasis amongst other significant players.

The global rehabilitation equipment and devices market size was valued at USD 10.53 billion in 2016 and is expected to grow at a CAGR of 6.0 per cent during the forecast period. The market is expected to witness significant growth owing to increasing prevalence of degenerative diseases, such as Parkinson's, Alzheimer's, & arthritis, and growing number of trauma



patients who require rehabilitation therapy. Moreover, growing geriatric population is also expected to propel the market over the forecast period.

The need for daily assistive devices for handicapped population around the globe is increasing rapidly. Awareness about new products available in the market is also growing owing to new channels of communication that are being adopted by manufacturers. Thus, patients remain informed about upcoming products in the market. Local governments in several countries have provided easy financing, subsidies, and alternative financing options for rehabilitation equipment, which are expected to boost demand for assistive products & in turn lead to growth.

PhysioSensing

Sensing Future Technologies, a startup company based in Portugal, has developed a system called PhysioSensing that relies on a dense electronic pressure pad to assess a variety of characteristics about a person's physical state, including balance, limits of stability, and related parameters. It can also be used, in a combination with gaming software, to help people with neurological and musculoskeletal conditions to rehabilitate. MediWorld ME got a chance to speak with one of the company founders, Pedro De Jesus Mendes to tell us how about how PhysioSensing can help patients and specialists at a same time.

PhysioSensing is a portable balance & pressure platform with visual biofeedback technology. It is part of a new generation of products for physical rehabilitation. "With PhysioSensing you will be able to evaluate the balance in several planes, promote load transfer exercises, evaluate the natural load distribution and perform a high number of therapeutic exercises. In addition to all these features you can also evaluate the plantar pressure by its 1600 sensors distributed in a 40 x 40 cm area," remarks Mendes.

PhysioSensing is indicated for physiotherapy and physical rehabilitation activities, especially in the early

rehabilitation of stroke and neuromusculoskeletal conditions of the lower limbs. A motivated patient recovers better, so he or she can make use of customized 2D or 3D therapeutic games based on balance and load transfer. Using equipment from this new generation of products allows you to evaluate your clinical practice and make it objective and quantified in a clinical report.

Assessment and capabilities

Maintaining fitness is essential throughout life. Our body was not made to stand still. A proactive lifestyle allows for two essential things: emotional well being and effective prevention of chronic diseases. The application of PhysioSensing refers to some specific clinical conditions. According to Mendes, the main focus of PhysioSensing is on the evaluation and training of Balance and they want to be a reference in this niche.

The PhysioSensing consists of a 40 x 40 cm array of sensors, making a total of 1,600 resistive sensors. Because it is resistive, the sensor varies its resistance according to the pressure exerted when we come in contact with the surface. By multiplying the pressure across the area of each sensor we can know the magnitude of the normal force per sensor.

"People with neurological and musculoskeletal conditions have changes in the balance and distribution of their weight in the lower limbs. PhysioSensing is a device that allows you to objectively quantify the balance and then trains you with training programs to improve it. The visual biofeedback in this process becomes very important since it is a motivating and stimulating element for the patient.

"Balance training programs have results with proven scientific evidence however if we think that people are 15 or 20 minutes always doing those programs they get bored. So the use of games allows doing the same therapeutic approach but using a game. Through the game the user is more committed to the training. It is a great way to make the patient proactively adhere to your therapy," Mendes adds.

"With PhysioSensing you will be able to evaluate the balance in several planes, promote load transfer exercises, evaluate the natural load distribution and perform a high number of therapeutic exercises. In addition to all these features you can also evaluate the plantar pressure by its 1600 sensors distributed in a 40x40 cm area," remarks Mendes.

Pressure of Center (COP)

PhysioSensing is not a rehabilitation program. It is a device, a pressure platform with visual biofeedback. In the PhysioSensing are integrated protocols of evaluation and intervention software. Balance can be defined as the maintenance of the Pressure of Center (COP) within the support base. Already the processes that lead to the maintenance of balance require the complex coordination and integration of multiple 'sensors' of the human body: vestibular, vision and musculoskeletal.

"Thus, the body stability implies an effective and efficient organization of all intervening system actions. The stability conservation is a dynamic and continuous process commanded by the central nervous system that generates the patterns of muscular activity necessary to regulate the relationship between the center of gravity and the support base, establishing the balance between stabilization and destabilization forces".

PhysioSensing requires the patient to train command patterns generated by the central nervous system by maintaining the position of the COP.

Complication coverage

PhysioSensing, in fact covers all complications that affect the balance. These complications may originate from:

- **Neurological (e.g., stroke, Parkinson)**
- **Musculoskeletal (Knee, ankle or hip injury)**
- **Vestibular Dysfunctions**
- **Fall Risk in the Elderly**

"In the development of PhysioSensing we always work with health professionals. However, we never ignore the state of scientific art. We have carefully studied a large number of scientific evidence about the benefits, difficulties and results of applying this type of technology".

At the moment, the number of scientific papers documenting the use of these technologies is very high and references are easily found for:

- ☞ **Balance training after stroke**
- ☞ **Balance training after head injury**
- ☞ **Assessment and reduction of risk of fall**
- ☞ **Load Distribution Training After Hip Surgery**

- ☞ **Balance training and load distribution after trauma to the knee and ankle**
- ☞ **Balance training for Cerebral Palsy and Parkinson's**
- ☞ **Balance training for increased sports performance and reduced risk of injury**
- ☞ **Evaluation of vestibular balance**

The team closely follows their clients to observe usage routines; document results obtained and conduct case studies or scientific articles.

From the perspective of the patient, PhysioSensing can be used to:

- ☞ **Set goals to achieve**
- ☞ **Motivation to adhere to therapy**
- ☞ **Proactivity**
- ☞ **Effort quantify**

From the perspective of the health professional, PhysioSensing can be used for:

- ☞ **Quick assessment**
- ☞ **Therapeutic exercise**
- ☞ **Quantify results**
- ☞ **Evaluate the results of your therapeutic plan**
- ☞ **A focused niche**

In the field of physical rehabilitation a new generation of products are emerging with more and more expression. This generation is characterized by measuring devices based on force sensors, inertial sensors / accelerometers or motion sensors. These contribute to an objective and quantified assessment of the condition of the user. Information collected by all these sensors is condensed into a powerful visual biofeedback for the patient and health professional. The diversity of these devices is felt already and not everyone is prepared to reach the market. We have noticed that some devices are not yet oriented to the clinical practice of potential users.

The capabilities of PhysioSensing are grouped into small modules or categories:

- ☞ **Evaluation and Training of Balance and Stability**
- ☞ **Load Distribution Assessment**
- ☞ **Load Transfer Training**
- ☞ **Feet Pressure Map**
- ☞ **Protocols: Falling Risk, Limits of Stability-LOS, Modified Clinical Test f Sensory Interaction on Balance - CTSIB**
- ☞ **One 2D game with several therapeutic situations**
- ☞ **One 3D game with several therapeutic situations**

"With PhysioSensing comes all stabilometric balance software: evaluation, training and therapeutic games. You can buy apart an advanced and specialized baropodometry module that is not developed by us. Our stabilometric software only works on PhysioSensing. PhysioSensing is available in the market for purchase (www.physiosensing.net) and we ship worldwide. We are looking for distributors for PhysioSensing around the world and of course in the Middle East and the UAE."

Handled in good company.



From arrival until departure your live stock will receive the best treatment in our state of the art hosting facility. The animal welfare is our priority. Quality first.

- Our AVI centre, recognised EU Entry Point complies with all local and EU regulations, for all types of animals.
- The permanent capacity for horses is 75 horses per shipment, stalls available for 50 horses.
- Groom hosting centre available.
- Dedicated centre for live birds, day-old chicks,...
- Non-Human Consumption centre.
- Trained staff, controlled by the EU Inspectorate.

For any request please call **+352 2456 6001** or visit **www.luxaircargo.lu**

Luxair CARGO
Handled in good company

UAE to build Proton Center for Cancer Treatment

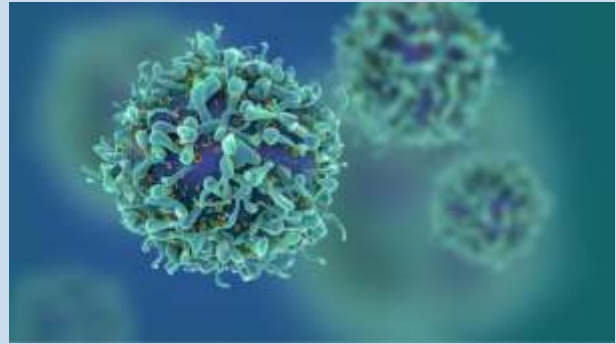
The UAE will open this year the Arab region & the Middle East's first hospital offering the less invasive cancer treatment utilizing proton technology.

Located in Abu Dhabi, the Proton Center for Cancer Treatment, scheduled to be opened in the last quarter of 2018, will give immense hope to cancer patients as proton technology has proven high success and recovery rate than older traditional methods of treating cancer.

The center costing about US\$60 billion (AED220 million) is being built by the Sultan Bin Khalifa Al Nahyan Humanitarian and Scientific Foundation in partnership with Al-Sayer Group in Kuwait and the Al Fardan Group of the UAE, reported WAM.

The center costing about US\$60 billion (AED220 million) is being built by the Sultan Bin Khalifa Al Nahyan Humanitarian and Scientific Foundation in partnership with Al-Sayer Group in Kuwait and the Al Fardan Group of the UAE, reported WAM.

H.H. Sheikh Dr. Sultan bin Khalifa Al Nahyan, Advisor



Sheikh Sultan said the new center will give cancer patients some hope while enhancing the UAE's status as a unique destination for medical tourism in the region, as it is designed to receive international patients as well.

