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MEDIWORLD

Middle East



Sharad Bachani
Co-Founder & Managing Director
Merlin Digital

External Counter Pulsation therapy a safe cure for your heart

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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

Editor

Vasujit Kalia
vasu@7dimensionsmedia.com

Contributors

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

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

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Editor's Note

According to official statistics, people in the UAE die of heart attacks almost 20 years earlier than the rest of the world. In this issue our cover story talks about External Counter Pulsation (ECP) therapy, which was first developed over half a century ago as a resuscitative tool to support the failing heart. This technology is based on hemodynamic principles of the intra aortic balloon pump. Finding out more, we speak with the co-founder of a leading electronics company which has provided innovative technologies and solutions to simplify everyday life for decades and how it can possibly prevent a heart disorder.

Becoming a health destination requires collaborative efforts in bringing the best of infrastructure and technology to attract patients from far corners of the world. Although the UAE is a country which is synonymous with its malls, shopping and glitzy hotels, little do the tourists who visit UAE know about the Emirate of Ajman which is only a few kilometres away from Dubai. Our story on Health Destination takes a look at what the country is doing to put Ajman on world tourism map. With the further development of medical facilities and services, more tourism opportunities are being developed promoting as a major medical tourism destination.

We also take a closer look at healing in the air which has been made possible courtesy of medivac aircraft comes with state-of-the-art cabin configured for doctors and nurses to have 360-degree access to patients. Among other features of this aircraft include extracorporeal membrane oxygenation, an infant incubator, X-ray viewing equipment and refrigerated storage cabinets and many modern features.

On another note, as per the estimates Indian pharmaceutical industry is ranked 3rd globally in terms of volume and 14th in terms of value globally, and approximately 30-40 per cent of the pharmaceutical industry revenues are invested in logistics. Facing competition from the global giants instant delivery can be a major profit spinner for pharma companies. We speak with senior management of Lupin Limited where he discusses how logistics is important for their overall growth and profitability

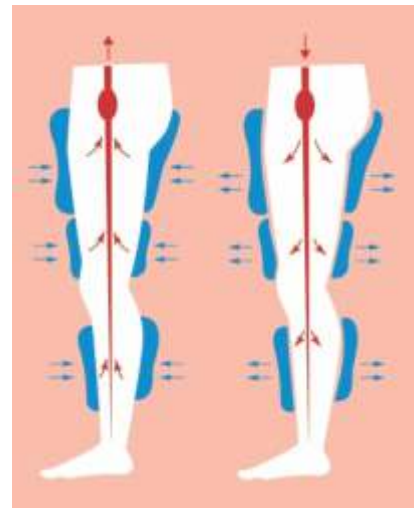
Finally, we also share with you the latest news and events which went on to make the headlines in these festive times.

Sincerely,

Editor, MediWorld ME

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External Counter Pulsation therapy a safe cure for your heart

External counter pulsation therapy (ECP) is a non-invasive therapy which is used to help patients with Angina and Heart Disease and can also be used as a preventive therapy for people who have a strong family history of such conditions. People who are suffering from Restless Leg Syndrome, Diabetes, Hypertension, and many more conditions can also benefit from this therapy. It is also used by athletes as a Recovery Therapy to improve their exercise tolerance. The therapy is also effective in addressing sexual dysfunction.

-By Vasujit Kalia



Sharad Bachani
Co-Founder & Managing Director
Merlin Digital

First developed over half a century ago as a resuscitative tool to support the failing heart, External Counter Pulsation therapy (ECP) is based on hemodynamic principles of the intra-aortic balloon pump.

In the last few decades, ECP has evolved into the modern therapy, which has proven to be a safe, effective, and low-cost noninvasive treatment for patients with debilitating angina and chronic heart failure who are poor candidates for revascularization procedures and have sub-optimal results from other therapies. Numerous studies have shown ECP to be efficacious in patients with chronic angina, with its effects lasting for several years after completion of therapy.

Vasujit Kalia in a tête-à-tête with Sharad Bachani, Co-Founder and Managing Director, Merlin Digital where he talks in length about this therapy and how it can possibly prevent a heart disorder.

Why this shift from consumer electronics company towards healthcare technology?

Merlin Digital has remained focused in providing innovative technologies and solutions to simplify everyday life whilst adding a bit of excitement and magic to such solutions. Therefore the shift toward healthcare solutions was an organic process that was unavoidable due to the advanced solutions we were researching that also happened to address other human needs, such as ailments that technology was now able to better solve from a medical perspective. Many of our innovative solutions and products are based on the experiences of the people around us, and suggestions from our customers. There is no better voice to listen to in product development than the voice of the consumer.

What is External Counter Pulsation Technology (ECP) and how does it work?

ECP Therapy is a United States of America Food & Drug Administration (US FDA) approved therapy that is used to enhance the overall blood circulation in our body. ECP Therapy acts as an external “cardiac assist device” helping the heart perform more efficiently with little effort or stress during the session. This process delivers oxygen-rich blood to all vital organs inside the body including the heart. Over time, this process improves the function of the heart delivering more cardiac output (stronger heart) with less effort resulting in a more efficient vascular system.

It is a Non-Invasive therapy which is used to help patients with Angina and Heart Disease and can also be used as a preventive therapy for people who have a strong family history of such conditions. People who are suffering from Restless Leg Syndrome, Diabetes, Hypertension, and many more conditions can also benefit from this therapy. It is also used by athletes as a Recovery Therapy to improve their exercise tolerance. The therapy is also effective in addressing sexual dysfunction.

What is the cost involved in it?

A patient is required to undergo therapy which daily over a course of 35 days. The therapy is very simple and lasts for just 1 hour without any movement restriction as long as the patient is on the therapy bed with inflatable cuffs and ECG sensors in place. The patient can enjoy watching their favorite TV shows or answer emails and phone calls whilst undergoing therapy. Each session costs 300 AED only.

What are the side effects of this therapy and who all should avoid it?

The only side effects are skin irritation or chafing around the cuffs in patients who have very sensitive skin. However, ECP should be avoided in people who have Valvular Heart Disease, Deep Vein Thrombosis and Pregnancy.



As the innovation in medical technology advances towards providing accurate screening and early intervention, the popularity of this therapy will not be solely reliant on the fact that it is cost effective but also due to some other important factors such as the convenience that the patient will have in avoiding the surgery and the recovery stage that's always linked to it, the patient can resume his or her regular everyday activities after every session, and the treatment technology can be easily transported and used in remote areas where such treatments are needed by the people who don't have access to it with less supervision and risk.

Is there any restriction for the patients and what is involved in the treatment?

There is no restriction but certain precautionary measures to be taken before starting the session like

patients with blood pressure above 180/110 mmHg should be controlled before commencing the treatment, and also ensure the heart rate be not greater than 120 bpm and the patient should be in a specific attire recommended by the ECP technician.