Advance treatment services

Sheikh Sultan said the center is part of a huge health project that would be implemented in the Bahia area of Abu Dhabi to provide advanced treatment services for chronic and dangerous diseases as per latest technologies, including an integrated hospital and a centre for planting stem cells.

Dr. Mahmoud Taleb Al Ali, Executive Director of Sultan Bin Khalifa Al Nahyan Foundation, pointed out, "The Centre will provide therapeutic services to 1,300 patients annually in the country and abroad."



to His Highness the President and Chief Patron of the Sultan Bin Khalifa Al Nahyan Humanitarian and Scientific Foundation, laid the foundation stone for the center on the 46th National Day of the UAE, signaling the start of its construction phase.

Proton therapy is a type of radiation treatment using proton, a positively charged particle, to treat cancer.

According to various medical studies, at high energy, protons can destroy cancer cells. Doctors can use proton therapy alone or combined with other



treatments like radiation, surgery, chemotherapy, and/or immunotherapy.

Administered through the skin, a machine called a synchrotron or cyclotron speeds up the protons' invasion to the cancerous cells without causing damage to the surrounding cells and tissues.

Dr. Mahmoud Taleb Al Ali, Executive Director of Sultan Bin Khalifa Al Nahyan Foundation, pointed out, "The Centre will provide therapeutic services to 1,300 patients annually in the country and abroad."

Noble mission

Al-Ali stressed that part of the center's mission is to set aside part of its earnings to spend on the UAE's humanitarian relief efforts & for further development of research on cancer and tumors in the UAE and the Arab region.

Dr. Mahdy Fardan Ali Al-Fardan, Chairman of the board for the Centre in Abu Dhabi, proton technology can be used in treating all types of cancer, especially tumors in children, and prostate cancer.

He explained that the use of the proton technology in the treatment of cancer patients was a significant breakthrough in the treatment methods within the country, and the UAE was at the forefront of countries that used the best innovative methods for cancer treatments globally.

The Centre will also provide chemotherapy, radiotherapy and comprehensive care programs that

will include the patient's mental and physical care, making it a unique medical facility in the Middle East.

Burgeoning industry

Medical tourism is a burgeoning industry in the UAE as words spread about the country's good medical facilities and well trained doctors and specialized.

The Dubai Health Authority said the emirate generated more than Dh1.4 billion in 2016 from the growing medical tourism sector.

About 326,649 tourists visited Dubai in 2016 for medical reasons up by 9.5 per cent with orthopedics, dermatology and ophthalmology topping up the list of availed treatments.

Dr. Laila Al Marzouqi, director of Dubai Medical Tourism Project, said Asians account for the lion share of Dubai's medical tourism at 37 per cent market followed by the Arab and GCC countries at 31 per cent. Europeans account for 15 per cent.



We provide new dimension to your business...



- PR Agency
- Marketing
- Media Representation
- Advertising
- Publishing
- Designing
- Printing & Corporate Gifting



7dimensions
MEDIA FZE LLC

DHA to incorporate unified immunization records



The Dubai Health Authority, DHA, will create an immunization record for each individual in Dubai to improve preventative care, said a top health official on the sidelines of the recent Dubai Health Forum, which took place from 15-16 January 2018

Amani Al Jassmi, Director of Information Technology at the DHA, said, "The initiative is known as HASANA and it will provide access to unified immunisation records at any facility and will ensure availability of relevant data. It also enables the DHA to lay the foundation for the Population Health Management System, which will be robust enough to manage and contain the spread of communicable diseases."

Al Jassmi said that the management system will have a host of features such as immunisation schedules and

eligibility, immunisation planning and management, adverse effects and mass immunization campaigns.

It will help in outbreak management prevention, monitoring, management and analysis of outbreak cases. It will also help in investigation management: identification, investigation, and management of cases and contacts. It will help in tracking clinical data related to investigations, signs and symptoms, complications, outcomes, interventions, and treatment plans.

Al Jassmi added that the system will seamlessly integrate government and private health facilities and partners and enable all of them to access the same immunization data. It will help equip decision makers in Dubai with the necessary tools to prevent, detect, and manage the outbreak of communicable diseases in an efficient manner. It will also provide a smart application to manage and administer school mass immunization campaigns.

She explained that in addition to the immunization record, the DHA has lined up few pertinent initiatives to enhance the healthcare experience. "We will roll out the new systems during the course of this year 2018. As a contributor to smart cities initiative, DHA is working closely with Smart Dubai office to achieve Dubai's unified strategy, which will enable Dubai to become the innovation benchmark for smart cities seeking global sustainability & competitiveness," Al Jassmi concluded.

Health Department announces new primary care family medicine model

The Department of Health in Abu Dhabi, DoH, has announced new standards for primary healthcare providers that come into effect starting from 1 January 2018, in a bid to improve patients' access to quality family healthcare and encourage ongoing relationships with their family physician.

As per the new standard, DoH will no longer issue new licenses for general healthcare clinics in Abu Dhabi as of 1 January 2018, with the exception of those located in construction sites, hotels, schools, sports and social clubs, and companies.

Mohammed Hamad Al Hameli, Acting Under-Secretary at DoH, said, "Our newly adopted Primary Care Standard is very patient-centric; it's based on our commitment to continuously improve patient care, safety and satisfaction. It will enhance our community healthcare offering from several points of view: disease prevention,

health maintenance, patient counselling, diagnosis and treatment of acute and chronic diseases. By implementing this family medicine model of care, we are ensuring that residents receive the highest quality of care, which in turn, allows us strengthen our goal of fostering a healthier Abu Dhabi."

All licensed, specialized and medical healthcare facilities aiming to practice Family Medicine must first submit a 'Change in Type' application, subject to meeting the DoH's Primary Care Standard. Through this application, the facility's type will officially be changed to Primary Healthcare Centre.

Similarly, hospitals in Abu Dhabi wishing to provide Primary Healthcare services must initially meet the DoH's Primary Care standard, and submit a request to include this service on their Clinical Support Services List in the Health Facility Licenses system at the DoH.



**Subscribe
to our free
E-Newsletter**

Visit our website www.mediworldme.com

Rashid Hospital's Emergency and Trauma Centre undergoes expansion

The Dubai Health Authority, DHA, has provided the latest smart systems and expanded the Emergency and Trauma Centre at Rashid Hospital, making it the biggest emergency department in the country, in a bid to provide live-saving treatment for patients in critical care.

Some of the latest developments made by the authority's IT Department is the Salama Project, which has linked the DHA electronic medical records system with the ambulances of Dubai Corporation for Ambulance Service.

Dr. Victor Butros, Consultant and Head of Emergency Department, said that by linking Salama with the ambulances, paramedics will be able to notify the emergency department with the patient's condition before they arrive to the hospital. The information will be displayed on a screen allowing doctors and nurses to prepare accordingly to meet the patient's treatment needs prior to their arrival.

The DHA has also expanded earlier last year Rashid Hospital's trauma centre to include two floors with a capacity of 159 beds. The second floor will be designated for intensive care specialty, including internal medicine, neurosurgery and general surgery. This is an increase of 50 percent in intensive care beds. The third floor will be



used for general surgery, specialised surgeries, and fractures to name a few.

The expansion of Rashid Hospital's trauma centre will better help cater to the 500-600 daily cases the centre receives. New medical specializations have also been added as part of the expansion, they include hand, liver and spine surgery, bone fractures and bariatric surgery. High-quality technology has been added to the smart beds that track the status of a patient while they rest to avoid cases of falling out of the bed, an indicator used to measure excellence and patients' safety in the hospital.

Dubai Science Park continues to support medical equipment sector



Dubai Science Park, DSP, has announced that it closed 2017 on a strong note and continued to deliver its mandate of supporting the growth of the region's evolving science sector.

Key highlights delivered and achieved by DSP in 2017 included: successful collaboration with the Executive Council of Dubai on the advancement of the Dubai Industrial Strategy 2030, through identifying, developing and promoting opportunities and enablers in the pharma and medical equipment sector; a series of high-level industry events hosted, such as the Green Leadership Series, a bi-annual event addressing the challenges and opportunities of Dubai's evolving green economy; partnerships with educational institutions in the UAE including Mohammed bin Rashid University of Medicine and Health Sciences and Amity University to facilitate

collaboration between industry and academia and help attract talent into the burgeoning science sector.

The achievements also included: continued international outreach and market visits to the USA, Canada, Germany, Sweden, Ireland, Singapore and India to engage with businesses looking to expand into the UAE, wider GCC region and other international markets; a successful e-waste campaign in partnership with Dubai Internet City, Uber UAE and Averda, collecting and safely disposing of nearly two tonnes of retired electronic devices collected from communities across Dubai in line with the 'Year of Giving', and with the support of the Ministry of Climate Change and Environment; enhanced programme of community engagement with events including the Dubai Science Park Annual Career Fair, Family Day, and a successful collaboration with the Salma Initiative.

Marwan Abdulaziz Janahi, Executive Director at Dubai Science Park, said, "2017 has been a very successful year for DSP, particularly in creating synergies for the benefit of the wider science sector. Our leading role in the advancement of the Dubai Industrial Strategy 2030, our work with the Executive Council of Dubai, as well as our taskforce partners from JAFZA, Dubai South, Dubai Healthcare City Authority and Dubai International Academic City, have all helped in the effort towards transforming Dubai into a leading healthcare destination with manufacturing capabilities."

MOHAP automates Microbiology Infection Control reporting systems

The Ministry of Health and Prevention, MOHAP, has automated its 'Microbiology Infection Control' reports to prevent clinical errors and improve efficiency. The step will also help update the electronic health information system, 'Wareed', a centralized database that not only quickly and accurately manages patient data but also provides public healthcare services in accordance with the best global practices. Awadh Seghayer Al Ketbi, Assistant Under-Secretary for Support Services at MOHAP, said, "The Microbiology Infection Control feature helps contain infected cases and implement faster preventive and treatment procedures. The staff hours saved post implementation of the feature is 3,000 minutes, or 50 hours per month, across the Ministry-run hospitals.

"The process will also continuously update the 'Wareed' system in line with our efforts to further develop the healthcare sector, advance the local health system, and establish an automated processes and procedures in all Ministry-run facilities in Dubai & the Northern Emirates."

Mubarka Ibrahim, Director of Health Information Systems Department at MOHAP, said, "The new smart feature

enables effective infection control as it automatically monitors all laboratory reports and inspects bacterial infection cases. It activates the alert system if it discovers bacterial infection, allowing medical practitioners to take

the right action. Before going live, there was a time lag between the identification of the infectious diseases and communicating it to the infection control department. Now, the

automation will reduce this time lag and help implement prompt and effective infection control management system. This will also prevent human errors as manual documentation is usually prone to clinical mistakes."

"Doctors nowadays use the Microbiology Infection Control report to determine which patients need to be monitored for infection control. Patients qualify for the report based on their demographics, procedural information, report responses, & susceptibility results or general laboratory results. The report contains patient information & laboratory results. Once the patient qualifies, the report is automatically printed for the infection control department at a scheduled time," Ibrahim added.



**UNITED ARAB EMIRATES
MINISTRY OF HEALTH & PREVENTION**

Julphar and MSD shortlisted for Alliance Award



Julphar Gulf Pharmaceutical Industries, along with its alliance partner, Merck in the US and Canada (MSD), has been shortlisted for the 2018 Association of Strategic Alliance Professionals (ASAP) awards.

This is the first time a pharmaceutical company from the MEA region has been shortlisted for the award and highlights the contributions both organizations are providing in alliance management to help create a stronger profession.

Jerome Carle, Julphar GM, said, "It is an honour to be shortlisted for this prestigious award. Since inception, our partnership with MSD has helped us to enhance accessibility & create greater value for all our stakeholders".

"Being shortlisted is a clear sign that our alliance is adding value to patients and the healthcare system in the region. It also shows how a global pharmaceutical company can work successfully with another great regional player and create an alliance that brings value to the health community of the region.

Mazen Altaruti, AVP Managing Director GCC - DSM, said, "It is great news to be selected as a finalist in the 2018 ASAP Alliance Excellence Awards. We strongly believe that our partnership adds value to patients in the region & plays an important role in the healthcare industry.

"Our partnership with Julphar has enabled us to focus on finding innovative ways to address critical diseases and has given us a deeper connection with customers and a region-wide focus on their healthcare needs."

Award winners will be announced at the ASAP Global Alliance Summit in Fort Lauderdale, Florida in the United States on 27 March 2018.

MSD is a global healthcare provider and one of the largest pharmaceutical companies in the world. Julphar signed a five-year licensing deal with the company in 2014, giving it exclusive rights to manufacture, market, distribute and sell certain MSD products in the UAE, Kuwait, Bahrain, Oman, Qatar and Iraq.

Danat Al Emarat Hospital for Women and Children inaugurated

H.H. Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, GWU, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation, FDF, officially inaugurated Danat Al Emarat Hospital for Women and Children in Abu Dhabi, part of United Eastern Medical Services, UEMedical.

H.H. Sheikha Fatima affirmed that, under the leadership of President His Highness Sheikh Khalifa bin Zayed Al Nahyan, the UAE is committed to provide the best healthcare services to all citizens and residents, as people are the real wealth of any society, pointing out that UAE intensely focuses on the health sector and has established an advanced network of hospitals and health centres to provide comprehensive and advanced specialised healthcare services to its people.

She said, "The UAE leadership has built the infrastructure needed to provide high quality care, specifically for women and children, through specialised hospitals and medical centres, which contributes in raising the bar of excellence in healthcare offered to mothers and children and achieving clinical outcomes in parallel with international statistics in terms of reducing perinatal and neonatal mortality rates."

During the tour, Sheikha Fatima was briefed about the nature and type of the specialised services that the hospital provides, and the future plans of the UEMedical group, which also includes HealthPlus Network of Specialty Centers and Moorfields Eye Hospital Abu Dhabi besides Danat Al Emarat Hospital.

An overview about the hospital's fetal medicine department was also presented to Her Highness with a short brief about its role in diagnosing fetuse malformations in early stages of pregnancy. The department encompasses the latest medical equipment and technologies, and is staffed by experienced physicians specialised in fetal medicine aiming to prevent any complications that might affect the growth of the fetus.

During the inauguration ceremony, Mr. Mohammed Ali Al Shorafa Al Hammadi, Managing Director and CEO of



UEMedical explained that the current building capacity is 150 beds, valued at AED600 million, and the second building's capacity will include 90 beds, valued at AED200 million, which includes labor and delivery wards, in addition to all different surgical and medical specialties for women and children.

Mr. Al Shorafa said, "Since the hospital welcomed the first newborn in October 2015, the number of female patients exceeded 23,000, and pediatric patients exceeded 15,000. As of today, newborns delivered at the hospital reached 5,700, of which 3,100 were UAE nationals, and the number of children and women surgeries performed reached 1,650 surgeries. The hospital also welcomed 65,380 visits in the outpatient clinics during 2016, and has doubled to 111,000 visits in 2017 until end of November, which demonstrates the high demand for specialised women and children specialties."

More than 500 staff are employed at the hospital, including 75 physicians and 300 nurses and technicians. The hospital encompasses ten specialised labor and delivery rooms, four rooms operating rooms, one room for minor surgeries, same-day surgeries and laparoscopic surgeries. Its highly specialised NICU includes 23 beds of level III. The hospital also operates a 3-bed ICU for women, & a Pediatric ICU, PICU, that includes two beds.

MBRU announces new scholarship programs for medical students

The Mohammed bin Rashid University of Medicine and Health Sciences, MBRU, has announced the creation of two scholarship programs beginning in the academic year 2018/2019. The first scholarship is the Future Doctors Scholarship Programme, which provides the top ten ranked students in each cohort of the Bachelor of Medicine & Bachelor of Surgery (MBBS) programs, including incoming cohorts, with a 30 per cent discount on their annual tuition fees.

The second is the Jood Scholarship Programme, which provides ten students with a demonstrated financial need, in each cohort of the MBBS program, up to 50 percent off on their annual tuition fees.

The two scholarship opportunities will be available to all students enrolled in the MBBS program at MBRU's College of Medicine. Applications to the College of Medicine will close on January 15, 2018. MBRU is proud to introduce the scholarship schemes in line with the Year of Giving.

Professor Alawi Alsheikh-Ali, Dean of the College of Medicine, said, "We're very excited about the newly introduced scholarship opportunities. We believe in doing the most we can for our current and prospective students. We hope to introduce additional schemes as we welcome more cohorts in the future."

Al Jalila Foundation awards AED6 million to advance biomedical research



Al Jalila Foundation, a global philanthropic organisation dedicated to transforming lives through medical education and research, announced it has awarded AED6 million in seed grants to 21 UAE-based medical researchers bringing the total investment to date to AED20 million for 76 research projects. The seed grants focus on research in the field of cancer, cardiovascular disease, diabetes, obesity and mental health, Al Jalila Foundation's five research priorities.

The grants were awarded to scientists from medical institutions across the UAE including Mohammed bin Rashid University of Medical Sciences, Dubai Health Authority, UAE University, University of Sharjah, Khalifa University of Science, Technology and Research, and University of Modern Sciences, Dubai. Four Emiratis were also selected to pursue medical research fellowships at renowned international institutions.

H.H. Sheikh Ahmed bin Saeed Al Maktoum, Chairperson of the Board of Trustees of Al Jalila Foundation, said: "Since inception Al Jalila Foundation has delivered a number of innovative healthcare programmes in education, treatment and research that have benefited people locally – and beyond. Cultivating a cutting-edge environment for medical research in line with our vision to position the UAE at the forefront of medical innovation to improve lives."

"Al Jalila Foundation Research Centre represents an exciting opportunity to take the next leap forward in medical research. It offers an unrivalled opportunity for the UAE community to come together in our quest to advance scientific knowledge that will help tackle diseases. The promise of this new institute has started

building a community of leading scientists that will work together to develop landmark discoveries."

Dr. Raja Al Gurg, Member of the Board of Trustees of Al Jalila Foundation and Chairperson of the Board of Directors of Al Jalila Foundation, said, "Scientists around the world continue to search for answers into the causes, prevention and treatment of diseases affecting mankind. Our investment in medical research reaffirms our commitment to embed research and innovation in the fabric of the nation's long-term healthcare strategy. Medical research has the potential to save lives and our efforts today will pave the way for a healthier world for future generations."

Out of 111 applications submitted for the seed grants, 21 applications were selected following a competitive two-stage review process including international peer review with experts from the world's most renowned medical institutions. The reviewers were handpicked as leading experts in their specific field of research, in line with the commitment from Al Jalila Foundation to grow a biomedical research ecosystem in Dubai built on international best practice.

Dr. Abdulkareem Sultan Al Olama, CEO of Al Jalila Foundation, added, "Advances in medical research are critical to the nation's prosperity and this continues to drive our efforts to attract financial support from professionals, philanthropists and corporates in the UAE. Our mission is to inspire medical advancements that will benefit future generations and support our vision to be at the forefront of global medical innovation. Today's investments in medical research will go a long way to ensuring better treatment options for future generations."