This United States of America Food & Drug Administration approved treatment involves the patient lying on the ECP bed where three sets of inflatable pressure cuffs are attached to the patient's calves, thighs and around the buttocks. Electrode stickers are placed on the patient's chest to detect the patient's heart rate. Timed to the patient's heart rate, the cuffs rapidly and sequentially inflate, starting from the calves and proceeding upward to the buttocks during the relaxation (diastolic) phase of each heartbeat, creating a strong arterial retrograde flow towards the heart and when the heart is in the contracting (systolic) phase, the cuffs sequentially deflate allowing the blood to flow effectively throughout the body.

How can ECP be helpful for improving wellness in people without illness and also enhance performance of sportsmen?

The heart and cardiovascular system play such pivotal roles in maintaining our overall health and fitness that taking measures to ensure heart health is vital to any anti-aging or longevity program. In 2005 study published in Heart failure Monitor, Gielen et al noted that Striking similarities between aging and chronic



heart failure, including “exercise intolerance, reduced cardiac functional reserve, and loss of skeletal muscle mass as a result of inflammation and catabolism.” and showed that the aging of cardiovascular system could be in individuals as young as 25-35 years of age. In addition, Lakatta and Levy state in 2003 paper published in *Circulation*, “There is a continuum of expression of cardiac structural and functional alterations that occur with the age in the health humans, and this age associated cardiac changes seem to have relevance to the steep increase in LVH, chronic heart failure, and AF seen with increasing age.” It is clear that taking steps to maintain cardiovascular health is an essential component of any longevity or rejuvenation process.”

How do you foresee the popularity of this therapy in the coming years?

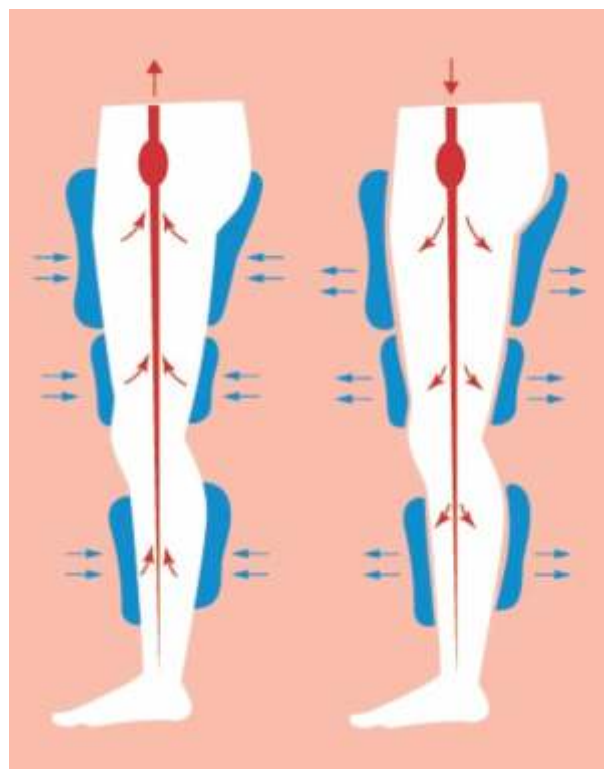
As the innovation in medical technology advances towards providing accurate screening and early intervention, the popularity of this therapy will not be solely reliant on the fact that it is cost effective but also due to some other important factors such as the convenience that the patient will have in avoiding the surgery and the recovery stage that's always linked to it, the patient can resume his or her regular everyday activities after every session, and the treatment technology can be easily transported and used in remote areas where such treatments are needed by the people who don't have access to it with less supervision and risk.

What are your expansion plans?

We envision ECP Therapy to be made available to the rural and underprivileged citizens of the world that are presently unable to afford or have access to invasive medical procedures for heart disease followed by

lengthy convalescence that typically jeopardizes livelihood. This effort will require immense commercial planning and strength and we are strategically progressing towards this goal albeit in a slow pace.

We are also moving toward this goal by educating the public via free seminars and with a free session and by reaching out to the News Media so they may help us to reach patients with chronic chest pain but aren't a candidate for invasive procedures such as bypass surgery, angioplasty or stenting.





World's first multi purpose hearing aid

Starkey® Hearing Technologies has recently launched the world's first hearing aid that utilizes 'Artificial Intelligence' and 'integrated sensors' in the UAE



“Livio® AI is the world's first hearing aid with artificial intelligence and integrated sensors that allow it to track body and brain activity. When we created Livio AI, we knew that it would be the first of its kind – a Healthable™ – a brand-new category of hearing aid. Livio AI is a multi-purpose device that serves as a gateway to wellness for the wearer.”

- Giscard Bechara, Director Starkey MEA FZCO

Hearing loss is known to be a common condition effecting us as adults as non of us are immune to it. It can happen to anyone at any age and at any time. Having a hearing loss can significantly impact our ability to communicate with others, effecting our daily lives. Helen Keller once said, “Blindness cuts us off from things, but deafness cuts us off from people.”

World Health Organization reports that exclusion from communication can cause feelings of loneliness, isolation, and frustration, particularly among older people with hearing loss. Hearing loss not only affects the health of the person's relationships and hearing health, but also their overall health. Those who experience hearing loss are at a greater risk for cardiovascular disease and dementia; and hearing loss has also been linked to health conditions such as diabetes. Hearing loss truly affects not only a person's hearing, but also their entire life.

There are several different causes of hearing loss. Aging is one of them. Exposure to loud noise is also a common cause of hearing loss, known as noise-induced hearing loss, as well as a cause of tinnitus. Infections are also common causes, along with birth defects and genetics. Certain reactions to drugs, especially chemotherapy or drugs used for cancer treatment, can also cause hearing loss.

According to the National Council on Aging, more than 2,000 people with hearing loss, as well as their better halves, were able to demonstrate that hearing aid technology and hearing instruments are associated with improvement in emotional, social and physical well-being of people with hearing loss ranging from mild to severe. Hearing aid technology and treatment of hearing loss has been shown to improve emotional stability, confidence in communicating, a sense of control over life events and so on.

Global Healthcare Artificial Intelligence Market is expected to surpass \$13 billion by 2025, according to a new research report by Global Market Insights Inc. However, rising adoption of healthcare artificial intelligence solutions and software in research

process and development procedures will foster industry growth in near future. Furthermore, wearable devices were valued at \$99.3 million in 2018 and are expected to have considerable revenue size during the forecast time frame, according to Global Market Insights Inc.

Increasing adoption of AI, Big Data and machine learning tools in wearables to provide insights and make clinical decisions will foster its adoption amongst adults. Also, development of technologically advanced wearables that uses machine learning to identify significant changes in the patient's vital parameters, allowing caregivers to deliver quality care could prove to be beneficial for the segmental growth, according to the same report.

The team of Mediworld ME met with Giscard Bechara, Director, Starkey MEA FZCO to discuss more about their latest innovation called Livio™ AI and its functions.