Philips personal health solutions connect people, technology and data



Royal Philips, a global leader in health technology, announced SmartSleep, the world's first and only clinically proven wearable solution for consumers to improve deep sleep quality for people who do not get enough sleep. SmartSleep is the latest addition to Philips' growing portfolio of smart digital platforms and intelligent solutions that connect people, technology and data to give consumers data-driven insights into their health and access to professional expertise and advice. Other Philips highlights at the recent Consumer Electronics Show in Las Vegas, USA include innovations in sleep and respiratory care, mother and child care, oral health, male grooming and skin care.

"At Philips, we believe there is always a way to make life better," said Egbert van Acht, Chief Business Leader Personal Health businesses at Philips. "At this year's CES we are showcasing innovations that help consumers take a more active role in managing their health and wellbeing. New innovative solutions like SmartSleep, which builds on our leadership in sleep therapy and more than 2.6 billion nights of sleep data collected by Philips over the last 10 years, showcase how we are

uniquely positioned to combine clinical know how with a superb consumer experience."

Nearly 40 per cent of people ages 25-54 get less than the recommended seven hours of sleep per night, which is reported to result in difficult concentration, memory and focus. Studies suggest that deep sleep, or slow wave sleep, plays a critical role in resetting our brains to be more alert and focused, and that people who experience high quality slow wave sleep have been shown to be more alert during the day, with better memory consolidation, executive function and daytime energy.

Unlike other sleep trackers that merely monitor a user's sleep pattern, Philips' new SmartSleep is uniquely designed with two small sensors that detect periods of slow wave sleep and intervene with clinically proven technology to boost it in real time. Philips' proprietary advanced sleep analysis algorithms, developed in collaboration with leading sleep experts and neurologists, produce customized audio tones that enhance the depth and duration of slow wave sleep. An accompanying app logs sleep improvement over time and provides tips and advice on how to get the best possible night's sleep. Already, 70 percent of chronically sleep-deprived users who have tried SmartSleep for just two weeks reported feeling less tired during the day.

Headquartered in the Netherlands, the company is a leader in diagnostic imaging, image-guided therapy, patient monitoring and health informatics, as well as in consumer health and home care. Philips' health technology portfolio generated 2016 sales of EUR 17.4 billion and employs approximately 73,000 employees with sales and services in more than 100 countries.

New robotic glove helps paralyzed patients regain movement

NEOFECT, maker of gamified rehabilitation training solutions for patients with neurological, central nervous system, and musculoskeletal injuries such as stroke, is now helping patients with spinal cord injuries who have lost hand function to regain range of motion. The NeoMano, a new wearable robotic glove, debuts at CES and launches on Kickstarter in the early half of 2018, enabling people with paralysis to regain the ability to perform daily tasks and the independence that goes with it.

Essentially an artificial hand, NeoMano is a soft, lightweight glove that moves wearers' fingers so they can grip and manipulate objects like a glass of water or a door knob. "For patients who have lost mobility in their hands due to spinal cord injuries, having to rely on a

caregiver to perform basic tasks, such as turning the page of a book or brushing their teeth, can be difficult to adjust to," said Scott Kim, co-founder and CEO of NEOFECT USA. "The NeoMano reduces that reliance and, like all of our solutions, gives patients hope, confidence, motivation, and independence."

NEOFECT's RAPAEEL Smart Rehabilitation Solutions provide rehabilitation and training through games for patients recovering from medical episodes like stroke. Each game is scientifically designed to invigorate muscles and stimulate visual and auditory senses to reinforce neuroplasticity and accelerate recovery. AI built into the RAPAEEL solutions suggests rehabilitation games based on patients' preferences and progress, delivering customized, optimal therapy for patients.

Arab Health - the largest gathering of healthcare & trade professionals in MENA

The exhibition takes place from 29 January to 1 February 2018 in Dubai, UAE



Arab Health – the largest gathering of healthcare and trade professionals in the MENA region – and MEDLAB – the leading global laboratory and diagnostics exhibition – are set to welcome visitors from 29 January – 1 February 2018 and 5 – 8 February 2018, respectively.

Exhibitors will present the latest technology and innovation in the medical field, providing the ideal platform for industry professionals to network, attend specialized sessions and participate in Continuing Medical Education (CME) accredited conferences available at both events. Both Expos will take place at the Dubai International Convention & Exhibition Center.

According to the organizers, in its 43rd edition, Arab Health will welcome over 4,200 exhibiting companies and 103,000 attendees from over 150 countries. 2018 will see the introduction of new experience zones and conferences, further enhancing the visitor experience.

In its 43rd edition, Arab Health will welcome over 4,200 exhibiting companies and 103,000 attendees from over 150 countries. 2018 will see the introduction of new experience zones and conferences, further enhancing the visitor experience.

Smart choices

The Personal Healthcare Technology Zone is a new feature for the 2018 show, where exhibitors will display the latest in “Smart” Healthcare Technology that connects patients to physicians and hospitals & clinics. With diseases such as diabetes and obesity becoming increasingly prevalent, Smart Personal Healthcare

devices have the potential to help patients and clinicians to monitor these conditions, as well keep track of fitness, blood pressure and even sleep quality.

“With wearable technology becoming an essential part of our daily lifestyle, the Personal Healthcare Technology Zone brings an essential element to the exhibition this year. Smart Personal Healthcare devices will bring the latest technologies to the forefront,” commented Dave Panther, VP of Global Sales, Informa, the organizers of Arab Health.

New conference topics will be introduced in 2018, including; Connected Care, Family Medicine, Obesity, Trauma and Acute Care Surgery, Hypertension, Anaesthesia, Respiratory Medicine, Biomedical Engineering, Dental and Pharmacotherapy.

MEDLAB 2018

As the largest laboratory expo worldwide, MEDLAB stems from 15 years of growth alongside the MENA region's most influential healthcare platform, Arab Health. Moving into its second year as a stand-alone show given its vigorous growth, this annual laboratory meeting is set to welcome over 600 exhibitors and more than 25,000 attendees from over 130 countries.

As an all-encompassing event affirming a multi-disciplinary approach to lab management and diagnostics, MEDLAB is supporting the healthcare advancements in the region by bridging the gap between clinicians and laboratory professionals. The 2018 edition will see the introduction of 7 new tracks, including Endocrinology, Cardiology and Cardiac Markers, Oncology and Tumour Markers, Point-of-Care Testing, Obs-Gyne, and Antibiotic Use and Misuse, bringing the total number of CME-accredited multi-disciplinary conferences to 17. MEDLAB will also provide dedicated Workshops, hosted by leading manufacturers offering the best practice solutions for their areas of expertise.

"The success of MEDLAB as a standalone event last year underscores the overarching influence of laboratory medicine in healthcare. The Congress gives industry professionals the opportunity to meet and network with leading laboratorians from across the globe, whilst sharing their knowledge and learning about global best practices," commented Tom Coleman, Group Exhibition Director, Informa, the organisers of MEDLAB series.

This year, the leading event for Obstetricians, Gynaecologists and fertility specialists, Obs-Gyne Exhibition and Congress, which has been running for nine consecutive years, will also have a dedicated zone alongside MEDLAB, providing the platform for the assessment of approaches and new technologies to over 2,500 attendees. This fusion with MEDLAB will enable practitioners to better understand and read lab investigations to ultimately improve patient outcomes.

EXHIBITOR UPDATES

Agfa HealthCare demonstrates "Care You Can See™"

From 1867 to 2017, Agfa HealthCare has built up a century-and-a-half of experience, which has been put to



work to enable "Care You Can See". At Arab Health 2018, the company will demonstrate

its comprehensive portfolio of solutions, including its innovative digital radiography systems powered by MUSICA image processing, the converged Enterprise Imaging platform with specialized departmental workflows, and Integrated Care solutions supporting value-based care needs.

Digital radiography solutions: At the Agfa HealthCare booth, the entire direct radiography (DR) portfolio will be demonstrated via handy touchscreen videos. The comprehensive range includes solutions allowing any healthcare enterprise to experience the benefits of DR. Revolutionary Dynamic MUSICA* image processing now handles moving images, for greater diagnostic confidence. The new, cost-effective, mobile DR100e* offers high-quality imaging, lightweight panels and an excellent workflow. The smaller footprint is ideal for space-limited environments like the ICU and pediatrics. Two versions are available: analog and digital. Agfa HealthCare's range of DR detectors enables a cassette-less DR workflow, with the resulting productivity benefits. The range includes a choice of fixed, tethered and wireless detectors, with either Cesium Iodide (CsI) or Gadolinium Oxy-Sulphide (GOS) technology. CsI also offers the potential for dose reduction.

In computed radiography (CR), a complete solution will

be demonstrated, comprising the CR 15-X, MUSICA workstation and DRYSTAR 5302 imager. The solution's modular yet robust design provides high image quality, adjustable speed and a user-tuned workflow.

Enterprise Imaging: Visitors to Arab Health 2018 can discover how the award-winning Enterprise Imaging platform, with specialized departmental workflow and comprehensive image management services, enhances clinical collaboration and communication, along the care continuum. Both Enterprise Imaging for Radiology and Enterprise Imaging for Multi-specialties will be showcased.

The Enterprise Imaging Vendor Neutral Archive (VNA) consolidates all imaging data, from multiple systems, departments, facilities and vendors, into a central clinical data foundation, and Image Exchange allows the exchange of images within and beyond the hospital walls, between clinicians and towards patients.