Livio™ AI

Starkey® Hearing Technologies has launched the world's first hearing aid that utilizes 'Artificial Intelligence' and 'integrated sensors' at the Yas Circuit in Abu Dhabi, UAE. This is the world's first Healthable™ that tracks physical activity and cognitive health as measured by hearing aid use in social situations. Livio AI also features the first-ever fall detection and alert capability and translates 27 languages instantly including Arabic. Starkey's 'AI framework' set to transform the Middle East's \$660 million hearing aids marketplace.

Giscard says, “Livio® AI is the world's first hearing aid with artificial intelligence and integrated sensors that allow it to track body and brain activity. When we created Livio AI, we knew that it would be the first of its kind – a Healthable™ – a brand-new category of hearing aid. Livio AI is a multi-purpose device that serves as a gateway to wellness for the wearer. It is not only the best sounding hearing aid, as the first hearing aid with integrated sensors and artificial intelligence, but also allows the wearer to take a proactive approach to their health. Hearing aids have

There are several different causes of hearing loss. Aging is one of them. Exposure to loud noise is also a common cause of hearing loss, known as noise-induced hearing loss, as well as a cause of tinnitus. Infections are also common causes, along with birth defects and genetics. Certain reactions to drugs, especially chemotherapy or drugs used for cancer treatment, can also cause hearing loss.

traditionally been a single-purpose device. They have been a device used to amplify sound. Livio AI changes all of that.

"We are delighted to add value to the lives of people in the Middle East by introducing this state-of-the-art product. Livio AI is the best performing and best sounding hearing aid we have ever made. What makes today a pivotal moment in the global hearing industry, is that with Livio AI, we have transformed a single-use device into the world's first multi-purpose hearing aid, a Healthable with integrated sensors and artificial intelligence. Livio AI is so much more than just a hearing aid, it is a gateway to better health, wellness and ultimately, a better quality of life".

What 'hearing better' means

Starkey Hearing Technologies has continued to push the boundaries for the hearing-impaired and is introducing breakthrough advancements that are powered by artificial intelligence:

Some of the key features in this revolutionary AI products include, fall detection and alerts, translation in 27 languages, heart rate measurement, understand and see the real-time health benefits of using hearing aids – overall health and wellness tracking through the app's combined brain and body health score, rechargeable option, voice-to-text transcription, self-check for hearing performance, natural user interface with tap control, remote programming by users' hearing professionals to put hearing healthcare in the hands of the users unprecedented, natural listening and speech clarity in the noisiest environments with the new Hearing Reality technology, universal connectivity to various audio outlets and accessories, including Amazon Alexa, wireless streaming of phone calls, music, media and more.

"With artificial intelligence and built-in sensors, Livio AI is no longer 'just' an amazing hearing aid. Yes, it has the best sound quality and performance we have ever delivered, which is incredible on its own. But, it's now also the world's first hearing aid that's able to respond to your tap gestures and track your brain and body

health. Artificial intelligence enables Livio AI to perform tasks that normally require human intelligence. It can track physical activity and cognitive health as measured by the hearing aid use in social situations, and lets patients take a proactive and personalized approach to their health through their hearing aids. The ear is a sweet spot for reliable tracking of health data, so the possibilities are endless. On top of it all, Livio AI also has in-ear language translation and automatic fall detection capabilities. It starts a new era for the hearing industry".

A gateway to better health

With Livio AI, Starkey Hearing Technologies has transformed a single-use device into the world's first multi-purpose hearing aid. It is so much more than just a hearing aid; it is a gateway to better health, wellness and, ultimately, a better quality of life.

It's revolutionary, not only in its innovations of what a hearing aid can do, but also monumental in its social



impact, empowering people to take charge of their overall health. By providing direct monitoring of physical and cognitive activity, Livio AI raises awareness for the importance of hearing to overall well being, and links to other important health conditions, including cardiovascular disease, fall prevention and cognitive decline in the aging population, among others.

"The integrated 3D motion sensors inside Livio AI enable the hearing aids to detect movement, track activities and recognize gestures. The hearing aids communicate with each other and Livio AI's ecosystem of compatible mobile accessories to deliver meaningful, real-time feedback about users' overall body and cognitive health and fitness. Adding sensors to the device helps it imitate the human perceptual system. Using embedded 3D sensors, Livio AI is able to replicate the human vestibular system, which is responsible for balance and spatial orientation. It really enables users to take control of their overall health and give them a sense of autonomy and independence".

A leap in hearing and technology

With its integrated sensors and AI, Livio AI can track a person's overall health, turning a once single-use device into a multi-purpose tool that cannot only vastly



improve your hearing but also add quality to your overall health and well-being. It is the world's first Healthable™, making it the first hearing aid that puts the control over a user's health into their own hands. With its remarkable features, such as fall detection and alert, this hearing aid is able to provide peace of mind

By providing direct monitoring of physical and cognitive activity, Livio AI raises awareness for the importance of hearing to overall well being, and links to other important health conditions, including cardiovascular disease, fall prevention and cognitive decline in the aging population, among others.

not only to its users but also to their loved ones and caregivers, improving relationships and literally saving lives.

"It's an exciting time to be part of the hearing health industry and we're just getting started. The possibilities of what a hearing aid can do for the wearer are endless. We will continue to break down the stigma around hearing aids, make the impossible possible and create ground-breaking technology that will help our patients live better, more fulfilled lives.

"Livio AI is our best sounding hearing aid to date and incorporates all our past technologies of our best-in-class feedback cancellation and Multiflex Tinnitus Technology. It also allows our users to adjust their hearing aids in real time to make sure they're getting the best use and most comfort out of their hearing aids anytime, anywhere".

Hearing Reality™ technology

The global launch included a brand-new mobile

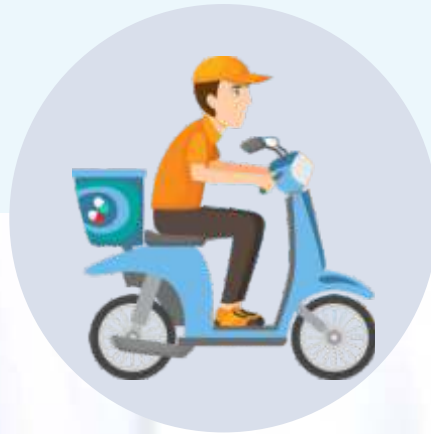
app—Thrive™ Hearing Control; and three new wireless accessories—the Starkey Hearing Technologies TV, the Remote and the Remote Microphone+. With the Remote Microphone+, Livio AI features Amazon® Alexa connectivity.

The Thrive Hearing Control app is a full-featured, easy-to-use app. The app acts like a control center for the hearing aids, allowing users to adjust their settings to their surroundings, see their body and brain score in real time, geotag locations that allows their hearing aids to adjust automatically to their environment when they enter it, and request programming adjustments from their hearing care professional. The Thrive Hearing Control app puts the control of a user's hearing health in their hands and allows them a kind of independence that wouldn't have been available before.

The new Hearing Reality™ technology provides an average 50 per cent reduction in noisy environments, significant reduced listening effort, and newly enhanced clarity of speech, while the use of artificial intelligence and integrated sensors enable it to optimize the hearing experience. Livio AI has revolutionized what 'hearing better' means.

"Hearing Reality™ is new technology that allows users to hear comfortably, even in the noisiest environments. This technology will automatically adjust to the user's environment, making hearing with ease a possibility by making changes that allow the user to enjoy newly enhanced speech clarity in both loud and quiet settings. Hearing Reality Technology's first concern is the comfort of the user while using Livio AI," concludes Giscard.

Starkey Hearing Technologies is thrilled to introduce a product that can help give millions of people, their families and caregivers peace of mind. Fall Alert, a revolutionary feature of Livio AI, can detect falls & send alert messages to selected contacts. Starkey Hearing Technologies incorporated significant new inventions to avoid false-positives & flag only true falls.



INSTANT DELIVERY can be a game changer for pharma companies

Starting with the provision of affordable drugs to the masses, Lupin Limited has since diversified into the manufacture of Cardio Vascular, Neurological, Diabetology, Anti-Asthma, Anti-Infective, Gastrointestinal and Oncology segments

Indian pharmaceutical industry is ranked 3rd globally in terms of volume and 14th in terms of value globally, approximately 30 - 40 percent of the pharmaceutical industry revenues are invested in logistics. Facing competition from the global giants' instant delivery can be a major profit spinner for the Indian pharma companies. In conversation with Subhash Talukdar, Senior General Manager - Supply Chain and Demand Planning, Lupin Limited where he discusses how logistics is important for Lupin's overall growth and profitability by maintaining the right product portfolio mix at right location with required quantity, delivery cost-effectively.

The founder chairman of Lupin Limited, Desh Bandhu Gupta worked towards the philosophy of alleviating the



suffering of the people by providing affordable drugs to the masses which are of highest quality. The journey which started with the production of the TB medicine which was the need of the day for the masses at an affordable price met with an instant success. Till today the company manufactures anti-TB vaccine at no-profit no loss basis and this can be called Lupin biggest contribution to India so far. Since then the company has diversified into the manufacture of Cardio Vascular, Neurological, Diabetology, Anti-Asthma, Anti-Infective, Gastrointestinal and Oncology segments. These are some of the major lifestyle related issues faced by the population of India and world at large and hence the high acceptance level.

Importance of supply chain design

Every pharma company must view their supply chain in a new and a strategic light as potential competitive advantage rather than an unavoidable cost center which is must have in day-to-day operations of the company. In order to be cost effective they must streamline the supply chain and make it more flexible and close to the consumer so that it produce and deliver the drugs effectively and meet the needs of variety of product and market segments at competitive cost levels. Lupin's supply chain has evolved over the years to meet the challenges with the every changing environment.

The Senior General Manager says, "The biggest change in the recent past has been introduction of GST. For the domestic business, we have two in house manufacturing facilities, around 80 plus third party manufacturers as

The journey which started with the production of the TB medicine which was the need of the day for the masses at an affordable price met with an instant success. Till today the company manufactures anti-TB vaccine at no-profit no-loss basis and this can be called as the biggest contribution to India so far.

well as Loan License facilities with strong quality control from where we produce finished goods. These goods are strategically dispatched to four central warehouses situated closer to the manufacturing locations. These products are then distributed to all 28 depots situated in different states of India strategically placed very near to the consumer.

We also have good product tie-ups with many MNCs for co marketing their innovative products. Since these are temperature sensitive products, Lupin has made heavy investments in CWH premises and also created four modern cold chains CWHs across India. Further to this distribution of cold chain products, dedicated temperature controlled refrigerated vehicles are used."

Innovation & Strategies

It is generally observed that in pharma industry around 60 per cent of the orders come around the last week of the month which increases the delivery costs of delivering as air freight to ensure availability at the desired location. In order to reduce the additional expenses incurred on air freight and still catering to the requirement, the company has introduced a startup smart transporter which advanced technological support. This smart transporter has been delivering at 50 per cent reduced time frame as compared to traditional transporters, as they operate 20 hours a day by using drivers in shifts as compared to 8-10 hours operating time of traditional transporters. This has led to incremental increase in the freight cost; delivery speed as well as saving of air delivery costs.

"For CWH operations, we have a clear strategy to dispatch all the STOs raised in the system from time to time within a maximum of 3 days i.e. 70 per cent on the first day, 20 per cent on the 2nd day and the balance on the 3rd day. Most of the time the dispatches get completed within 24 hours, Talukdar further explains.

"For the depot operations, we have placed dedicated executives to handle a group of divisions and the storage space for the specific group of division products is defined. Hence the goods once received, are stocked in the same allocated location, which helps the selected group to easily identify and do the picking promptly. Technology is leveraged for improving the effectiveness of distribution. In this connection, we have adopted the Depot Rolling Plan and Demand Planning tool (IMS



In the today's cut throat competitive environment, prompt service can give a bid advantage to any company and hence we are investing heavily on technology to quickly convert orders received from trade into the format which can be uploaded and thereafter quickly process the same."

- Subhash Talukdar, Senior General Manager - Supply Chain and Demand Planning, Lupin Limited

Cognos) program to effectively distribute goods across our depots. The DRP run is done regularly to catch any spurt in sales so that no opportunity for sales is lost."

Future trends

In the history it has been seen that the technology has always rewritten the rules. On the question of technology Talukdar enthuses, "In today's cut throat competitive environment, prompt service can give a bid advantage to any company and hence we are investing heavily on technology to quickly convert orders received from trade into the format which can be uploaded and thereafter quickly process the same. We have converted manual upload system into the digital upload system which has reduced order entry from 3 hours to 5-10 minutes with the use of technology. Similarly, after dispatching the goods to the stockist, they used to take 2-3 days to upload the goods in their system, resulting in Lupin products not being available after 2-3 days, till GRN has been prepared. We now give them invoice data electronically which enables them to upload the incoming stocks in 5 minutes and make Lupin goods available at their counters instantly."

There are certain changing trends in pharma space due to the advent of e-commerce business model being introduced in the pharma industry. The end consumer gets the delivery at their residence with a 10-20 per cent discount and as per their schedule. The e-commerce currently is at 2 per cent of the domestic sale and is rapidly growing at 15 per cent year-on-year. Apart from e-pharmacy, there are other segments which are also growing by leaps and bounds. Both corporate retail chains and online business model will take over the conventional dispensing of medicines through chemists/retailers.

"Furthermore, every month both at the end as in the middle of the month we have pre-SNOP and SNOP meeting where all the stakeholders meet to evaluate the situation with respect to availability of products for the month and the coming month, and corrective actions are taken by the senior management if there is an issue with any product availability. The transporters service is being reviewed periodically and corrective action is taken," Talukdar continues.