The HYDMedia Enterprise Content Management solution enables shared access to all patient documentation and can function as a fully integrated solution with the Enterprise Imaging VNA. Testing with board-certified radiologists has determined that Cesium Bromide (CR) and Cesium Iodide (DR) Detectors, when used with MUSICA image processing, can provide dose reductions of 50 to 60 per cent, compared to traditional Barium Fluoro Bromide CR systems.

Integrated Care: With Agfa HealthCare's Integrated Care solutions, healthcare enterprises can harness the power of the data existing in their systems and platforms, and use it to support their value-based care needs. The Agfa HealthCare Engage Suite makes information from different sources accessible for all care providers and patients, inside and outside the hospital.

"As we mark 150 years of experience, we are pleased to demonstrate at Arab Health 2018 how we have put our insight and experience to work answering the evolving needs of healthcare organizations, within and outside the hospital walls," comments Franz Tiani, General Manager Export Region of Agfa HealthCare. "Our comprehensive portfolio truly shows the reality of 'Care You Can See', and of our ongoing commitment to developing solutions that support the delivery of excellent, efficient patient care along the care continuum."

Swisslog Healthcare launches next-generation Pharmacy Analytics platform

Swisslog Healthcare, a leading supplier of medication and supply chain management solutions for health systems, announces the launch of Pharmacy Analytics, a cloud-based data analytics platform designed to help hospital pharmacies improve operational efficiencies. This new Pharmacy Analytics Platform leverages Swisslog Healthcare's pharmacy automation know-how with deep data expertise to drive actionable insights that empowers pharmacy leaders and their staff to transform pharmacy performance by dynamically managing inventory, increasing stock turnover, decreasing stockouts and reducing waste.

"Our development team used the most powerful database and visualization technologies available to

create a scalable platform," explains Stephan Sonderegger, CEO of Swisslog Healthcare. "Analytics was engineered with industry-leading partners — Amazon Web Services for its cloud-based data warehousing and machine intelligence capabilities, and Tableau for its advanced data intelligence and visualization tools — to empower operational efficiencies."

Swisslog Healthcare showcased its Pharmacy Analytics Platform in booth #1741 at the American Society of Health-System Pharmacists Midyear Clinical Meeting and Exhibition last December in Orlando, USA.

"Swisslog Healthcare is focused on transforming health systems through integrated solutions that change the way pharmacies work," explains Sonderegger. "By integrating multiple systems and data streams, both real-time and static, Pharmacy Analytics gives users an unprecedented view of their entire medication management continuum."

Konica Minolta wins award for five products

Konica Minolta, Inc. (Konica Minolta) announced that the company has been awarded the Good Design Award 2017 by the Japan Institute of Design Promotion (JDP) for the following five products.

Award-winning products are Care Support Solution;



AeroDR 3, a cassette-type digital X-ray system; CM-M6, a multi-angle spectrophotometer; Infinium , an optical planetarium; and Konica Minolta Planetarium "MANTEN".

Care Support Solution: The product is designed as an indispensable system for care facilities, to enable caregivers to work effectively. Screening Committee of JDP commented: "In Japan, the population is aging more rapidly than in any other country in the world,

creating an urgent need to develop efficient caregiving services. In developing the Care Support Solution, Konica Minolta investigated carefully to the needs of caregiving facilities, and appropriately distinguished between tasks that can be left to the system and tasks that only human staff can provide. The result is a sustainable care service with less stress on both caregivers and care recipients."

AeroDR 3, a cassette-type digital X-ray system: This is a digital X-ray system for medical use characterized by lower dose, light weight, high durability, and improved handling. The shape of the product allows a radiography technologist to hold its body with ease and it causes less stress on the patient. This wireless portable DR system is a flagship model of Konica Minolta's digital X-ray system AeroDR series. Capable of delivering images with world-leading resolution, this system can be used in a wider range of environments, including a patient's bedside, ICUs, emergency departments and operating rooms as well as radiography rooms.

NAFFCO's Mobile Clinic offers practical solutions

NAFFCO mobile units are the most beneficial – qualitatively, technically and economically. NAFFCO Mobile Units designed to operate in tropical zone at high temperature, salt laden and high humidity atmosphere. It is also designed to provide ease of operation, safety, reliability and accessibility for repair and maintenance.

The Non-Extendable Mobile Medical Unit is similar to trucks. This unit can be customized as per client's requirement. The flexible design of mobile clinic on truck or trailer chassis are built & equipped to serve various clinic applications as follows: X-ray diagnostic applications; Mother & child clinic; Typical clinic for GP & PHCC; Mammography Unit; Blood Donation; Dental, Laboratory; Surgery/ ICU; Physiotherapy or any other specialized area in a hospital (Cardiac, Diabetic, Pharmacy etc.)

Units can come with built-in generators, air conditioning, heating system, water supply, work counters, cabinets, and a full array of medical equipment. Unique features of the construction concept are:

- * **Free of charge warranty on the sandwich construction of minimum 5 years**
- * **Long term protection of sensitive medical equipment**
- * **Economic life time of the trailer unit > 15 years, with considerable rest value**
- * **Overall lowest cost performance by far**

Hill-Rom advances patient care with new Centrella™ Smart+ bed Solution

Global medical technology company Hill-Rom announced the launch of a new medical-surgical bed solution for hospitals that offers optimized patient safety, enhanced patient satisfaction and advanced caregiver-focused technology.

"We are excited to introduce our new med-surg



solution, Centrella Smart+ bed, which is revolutionizing the standard of care," said Paul S. Johnson, president, Hill-Rom Patient Support Systems. "We have engineered the new bed system to help reduce patient falls and pressure injuries, which are significant patient safety concerns. In addition, we are introducing new features to elevate the patient experience and provide caregivers with an unprecedented level of information that enhances patient care."

Hill-Rom patient safety applications and new patient experience-oriented features enhance outcomes by employing advanced technologies that work with the Centrella bed to deliver targeted results. For example, the Centrella Smart+ bed has advanced verbal and visual notifications – the first of their kind – and is designed with a scalable platform, providing customers with the ability to add additional features or upgrade their system. The Centrella Smart+ bed also integrates Hill-Rom's advanced NaviCare® Patient Safety application.

The Hill-Rom® NaviCare® Patient Safety System integrates technology, services, clinical programs and clinical expertise to specifically prevent and reduce the risk of falls. The NaviCare system automatically activates safety settings on the bed and alerts caregivers when the bed is in an unsafe state.

In addition, the new Hill-Rom Centrella Smart+ bed system includes convenience features such as USB ports and mobile device storage to make accessing those technologies safe and simple for patients. New surfaces deliver advanced therapy without compromising on quietness, and include the ability for patients to adjust the comfort level of their surfaces. These updates improve the overall experience for patients during their hospital stay.

"We have invested significantly – through immersion with customers and research with clinicians to understand their biggest needs – to deliver a full solution that helps solve some of the most persistent and complex patient safety challenges," said Johnson. "Our new med-surg solution – anchored by the Centrella Smart+ bed – delivers extraordinary value through its ability to notify caregivers of potential "never events" before they occur."

Brief updates

Emerson:

Emerson's Valve Block System is the latest of a broad selection of products, designed specifically for the use of OEMs in the analytical and medical fields. Combining several functions in one easy to install product, the valve block has a proportional valve to enable variable speed pneumatic control of the dentist's tools, and valves to control water flow that do not allow calcium build up on the internals, a common cause of failure. Along with the valve block system, Emerson will show standard ASCO solenoid valves. Many of the products on show are available at two days notice as samples, making it even easier and quicker for OEMS and machine builders to develop new variations or prototypes, which can be prove to be a competitive advantage.

SAF(TM):

The Super Absorbent Fibre and related SAF™ fabrics will be on display as manufacturer Technical Absorbents joins the Medilink contingent on the UK pavilion for the first time at the exhibition. The use of SAF™ in the healthcare industry is predominantly within advanced moist wound care dressings and other medical applications in which there is a need for exudate or liquid capture and containment. Technical Absorbents can manufacture a range of SAF™ grades and can also supply SAF fabrics – airlaid, needlefelt, carded, nets – from 20-1,000gsm to meet customers specific requirements.

Rober:

A pioneering 'zero pressure' mattress that prevents pressure injuries from occurring in intensive care patients will also be showcased. The WIZARD® is an innovative mattress that offers protection to bedridden and critically ill immobile patients. It combines Rober's signature alternating pressure cell design with an impressive tilt facility. This action gently turns the patient onto their side, comfortably and correctly, thus reducing the requirement for manual handling. The technology used in the WIZARD mimics the body's natural movements to prevent pressure ulcers from forming. Moving up and down in a wave-like motion, it provides regular and complete pressure relief to all potential contact points. The dynamic system also offers therapeutic properties to promote the healing of established ulcers.

The Priory Group:

Leading mental health specialists, The Priory Group, is attending Arab Health for the first time to showcase a new Priory Wellbeing Centre, which has opened in London's Harley Street Medical Area. The range of services on offer at the Harley Street Wellbeing Centre include psychological support throughout fertility issues, pregnancy, birth and bonding, as well as treatment for a wide range of conditions including depression, addictions, and eating disorders. It also offers mental health services for young people over the age of 12. The Priory Group has invested nearly £300,000 in the centre which is staffed by a specialist team of psychiatrists, psychologists, therapists and other healthcare professionals and offers a comprehensive range of treatment options.

Sultan Al Qasimi opens 2nd Global Non-Communicable Alliance Forum



H.H. Dr. Sheikh Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah, and H.H. Sheikhha Jawaher bint Mohammed Al Qasimi, wife of the Ruler of Sharjah, and Patron of the Global NCD Alliance Forum, opened the most influential gathering of experts and decision makers in the field of Non-Communicable Diseases (NCDs) at the second Global NCD Alliance Forum, which took place from 9-11 December in Sharjah, UAE.

Sharjah-based Friends of Cancer Patients (FoCP) welcomed more than 350 delegates and 80 expert speakers to the including scientists, medical pioneers, support groups, NGOs and civil societies from 68 countries across five continents such as Kenya, Mexico, the United States, the United Kingdom, Switzerland, Brazil, Jordan, India, Zanzibar and many others.

At the opening ceremony, H.H. Dr. Sheikh Sultan Al Qasimi told the audience that among the leading causes of cancers were smoking, alcohol and obesity and that Sharjah had been taking positive steps to curb this for many years: "We have implemented a ban on smoking in many public places which has led to a decrease in smoking deaths and for 32 years, Sharjah has once again taken the lead in the prohibition of alcohol – which is responsible for 10 per cent of all cancer deaths – in any place within the emirate. As for obesity, Sharjah has forged ahead, supplying walkways in many locations so that people can go walking and jogging and lead a healthier lifestyle. We will also have one of the best air-conditioned walkways where even during the five hot months of the year, people can still exercise."

Speaking of the forum itself, H.H. said that it is more

than an event, it is a catalyst for change: "People thought that this forum may have been somewhere where speeches were given and plans were made, then everything was forgotten – this is not the case. This is a place of practical action. It is a credit to you all that you have stimulated us to take action and initiate many projects." "We will continue to take action – it is a responsibility and you are our guiding light. Future results will be even better. We will implement your recommendations and we thank you for your guidance. We are here to support you and will fulfil our promise that you will see the results of your guidance when we meet here next year."

The NCD Alliance has chosen Sharjah to host the first two editions of the event, where the most respected NCD health experts from around the world strategies on how reduce the incidence of non-communicable diseases – responsible for more than 40 million deaths globally each year.

Sawsan Jafar, Chairperson of the Friends of Cancer Patients Board of Directors, commented on the progress made from the inaugural NCD Alliance Forum: "Today's convention is a significant stride towards perpetuating the achievements of the forum's first one held in Sharjah in 2015, which culminated in the 'Sharjah Declaration for Non-Communicable Diseases', emphasizing the importance of supporting the UN's Sustainable Development Agenda for 2030. The 2015 forum also resulted in a series of recommendations for governments, UN organizations, the business community, and local and international media corporations. These recommendations collectively call for catalyzing and facilitating the adoption of measures to prevent and control non-communicable diseases.



Dr Batra's[®]

HOMEOPATHY

LONDON • DUBAI • INDIA

TASTE THE SWEET PILLS OF SUCCESS?

Your key is a
Dr Batra's™ franchise
and success is all yours !

WHAT YOU NEED:



**Low Initial
Investment**



**Exclusive
Floor Space**



**Easy Break-Even
Model + High ROI**



**Round-The-Clock
Support**

Wish to foray into healthcare sector? This could be your golden opportunity.

By owning a **Dr Batra's™ franchise**, you not only become a part of a leading homeopathy brand with over 240 clinics in India & abroad, but also a global homeopathy market growing at a rising rate of 30% annually.

Grab the opportunity & taste the sweet pills of success !



Looking out for investors

Bahrain | Canada | France | Hong Kong |
Malaysia | Qatar | Singapore |
Switzerland | USA and others



Call

Mr. Kartik Bhatt
+971 52 655 9837



Email

international.franchise@drbatras.com

'UAE pharmaceutical market to grow to AED14.11 billion by 2020'



The pharmaceutical market in the United Arab Emirates is expected to grow from AED9.61 billion in 2016 to AED14.11 billion by 2020, driven by increased healthcare expenditure, mandatory health insurance, and growing medical tourism.

This was stated by the participants in the Pharmaceutical Research & Manufacturers Association Gulf Forum, PhRMAG 2017, recently held in Dubai under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance, and President of the Dubai Health Authority.

In its maiden edition, the Forum is running under the theme "Enhancing Knowledge-Based Economy to Advance Human Health," bringing together private and public sector stakeholders to examine the most pressing issues concerning patients, healthcare providers and the biopharmaceutical sector while also exploring the role of innovative medicines in terms of saving lives, reducing mortality rates and mitigating expensive hospitalizations for patients.

Delivering the event's inaugural speech, Humaid Al Outami, Chairman of the Board and Director-General of the Dubai Health Authority, said that great strides have been made in the pharmaceutical industry across the GCC region over the past decades, with Gulf

pharmaceutical companies managing to keep pace with the rapid and multi-faceted changes occurring worldwide in the healthcare scene by forming robust partnerships with key players in the market.

Dr. Amin Hussein Al Amiri, Assistant Under-Secretary for Public Health Policy and Licensing Sector, UAE Ministry of Health and Prevention, MOHAP, offered his insights on a topic titled, "The innovative biopharmaceutical industry invests in research and development and capital improvements, what are the opportunities for the Gulf countries in this strategic, dynamic sector?"

"In keeping with the directives of the country's wise leadership and the National Strategy for Innovation, the Ministry of Health and Prevention is sparing no efforts to provide healthcare services that prioritize safety of patients in the first place," he said, affirming the ministry's unshakable commitment to providing best healthcare services to the people of the UAE in line with best international practices and standards.

PhRMAG Forum 2017 witnessed the participation of nearly 200 delegates with 10 expert speakers and specialists from the UAE and abroad to primarily focus on the "Value of partnership between PhRMAG and various other key stakeholders" in delivering the best quality healthcare systems for patients in the UAE.

First edition of 'Men's Health Congress' inaugurated



Humaid Mohammed Obaid Al Qatami, Chairman of the Board and Director-General of Dubai Health Authority, DHA, officially inaugurated the 1st edition of the Men's Health Congress, held under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of the DHA, at the Mohammed bin Rashid Academic Medical Centre in Dubai Healthcare City.

Following the opening ceremony, Humaid Al Qatami accompanied by Abdulla bin Sougat, Executive Director of the Sheikh Hamdan Bin Rashid Award for Medical Sciences, and a number of key government and private officials toured the exhibition area where they were briefed about the latest advances and best treatment mechanisms employed in the field of men's health, while learning about the latest technologies used in the treatment of issues related to men's health.

During his keynote speech, Al Qatami said, "The list of diseases targeting men extends day after day, which

reflects the increase of the demand by the concerned organizations in the world that calls for preserving men's health in general. This is connected directly to the first step of the prevention process, which means that we urgently need a preventive methodology in the first place, especially with the exacerbation of cancer, transmitted diseases, and a series of mental diseases associated with the stress that we face in our daily life."

He added, "The Dubai Health Authority understands the need for comprehensive solutions and the necessity to maintain a healthy lifestyle for all family members. It also believes in the necessity to develop the existing methods that are used to combat diseases that target men, especially those diseases that men may inadvertently transmit to other family members."

"Therefore, we insist that we are in great need to develop research and studies related to the number of diseases threatening men, as well as to update awareness, diagnostic, treatment and prevention methods. This is precisely our priority at the DHA, as it is eager to protect all members of society."

More than 30 world renowned speakers representing various fields of medicine including, cardiologists, endocrinologists, psychiatrists, urologists and nutritionists delved deeply into three core areas of men's physical health, mental health and social well-being and cover various topics including male hormones, prostate cancer, stress, depression, anxiety and eating disorders among other key areas of concern for men. Organized by INDEX Conferences and Exhibitions, the first edition of Men's Health Congress took place from 13-15 December 2017.

Nephrology conference launched in Dubai

Under the patronage of H.H. Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai and UAE Minister of Finance and President of Dubai Health Authority, the 7th International Society of Nephrology-Emirates Medical Association Nephrology Society, EMAN, Update Congress in Nephrology recently took place in Dubai, UAE. The conference is supported by the Sheikh Hamdan bin Rashid Al Maktoum Award for Medical Sciences.

The International Society of Peritoneal Dialysis, ISPD, the International Society of Haemodialysis, ISHD, and Kidney Disease: Improving Global Outcomes, KDIGO, have joined forces to lead a highly educative congress related to specialty medicine concerning kidney functions, problems, preservation of kidney health and the treatment.

Recent studies suggested that a large number of people suffer from kidney disease due to the high prevalence of diabetes and hypertension in the UAE. Kidney disease is usually a silent disease in the initial stage and therefore experts and nephrologists are now highlighting the importance of raising the awareness of early detection through regular health screenings.

The ISN-EMAN congress was inaugurated in the presence of Humaid Al Qatami, Chairman of the Board and Director-General of the Dubai Health Authority, and a number of senior health leaders.

In the opening speech of the conference, Al Qatami said, "This conference reaffirms the co-operation among various stakeholders in the healthcare sector in the UAE and beyond, and the joint efforts to advance scientific and medical research in the field of nephrology and renal diseases. Such conferences represent valuable opportunities to exploit the latest expertise and advanced techniques."

"The UAE has endeavoured to harness all material resources in support of these services, and to make them available to all residents of this blessed land. An important component of these efforts is spreading the culture of screening and early detection of chronic diseases." Dr. Mona Alrukhaime, the Conference President, said, "The Seventh Educational Conference of the International Society of Nephrology 2017 discusses a wide range of topics covering all clinical nephrology, dialysis and transplantation, in addition to featuring the latest technologies and methodologies in this regard."

New labeling approvals expand Abbott's portfolio of MRI-ready devices

Abbott announced U.S. Food and Drug Administration (FDA) approval for magnetic resonance (MR)-conditional labeling for the Quadra Assura MP™ Cardiac Resynchronization Therapy Defibrillator (CRT-D) and Fortify Assura™ Implantable Cardioverter Defibrillator (ICD), two of the company's most widely-used high voltage medical devices. The approvals follow recent MR-conditional labeling approvals for the Assurity MRI™ pacemaker, Ellipse™ ICD and associated MRI-compatible leads, and further expand Abbott's portfolio of MRI-ready devices for patients indicated for ICDs and/or CRT-D devices who may need an MRI in the future.