Outsourcing partnerships - LSPs

Logistics Service Providers have a huge role to play in providing warehouse space, maintaining the quality of the company's products during shortage and transportation and the timely delivery of the same to the customers.

Talukdar's take on LSP is, "We have set up Standard Operating Procedures (SOPs) and norms by which LSPs need to function. The LSPs need to ensure that the norms and SOPs are followed. Expectation from the LSPs is to



provide required space as per the organizations specification, skilled labor, and leverage technology to improve the service levels to the end customer. The LSP partner should also engage and provide an efficient transport system. As mentioned above we have four central warehouses where the operations are managed by the company with the workforce being outsourced.

"The Depots (C&FAs) at various locations are completely outsourced right from the space to the operations and work-force. The transportation is completely outsourced for transport from factories/manufacturers to a central warehouse and further to C&F agents and the distributors, but for the cold chain supply chain; there are dedicated reefer vans available with us."

The way forward

Formerly the pharmaceutical companies needed to focus their skills on research and development and on sales and marketing. For most part, managing costs and operational excellence didn't matter as much. But, as the competitive landscape has shifted, so have the operational capabilities. Traditional supply chains were structured to avoid stock outs and to meet regulatory requirements even if that meant maintaining high inventory levels and carrying costs, and eventually taking substantial write-offs.



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Dr. Firas M Husban
Consultant Orthopedic Surgeon,
specializing in spine surgery
at Burjeel Hospital

Being told that you have a spinal disorder is often a worrying and stressful experience. However, one of the best ways to reduce your fears and concerns is to gain a better understanding of your condition.

Dr. Firas M Husban, Consultant Orthopedic Surgeon, specializing in spine surgery at Burjeel Hospital for Advanced Surgery Dubai talks about the most common spine conditions and provides an informative explanation of the condition, their symptoms, and possible treatment options.

Shape up your spine



The Spine is one of miracles of the almighty creator, where the secrets of physics, chemistry and biology meet, is the main axis of the body and constitutes a link connecting the upper and lower limbs and the head together, characterized by stability, a complex dynamic system, distributes the body weight accurately and supports the movement of upper and lower limbs in all directions, and at the same time protects the spinal cord and nerves where the nervous and electrical current are responsible for delivering messages to the rest of the body and then interpreting it.

What is a spine:

Spine is super architectural structure; with It is a 33-storey tower (the vertebrae), separated by a shock shield (cartilage). The splendor of its architecture is in its appearance straight if we look at it on its front side, while you are watching it. The curves are the same if we look at it from the side. Wherever the tower moves, forward or backward, sideways or in the form of a wrap, it loses nothing of its coherence and firmness.

Such an engineering structure, any disorder in its composition, bending and straightening, and its working mechanisms, will result chronic pain and diseases that the patient will not be able to live in a proper manner.

Types of spine related disorders:

Abnormal Bends are hazards (diseases) that affect this building engineering in children in particular, and in terms of causes there are three types:

1. Acquired
2. Congenital.
3. Resulting from other diseases.

1. Acquired curvature: There are bend in the spine, to one side, over 10 degrees, and are called "Scoliosis" which is an unknown cause.

2. Congenital curvature: It is caused by the non-growth of a part of a vertebrae and appears at an early age (postnatal or during the first 2 years of age).

3. Bends resulting from other diseases: This includes brain and muscles diseases, inflammation and tumors of the spine, and also produces accidents and fractures.

Early diagnosis is the key:

The diagnosis of spinal deformities is easy, given the appearance of the signs on the body, which can easily be observed by the parents, including the minors in the trunk of the body compared to the lower limbs, the slope of one of the shoulders, the pelvic tilt, or short limb legs, B) cupping.

It is possible to detect the defects of the spine through a simple and easy examination conducted by the parent: Stand away from your child with couple of meter distance; requesting your child to bend forward (position kneeling), if you observe any abnormal curvature in the back you need to contact the specialist doctor.

Early diagnosis by parents is one of the most important methods of treatment, which is to spread awareness among parents and educate children to this type of disease, by doing so; a lot of cases can be cured in early stages; before getting complicated where the treatment

Early diagnosis by parents is one of the most important methods of treatment, which is to spread awareness among parents and educate children to this type of disease, by doing so; a lot of cases can be cured in early stages; before getting complicated where the treatment will be more difficult and take longer time.



will be more difficult and take longer time.

The advanced stages of spine curvature, over 80 degrees, result in very serious complications, which may lead to heart and lung failure, causing death - God forbid - in some cases as a result of distortion of the rib cage. The movement of the trunk and extremities, reflected on the general strength and appearance of the body, which makes the patient unable to produce, which causes many cases of mental illness.

The curvature of the spine is treated according to the quality of the curve. Bends that range from 10 to 20 degrees only need exercise and exercise to strengthen the muscles, while those between 20 and 40 degrees, they need to use Corsets, while surgery is a major way to treat curvature of more than 40 degrees.

Surgical treatment:

The surgical treatment aims to reorganize and merge the curved vertebrae together, and to straighten them back and tighten them, to ensure that the curve does not develop and increase, maintain body balance, and remove deformation for cosmetic purposes.

The scientific and technical progress witnessed by this field is enormous today, which allows for limited surgical interventions, using a nerve detector during the process itself, which increases the success rate of the surgical procedure to about 95 percent and reduces the probability of complications to 0.3 percent, which ensures the absence of complications or neurological repercussions, Such as paralysis, up to 99.7 percent.

The surgical interventions are advanced operation which required small cuts; with little bleeding, as opposed to traditional operations. The patient is quickly recovered, stay in the hospital for no more than three days and can walk the next day, which makes him return to his life and natural life in a very short

Top facts about Spine which all of us should know

The spine has a ton of working parts. The average spine has approximately 220 ligaments, 100 joints, 120 muscles and 33 individual vertebra. However, over time some of these vertebrae actually fuse together. This is how the sacrum and the coccyx are formed.

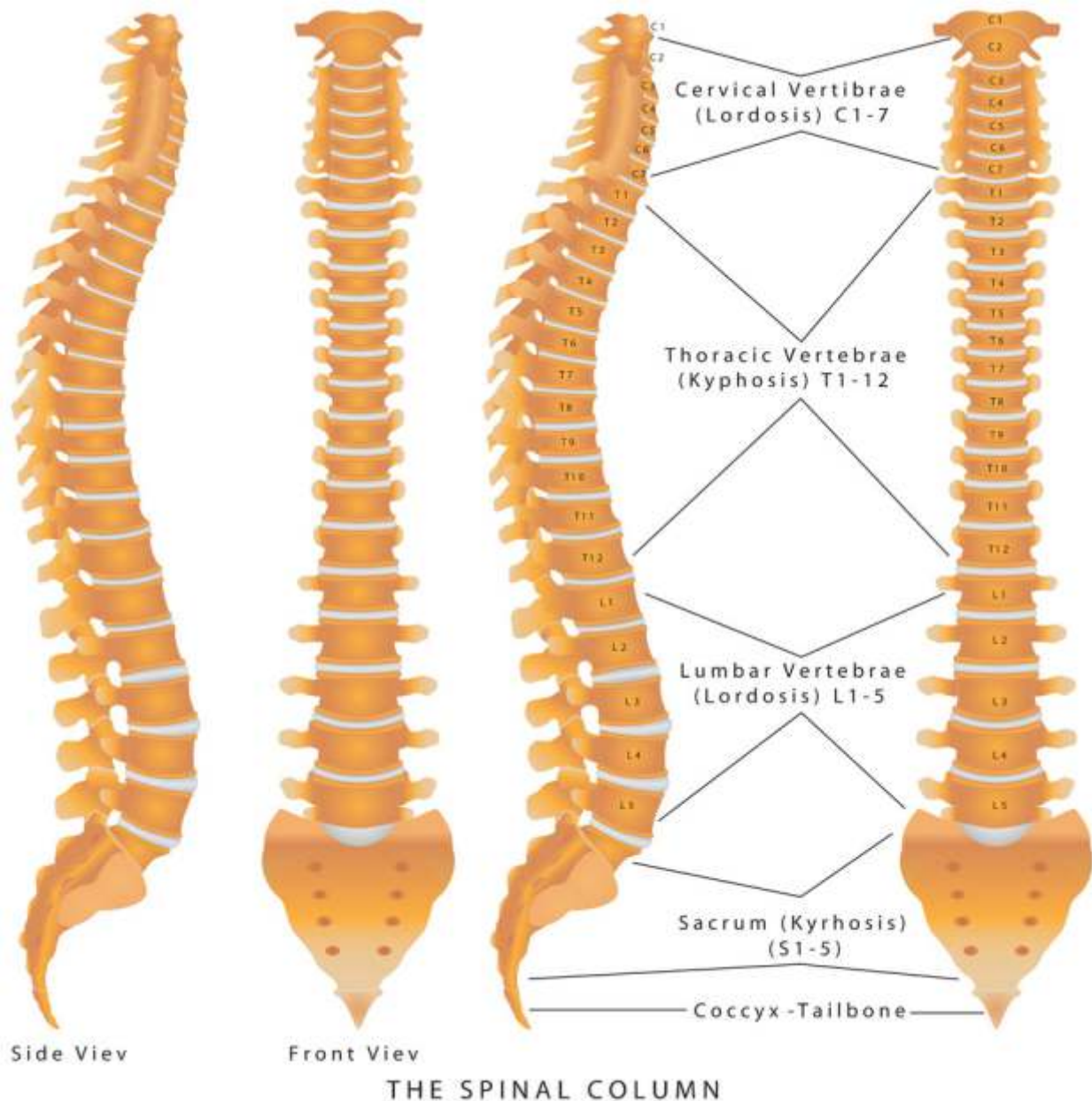
As humans we have seven cervical vertebrae in our necks, the same number as giraffes!

Approximately 8 out of 10 Americans will suffer from back pain during their lives. The most common cause of back pain among Americans? Trauma caused by automobile accidents.

Cartilage makes up 25% of the spine's overall length. Your spinal cartilage is actually a very impressive type of tissue. Did you know that the pressure from microgravity put on the body when in space can cause spinal cartilage to expand? Astronauts who go to space can actually grow by as much as 3% when they return.

Gravity can have a major impact on the spine. In fact, humans actually tend to shrink as they age. After the age of 40, the average person shrinks as much as 1/3 of an inch every ten years.

Sitting hunched over at your desk can put major pressure on your spine. Sitting in this position puts around 200 pounds of pressure on your lumbar spine, or your lower back. This is why so many Americans, especially those with office jobs have low back pain.



The spine is very strong. In fact it can handle hundreds of kilograms of pressure. This is a good thing too, because something as simple as lying flat on your back with your knees elevated can put up to 25 pounds of pressure on your spine.

Your spine protects your spinal cord, which delivers messages throughout your body. The average spinal cord weighs around 35 grams.

The spine is very flexible. So flexible that if you bent it as far as it can go it would form two-thirds of a complete circle.

The first vertebrae in your neck is called the atlas. This is perhaps the most important vertebrae in the entire spine. It is responsible for carrying the weight of the head and was named after the character in Greek mythology who was forced to carry the weight of the world on his shoulders for all eternity.

The global burden of spinal disorders

- ✦ Low back pain is the single leading cause of disability worldwide, according to the Global Burden of Disease 2010.
- ✦ Back pain is one of the most common reasons for missed work. In fact, back pain is the second most common reason for visits to the doctor's office, outnumbered only by upper-respiratory infections.
- ✦ One-half of all working Americans admit to having back pain symptoms each year.
- ✦ Experts estimate that as much as 80% of the population will experience a back problem at some time in their lives.
- ✦ Most cases of back pain are mechanical or non-organic—meaning they are not caused by serious conditions, such as inflammatory arthritis, infection, fracture or cancer.

ADVANCED HEALING IN THE AIR

Gulfstream's G550 Medevac



The medevac aircraft comes with state-of-the-art cabin configured for doctors and nurses to have 360-degree access to patients, extracorporeal membrane oxygenation, an infant incubator, and refrigerated storage cabinets along with many modern features

An air medical service is a comprehensive term covering the use of air transportation of airplanes or helicopters to transport patients to and from healthcare facilities and accident scenes. Personnel onboard provide comprehensive pre-hospital and emergency and critical care to all types of patients during aero-medical evacuation or rescue operations aboard helicopter or propeller/jet aircraft.

Moreover, it has been noted by experts that air ambulance services are advanced and sophisticated medical services extended through the use of any form of air transportation. They are the most effective mode of shifting critical patients to hospitals as they consume much less travel time. Also known as Air Ambulances, have onboard medical treatment facilities and trained medical crew to treat patients in any emergency, until they reach the hospital. These services are effective in serving people in war-torn areas and those affected by natural disasters. They also assist in the event of an outbreak of epidemics.

The worldwide market for Air Ambulance is expected to grow at a CAGR of roughly 5.2 per cent over the next five years, will reach \$9500 million in 2023, from \$7030 million in 2017, according to industry research.biz.

The team of MediWorld ME has talked with Rich Nevitt, Gulfstream's director of Special Missions Business Development, about the new G550 Medevac aircraft and its latest technological innovation. Here are excerpts from our conversation.

Advanced medevac

Gulfstream's G550 aircraft provides some of the greatest program flexibility when used for air medical services and emergency medical evacuation. Gulfstream has a dedicated team of project managers and engineers who configure medevac aircraft to customer's specific needs.

Nevitt explains, "The company's latest medevac aircraft, a Gulfstream G550, configured in partnership with the Beijing Red Cross Emergency Medical Center, features an unprecedented degree of technological innovation that draws on Gulfstream's more than 50-year heritage of providing special missions aircraft worldwide."