Physicians utilize ICDs to restore normal heart rhythms in patients at risk for experiencing potentially life-threatening heart rhythms; they implant CRT-D devices to help the lower chambers of the heart beat in rhythm in patients battling progressive congestive heart failure and improve blood flow throughout the body.

"We are excited to expand our portfolio and add MR-conditional labeling to the Fortify Assura ICD and Quadra Assura MP CRT-D to provide patients and their physicians additional peace of mind if those patients need an MRI in the future."

For some patients, the potential need for a future MRI has made MR-conditional labeling important as physicians assess therapies and device options. As a result, Abbott has done extensive testing to demonstrate that these devices are safe in the most commonly-used MRI scanners.

"For many patients who need an ICD or CRT-D device, receiving a device that is MRI-ready is a key benefit that can ensure future access to MRIs -- an important and commonly-used diagnostic tool," said Avi Fischer, M.D., divisional vice president, medical affairs, and medical director of Abbott's cardiac rhythm management business. "We are excited to expand our portfolio and add MR-conditional labeling to the Fortify Assura ICD and Quadra Assura MP CRT-D to provide patients and their physicians additional peace of mind if those patients need an MRI in the future."

In addition to MRI compatibility, Abbott's Fortify Assura ICD and Quadra Assura MP CRT-D also include the company's suite of TailoredTherapy™ features, which are designed to provide physicians additional flexibility and control in how they deliver therapy to

treat their patient's cardiac arrhythmias and congestive heart failure, even as their patient's therapy needs change over time. With the TailoredTherapy feature set, the Fortify Assura ICD and Quadra Assura MP CRT-D help protect against the delivery of unnecessary therapy and continuously evaluate the condition of a lead to consistently deliver appropriate therapy.



combined with MRI compatibility, these features offer physicians additional options to leverage when managing patient care.

The Quadra Assura MP CRT-D also offers Abbott's proprietary MultiPoint™ Pacing and SyncAV™ technology to provide additional options for CRT patients who are not responsive to traditional cardiac resynchronization therapy. With MultiPoint Pacing, Abbott allows physicians to "individualize" cardiac resynchronization therapy and shift their patient's treatment options from a single point of pacing to multiple options to better deliver therapy where needed. Abbott's SynvAV software allows a CRT device to detect real-time changes in a patient's cardiac condition and adjust therapy accordingly.

As with all Abbott cardiac rhythm management devices, all therapy data captured by the Fortify Assura and Quadra Assura MP devices can be directly, securely and wirelessly sent to a patient's doctor through the Merlin.net™ Patient Care Network. This communication allows physicians to remotely monitor their patient's therapy and assess any need for intervention.

BD and Check-Points receive CE mark for resistant bacteria screening test

BD (Becton, Dickinson and Company), a leading global medical technology company, along with Check-Points Health B.V., announced that the companies obtained CE Mark for a next-generation molecular screening test for antibiotic-resistant carbapenemase-producing organisms (CPOs) on the fully-automated BD MAX™ System.

It is estimated by the year 2050, as many as 10 million people could die annually from antimicrobial resistance (AMR) if no action is taken. AMR is the ability of a microorganism (such as a bacteria) to survive despite being treated with antimicrobial drugs that should destroy it. As a result, patients with these infections are more likely to develop complications and up to three times more likely to die.

The spread of CPO represents a major challenge to antimicrobial stewardship because these organisms have acquired the ability to produce the enzyme carbapenemase. This enzyme renders carbapenems, considered a drug of last resort, ineffective. This has brought about limited effective treatments resulting in high mortality rates.

The BD MAX™ Check-Points CPO assay provides detection of the five most common carbapenemase genes in less than 2.5 hours, as compared to traditional methods that can take up to 24 hours. Early detection of patients colonized with these organisms can provide the necessary information to implement proper infection control measures. This assay replaces an earlier version of the test from Check-Points, and offers an improved workflow and an additional target.



"We have been using the Check-Points assay on the BD MAX system for routine screening of CPO for nearly two years, because it provides us the information we need to isolate or de-isolate our high-risk patients shortly after admission," said John Rossen, Assistant Professor of Medical Microbiology at the University Medical Center, Groningen (UMCG) in the Netherlands and scientific secretary of the ESCMID Study Group for Genomic and Molecular Diagnostics.

This assay joins BD's comprehensive healthcare-associated infections diagnostics portfolio, which aims to reduce transmission and outbreak of deadly pathogens. The BD MAX system menu also includes syndromic panels for gastrointestinal infections, as well as reproductive and sexually transmitted infections, which aid laboratory professionals in their efforts to deliver diagnostic results that help enhance patient outcomes, while improving laboratory efficiency. The instrument also features an open system capability, allowing for streamlined workflow of laboratory developed tests and for additional assays via BD partner collaborations.

Boston Scientific announces positive results from WHISPER spinal cord stimulation study



Boston Scientific Corporation announced positive results from the WHISPER randomized controlled trial (RCT). The data, presented at the 2018 Annual Meeting of the North American Neuromodulation Society in Las Vegas, demonstrated that patients who are given the choice to use both sub-perception and paresthesia-based spinal cord stimulation (SCS) therapy achieve superior outcomes in comparison to patients who have only one SCS therapeutic option.

SCS works by sending low electrical pulses, which vary in frequency, pulse width and amplitude, to the spinal cord to interrupt pain signals and provide pain relief.

Paresthesia-based therapy provides pain relief with a light tingling sensation while sub-perception therapy works without that sensation. The WHISPER RCT is a multi-center, prospective, cross-over, randomized, and controlled study that evaluated the long-term safety and effectiveness of sub-perception SCS therapy. Participants had been implanted with an SCS system for an average of four years at the beginning of the study and were treated with both paresthesia and sub-perception therapy.

"The WHISPER RCT evaluated both patients who had successfully controlled their pain using SCS and those who could benefit from additional options and optimization of their therapy," said James North, M.D., Carolinas Pain Institute, and coordinating principal investigator of the WHISPER RCT. "This study provides data on people who have suffered with chronic pain for years and who pose some of the biggest challenges in the long-term use of SCS. The results demonstrated that giving patients the choice to use sub-perception or paresthesia-based therapy provides superior patient outcomes and affirms that SCS is a clinically valuable treatment option."

FDA approves second gene therapy for blood cancer

U.S. regulators approved a second gene therapy for a blood cancer, a one-time, custom-made treatment for aggressive lymphoma in adults, a report released to the press said recently. The US Food and Drug Administration (FDA) allowed sales of the treatment from Kite Pharma. It uses the same technology, called CAR-T, as the first gene therapy approved in the U.S. in August, a treatment for childhood leukemia from Novartis Pharmaceuticals.

Kite's therapy is for patients with three types of aggressive, or fast-growing, large B-cell lymphoma. The most common one accounts for about a third of the estimated 72,000 new cases of non-Hodgkin lymphoma diagnosed each year.

Yescarta, also known as axicabtagene ciloleucel, was approved for patients who have already been treated

with at least two cancer drugs that either didn't work for them or eventually stopped working. At that point, patients are generally out of options and only have about a 10 per cent chance of even temporary remission of their cancer, said Dr. Frederick Locke, director of research for the Immune Cell Therapy Program at Moffitt Cancer Center in Tampa, Florida. Locke helped run patient tests of Yescarta. "This is really an exciting advance for patients without hope," Locke said.

Yescarta is not a benign treatment, though: Three

people died after getting the treatment, which can cause serious side effects. The FDA is requiring Kite to do a long-term safety study and train hospitals to quickly spot and handle those reactions.

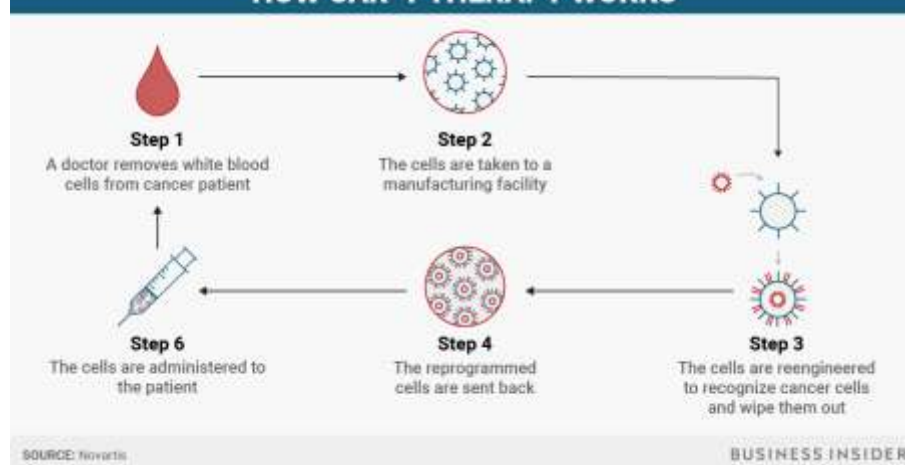
In the key test, Yescarta was given to 101 patients. About 72 per cent saw their cancer shrink and about half showed no sign of disease eight months later. While it is billed as a one-time treatment, because the patients' cancer is so far advanced, it returns in some. The therapy is still working in most study participants, so the average duration of its effects isn't known yet.

A different type of gene therapy is waiting in the wings at the FDA. Spark Therapeutics' treatment for a rare form of blindness could be approved within months. It aims to improve vision by replacing a defective gene needed to process light. Other gene therapies for blood cancers are being tested and scientists think they may work for solid tumors within several years.