The G550 features a dedicated medical bay outfitted with advanced equipment to sustain and stabilize critically ill patients, including:

- ✪ **360-degree in-flight patient access, a medevac first**
- ✪ **Advanced life-support capabilities (extracorporeal membrane oxygenation)**
- ✪ **A bed designed to accommodate an infant incubator**
- ✪ **A powered gurney loading system on aircraft stairs**
- ✪ **X-ray viewing equipment**
- ✪ **Refrigerated medical storage cabinets**
- ✪ **Fold-out nurses' seats for individual patient care**
- ✪ **Crew rests with berthing**

"The Gulfstream cabin environment is ideal for special missions, thanks to its quiet cabin, low cabin altitude and 100 per cent fresh air that result in less fatigue for crew and passengers. In the case of medical airlift missions, that cabin environment is ideal for patient transport," he adds.

"The Gulfstream cabin environment is ideal for special missions, thanks to its quiet cabin, low cabin altitude and 100 per cent fresh air that result in less fatigue for crew and passengers. In the case of medical airlift missions, that cabin environment is ideal for patient transport." - Rich Nevitt, Gulfstream's director of Special Missions Business Development

Cabin design

In collaboration with the Beijing Red Cross, Gulfstream engineers have designed a cabin that allows doctors to have standing 360-degree access over patients in flight

"This is unique for a medevac aircraft. The aircraft will be able to accommodate crew, nurses, electrical requirements and storage that emergency healthcare requires," says Nevitt.

Gulfstream has made considerable progress in medevac cabin design over the years from the functionality of the medical environment to medical crew ergonomics. Nevitt explains, "All medevac aircraft are equipped with a removable electric patient loading system that is conveniently stored when not in use and can include a wide array of options. Typical integrated systems include oxygen, suction and compressed air components, permanent medical beds, ample oxygen capacity and electrical outlets for medical equipment."

All Gulfstream aircraft are engineered with passengers and patients' comfort in mind - with 100 percent fresh air distribution, soundproofing and low vibration. These optimal features contribute to an ideal medevac environment for critical care patients and for medical professionals in providing life-sustaining support.

In a first for medevac aircraft, the cabin is configured so that doctors and nurses have 360-degree access to the patient, meaning the examination table is positioned in the center of the cabin instead of against one of the walls. Other features include extracorporeal membrane oxygenation (an advanced life-support feature), a bed that can accommodate an infant incubator, X-ray viewing equipment, and refrigerated storage cabinets. The stairs of the aircraft are equipped with a powered gurney-loading system, and the cabin includes berths where the medical and flight crews can rest.

Special Missions program

Gulfstream has operated its Special Missions program since 1967, initially modifying its business jets to serve as training aircraft for the US Navy and as head-of-state and VIP transports. The company now builds versions of its aircraft for atmospheric research, airborne surveillance and reconnaissance, and maritime search and rescue, as well as VIP and head-of-state transport and medical evacuation. Currently, more than 200 Gulfstream aircraft in 39 countries are being used for special missions.

Nevitt says, "Gulfstream aircraft, including the G550, are configured for a wide variety of special missions, such as head-of-state transport, airborne early warning, ground surveillance, atmospheric research and maritime patrol. Some aircraft are also designed with multiple missions in mind, with the flexibility to add medevac components when necessary. With 200 aircraft supporting

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governments in 40 countries, Gulfstream has more experience with special mission aircraft than any other business jet-manufacturer."

Support and training

Gulfstream ensures the customer can operate the unique medevac equipment – such as the patient loading system – found on the aircraft through extensive training. Other equipment is similar to what a medical professional would use in any healthcare environment, making their transition from hospital to medevac seamless. Additionally, Gulfstream provides pilot support as the aircraft enters service to ensure the customer pilots are not only proficient in but comfortable flying the aircraft.

"Gulfstream business jets provide tremendous value in the special mission role. Compared to an airliner, they can perform the mission higher, faster, farther and less expensively," Nevitt explains.

A specially modified Gulfstream G550 is leading the way in innovation. The emergency response aircraft is outfitted with medical equipment including X-ray viewing equipment, 360-degree in-flight patient access and advanced life-support capabilities.

"Gulfstream aircraft provide the optimal platform for the critical care of patient needs. When evacuating a patient by air, there are many considerations that could impact the injured patient. Low cabin altitude, extended range to reduce stops for fuel and high-speed data to connect to life-saving technology all impact patient care," Nevitt says.

Gulfstream aircraft can convert easily from executive use to medical support in as little as two hours. Wide, comfortable club seats, which lie flat for sleeping, can be replaced with medical beds, and ports installed along the sidewall, almost unnoticeable when not in use, are available to plug in medical monitoring equipment and oxygen feeds. It's an outfitting option that also allows high-profile individuals to travel discreetly to and from medical facilities.

Gulfstream aircraft provide easy access from the tarmac to the cabin for patients in stretchers and wheelchairs, further ensuring patient comfort and reducing the risk of injury for medical personnel. The unit assembles and disassembles quickly and stores easily in the baggage area.

Health and Trend Monitoring

Gulfstream's another innovation PlaneConnect Health and Trend Monitoring (HTM) in its Gulfstream G650 and G650ER business jet in real-time is a parametric data collected in flight and transmitted directly to the operator and preselected reviewers, including Gulfstream's Technical Operations.

HTM works in the background to constantly collect data on the aircraft system's performance during a flight. That information is transmitted to aircraft support on the ground either by wireless network or cellular data transmission.

Using system features, technicians can run real-time data inquiries in flight without having to interact with the flight crew. "PlaneConnect Health and Trend Monitoring (HTM) is used in the G650 and G650ER to collect and transmit parametric data in flight to monitor the aircraft's performance. That data is prioritized and organized to maximize maintenance performance and reduce the downtime of an aircraft. Data collected includes fuel consumption, operations information, pressure readings and temperatures," says Nevitt.

The advantage of the constantly monitored aircraft performance has immediate benefit in the air and on the ground. HTM's sophisticated monitoring system speeds diagnostic time and increases the notice given and time needed to schedule and perform maintenance. That early detection maximizes maintenance performance and reduces downtime, resulting in an efficient and quick return to service for the aircraft.

HTM analysis extends beyond one flight. Operators and technicians can call up and compare data from every flight stored on the aircraft's website to establish trends and look for greater efficiencies.

Gulfstream has an extensive research and development team that consistently evaluates technology and trends that will provide state-of-the-art care to patients around the world. The company has more than 50 years' experience configuring special missions aircraft.

"We sign nondisclosure agreements with our customers and cannot discuss most of them specifically. However, we do have 200 special mission aircraft supporting government in 40 countries, including locations in the Middle East," concludes Nevitt.