According to Novartis, individualized CART therapy uses a patient's own immune system to fight certain types of cancers. A patient's T cells are extracted and reprogrammed outside of the body to recognize and fight cancer cells and other cells expressing a particular antigen.

Through a collaboration with the University of Pennsylvania, Novartis made an early commitment to the emerging field of CAR-T therapies. Its facility in Morris Plains, New Jersey, was the first manufacturing site approved by the FDA for immune cellular therapy production in the US, and has manufactured CAR-T cells for hundreds of patients in global clinical trials.

HOW CAR-T THERAPY WORKS



"In just several decades, gene therapy has gone from being a promising concept to a practical solution to deadly and largely untreatable forms of cancer," FDA Commissioner Dr. Scott Gottlieb said in a statement.

The treatment, called Yescarta, will cost \$373,000 per patient, according to drugmaker Gilead Sciences. Kite Pharma became a subsidiary of Foster City, California-based Gilead this month. Gilead spokeswoman Amy Flood said the price of the treatment was set following extensive research with both government agencies that reimburse for drug costs and private insurers, & cancer centers.

The price of Novartis' first gene therapy known as Kymriah will cost \$475,000. Novartis said it would charge for Kymriah only if patients responded within a month of the treatment. Meanwhile, the high price of CAR-Ts is igniting new debate over the rising cost of prescription drugs.

CAR-T treatment uses gene therapy techniques not to fix disease-causing genes but to turbocharge T cells, immune system soldiers that cancer can often evade. The T cells are filtered from a patient's blood, reprogrammed to target and kill cancer cells, and then hundreds of millions of copies are grown. Returned to the patient, all the revved-up cells can continue multiplying to fight disease for months or years. That's why these immunotherapy treatments are called "living drugs."

"The approval of Yescarta is a very significant advance for lymphoma patients and for the cancer community as a whole," Louis J. DeGennaro, president of the Leukemia & Lymphoma Society, said in a statement. "Immunotherapy is dramatically changing the way we approach blood cancer treatment."

**JANUARY**

Int'l Research Conference on Science, Health and Medicine
4-5 January
Dubai, UAE
ircshm.com

Dubai Health Forum
15-16 January
Dubai, UAE
dubaihealthforum.org

Emirates Rhinology and Otolaryngology
17-19 January
Dubai, UAE
emiratesrhinologyandotology.ae

Pan Arab Human Genetics Conference
18-20 January
Dubai, UAE
<http://pahgc.org>

Pharma Commercial & SFE Summit MENA
23-24 January
Dubai, UAE
<http://pharmasfedubai.com>

Gulf Arrhythmia Congress
25-27 January
Dubai, UAE
<http://gulfarrhythmia.org>

Arab Health
29 Jan-1 Feb
Dubai, UAE
arabhealthonline.com

Public Health Forum
29 Jan-1 Feb
Dubai, UAE
arabhealthonline.com

FEBRUARY

Arab Paediatric Medical Congress
1-4 February
Dubai, UAE
arabpediatriccongress.com

AEEDC Dubai World Orthodontic Conference
4-5 February
Dubai, UAE
<http://aeedc.com>

MEDLAB
5-8 February
Dubai, UAE
medlabme.com

OBS-GYNE Exhibition and Congress
5-8 February
Dubai, UAE
medlabme.com/obs-gyne

International Dental Conference and Arab Dental Exhibition
6-8 February
Dubai, UAE
<http://aeedc.com>

Controversies in Cardiovascular Diseases
16-17 February
Dubai, UAE
cvuae.com

Transcatheter Solutions
15-17 February
Dubai, UAE
4tsconference.com

International Family Medicine Conference
26-28 February
Dubai, UAE
<http://ifm.ae>

Dubai International Pharmaceuticals and Technologies Conference and Exhibition
27 Feb-1 March
Dubai, UAE
<http://duphat.ae>

MARCH

Emirates Diabetes and Endocrine Congress
1-3 March
Dubai, UAE
edec-uae.com

DIAD-DIAL
1-3 March
Dubai, UAE
diad-dial.com

Evolving Practice of Ophthalmology Middle East Conference
15-17 March
Dubai, UAE
epomec.ae

IGDC - International Growth & Development
15-17 March
Dubai, UAE
igdconference.com

ArabLab Exhibition
18-21 March
Dubai, UAE
arablab.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
info@gulfdiabetes.com
www.gulfdiabetes.com

King Hamad University Hospital
Tel: +973 17 444 444
www.khuh.org.bh

Noor Specialist Hospital
+973 17 260 026

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
Tel: 012-660-6111

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

KUWAIT

Al Zuhair Medical Center
Tel: +965- 2224 8777

Al Rashid Hospital
Tel: +965- 2562 4000

Dar Al Shifa Hospital
Tel: +965-1802 555

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

Starcare Hospital
Tel: +968 24557200
Email: info@starcarehospital.com
www.starcarehospital.com

Al Hayat Hospital
Tel: 22 004 000
www.alhayathospital.com

Hatat Polyclinic
Tel: +968 24-563641/2/3

Al Raffah Hospital
Tel: +968 24618900/1/2/3/4
www.dmhealthcare.com

Badr Al Samaa Hospitals
Tel: +968 2 479 9760

Barka Branch
Tel: +968 26884918
www.badralsamaahospitals.com

Kim's Oman Hospital
Tel: +968 24760100 / 200 / 300
www.kimsoman.com

Atlas Healthcare
Tel: +968 2 450 2560
www.healthcare.atlasera.com

The Royal Hospital
Tel: Oman – (+968) 24.59.90.00
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

Tel: +968 25652319

Al Nahdha Hospital

Tel: +968 24837800

QATAR**Al Khor General Hospital**

Tel: +974 4474 5555

Children's Emergency Centre (Al Sadd)

Hotline: +974 4439 6059; +974 4439 2948

Al Amal Oncology Hospital (cancer treatment)

Tel: +974 4439 7800

Hamad General Hospital (includes Accident and Emergency)

Tel: +974 5584 7803

Rumailah HospitalTel: +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, DubaiTel: +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, AjmanCall: 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 HospitalTel: 09 2446666
Near Dibba Police Station, 10
Dibba, Fujairah**Al Sharq International Hospital**

Tel: 09 2249999

Burjeel HospitalTel: 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 HospitalTel: +9714-2140399, +9714-2733333,
+9714-2140257**Medcare Orthopaedics and Spine Hospital**

Tel: - 04-3768 400

Canadian Specialist HospitalTel: +9714-336 4444,
+9714-7072222**Mediclinic City Hospital**

Tel: +971 4 435 9999

Cedars Jebel Ali HospitalTel: +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

Call: 06 565 6994

OPEN 24 HOURS**Police**

999

Dubai Police Call Centre

901

Dubai Police (Non-Emergency)

Tel: 04-609 6999

Sharjah Police

Tel: 06-563 3333

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

Directory Enquiry Services

Etisalat - 181

Du - 199

Disclaimer: Contact details in this section are for reference only. For any inquiries, please get in touch with the relevant authorities and entities directly as the contact details such as telephone numbers, email IDs and website addresses may change in time.



Subscription Form

To start receiving your free copy of MediWorld ME bi-monthly magazine, please email us at (subscribe@mediworldme.com) or fill the below form & send it to us at **7dimensions Media FZE LLC** Tel.: +971 6 55 79579 Fax: +971 6 55 79569 PO Box: 9604 SAIF Zone Sharjah UAE

Student Details

Name: _____

Gender: M ☐ F ☐ Date of Birth: Age: Nationality: _____

Profession: _____ Name of Company/Hospital/Clinic _____

Section/Stream/Class: _____

Address: _____

Mobile No: _____ Email: _____

Professional Details

Contact Name: _____ Designation: _____

Name of Company/Hospital/Clinic _____

Address: _____

Mobile No: _____ Tel: _____ Email: _____

Nearest Landmark: _____

MediWorld ME to be delivered at Resident ☐ Company ☐ Other (Please Specify) _____

How did you get to know about MediWorld ME ?

☐ Internet ☐ Newspaper ☐ Outdoor ☐ Radio ☐ Flyer ☐ Friend ☐ Colleague Other, please specify.....

www.mediworldme.com

Get latest news & updates of Medical Industries
visit www.mediworldme.com





مطار الشارقة الدولي
Sharjah International Airport

YOUR PHARMA IS IN SAFE HANDS

Sharjah International Airport, is the first to offer IATA CEIV Pharma certified cargo handling services in the Middle East and Africa, via its sole ground handling agent Sharjah Aviation Services.



Dedicated Temperature Controlled Storage

- 1500 m³ capacity of 2-8°C and 15-25°C temperature controlled and monitored storage

Active Cooling Equipment

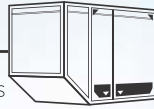
- Owned and managed rollerbed reefer trucks 4x Q7 Positions (or equivalent) with Real Time Temperature Monitoring & GPS tracking. Cooling range -18°C to +25°C
- 10Ft (or 2 LD3) ULD dollies. Cooling range -18°C/ +25°C
- Bulk trailers 2500Kg / 14m³ capacity. Cooling range 0°C/ +18°C





WE CARRY HEALTH ALL AROUND THE WORLD.

Your well-being is our priority. That's why we deliver medicines and vaccines **without breaking the cool chain.*** As the cargo airline which flies to the most countries, we carry health to the world with our expertise on pharmaceutical transportation.



* Active Temperature Controlled Containers

**TURKISH
CARGO**



*Globalize
your business*

www.turkishcargo.com | +90 850 333 0 777