UAE ENVISIONS TO PUT AJMAN ON WORLD TOURISM MAP

-By Vasujit Kalia



The United Arab Emirates is a country which is synonymous with its enchanting malls and glitzy hotels and little do the tourists who visit the country are aware of the Emirate of Ajman which is only a short drive from Dubai



“Our efforts to promote Arabian heritage are reflected in our slogan, 'Sincerely Emirati'. A charming Emirate with rich traditions and genuinely welcoming people, Ajman offers an experience of the true spirit of modern Emirati hospitality.”

- HE Saleh Mohamed Al Geziry, Director General of Ajman Tourism Development Department

To know more about tourism in the Emirate of Ajman and what the department is doing to increase visitor numbers in line with **Ajman Vision 2021**, MediWorld ME had a conversation with **His Excellency Saleh Mohamed Al Geziry, Director General of Ajman Tourism Development Department**. Here is our conversation in Q&A format.

Do you agree that rising popularity of Ajman as a destination of choice reflects your relentless investments in building a vibrant tourism offering for visitors from across the region and beyond as well as your concerted efforts to promote the Arabian heritage?

The Emirate of Ajman is an increasingly popular destination for a large number of tourists from within the UAE and abroad. In 2018, the number of guests at Ajman's hotels, furnished apartments and resorts rose to 632,292, an impressive year on year growth of 16 per cent. The number of room nights increased by almost 10 per cent, while RevPar increased by approximately 6 per cent and total revenue rose by 2 per cent to AED467 million.

As part of our strategy to highlight and promote tourism in the Emirate of Ajman locally, regionally and internationally, Ajman Tourism Development Department (ATDD) will participate in three major exhibitions this year: ITB Berlin; the Arabian Travel Market in Dubai; and the World Travel Market in London. ATDD will also be participating in the 'Visit UAE' road shows to India, the Kingdom of Saudi Arabia, Scandinavia and Russia along with the Ministry of Economy.

Our efforts to promote Arabian heritage are reflected in our slogan, “Sincerely Emirati”. A charming Emirate with rich traditions and genuinely welcoming people, Ajman offers an experience of the true spirit of modern Emirati hospitality.

Do you agree that repeat travellers need to be engaged to get better results?

Repeat travellers are incredibly important to us and to



the tourism industry as a whole. When someone returns to a destination, it means that their first stay was excellent; it is our goal to ensure an outstanding level of service and overall experience across all areas of the tourism industry. If you take care of a guest, they will keep coming back.

In addition to its rich heritage, Ajman has a variety of activities and attractions for people of all ages. Guests can enjoy stunning beaches, pristine coastline, mangrove forests, and villages in the Hajar Mountains. Ajman also offers something for everyone from heritage enthusiasts to people who enjoy outdoor sports and tourists who love shopping and luxury beach holidays. Visitors may enjoy a holiday at a resort and then decide to return to spend time at our cultural sites and festivals.

Is tourism a top priority under the development policies of the UAE in line with the Ajman vision of 2021?

Our role is to promote our emirate as a tourist destination and Ajman Tourism Development Department is keen to showcase a number of Ajman's major tourism projects and services in line with the strategic objectives of Ajman Vision 2021, which include increasing the number of visitors to the Emirate.

Specifically, this includes promoting Ajman's tourist attractions at trade events and exhibitions. Our upcoming participation in the 'Visit UAE' road shows will provide us with opportunities to network and collaborate with key industry leaders and tour operators.

Additionally, we plan to continue to develop Ajman's key attractions and historic sites while improving sustainability and the investment environment in order to attract continued investment in the Emirate. The Government of Ajman has spent the last few years concentrating on the development of the Emirate's real estate sector and generating a significant amount of interest in the Emirate. Furthermore, the Emirate has plans to develop more leisure and tourism projects and to provide facilities to investors who want to establish



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tourism projects in the Emirate. Overall, we aim to make Ajman the destination of choice for both regional and international tourists.

Are you also planning to promote Medical Tourism in Ajman?

Ajman Tourism sector includes many segments such as: leisure, business tourism, sports, cultural and medical. Ajman as a destination is home to many well established hospitals and clinics which cater to patients of different medical requirements. With the further development of medical facilities and services, more tourism opportunities are being developed.

What would you say on India being a leading volume generator for tourism to Ajman?

India continues to be an important market for the UAE in general and Ajman in particular; the Emirate welcomed 25,870 visitors from India in 2018, a year on year increase of 12.4 per cent and the guest nights from India spent 36,000 in Ajman last year.

These figures are indicative of the importance of India's market to Ajman tourism and they reflect our continued efforts to strengthen partnerships with major tourist operators in India. We continue to work with industry partners in an effort to grow these numbers. On a broader scale, this growth demonstrates the benefits of the long-

term cooperation and strategic partnership between the United Arab Emirates and India.

What is your department's plans to attract the international tourists coming for Expo 2020?

People are optimistic about the impact that Expo 2020 Dubai will have on the tourism industry. With an expected 25 million Expo-related visits between October 2020 and April 2021, visitors will no doubt be open to exploring and discovering other parts of the country. Ajman is only an hour drive from the site of Expo 2020, and almost 30 minutes from Dubai Airport.



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Latest advances in Hemophiliacare discussed during RAISE 2 Summit



Experts in the field of Hematology recently gathered in Dubai during the RAISE 2: Raising the Bar in Hemophilia Treatment Summit, to discuss novel therapies and personalized care for patients diagnosed with hemophilia.

Hemophilia A, the most common type of hemophilia, is a rare bleeding disorder that causes longer-than-normal bleeding due to lack of proper clotting factor in the blood. The disease is most commonly diagnosed in males, and more than half of patients with hemophilia A have the severe form of the condition.

Experts at the RAISE 2 Summit discussed current perspectives and evidence-based best practice in treatment, including bioengineered protein replacement therapies, non-replacement treatments and gene therapy. Prophylactic treatment with regular infusion of either plasma-derived or recombinant factor VIII or IX products is currently best practice based on proven effectiveness in the prevention of bleeding and joint destruction in patients with moderate to severe bleeding.

Physicians also discussed ways to implement and optimize personalization through multidisciplinary approaches, as dose and frequency of therapies must be adjusted to the patients pharmacokinetic (PK) profile and bleed frequency to work effectively. "With early detection and treatment, most people with hemophilia can have good quality of life. With recent advancement in genetic sciences, physicians can now offer tailored prophylactic treatment which works best according to the to the patient's lifestyle. Such tailored treatment also ensures better chances for the patient to live a normal life,

participate in the routine daily activities and have regular attendance at school or work." said Dr. Maryam Matar, Founder and Chairperson of UAE Genetic Disease Association.

Experts used case-based evidence to discuss the implementation of the myPKFiT™ mobile app which is the first and only FDA-cleared PK dosing software for hemophilia A patients 16 and older

who are receiving treatment. With myPKFiT™, healthcare professionals can estimate a full PK curve with as few as two measurable blood samples, compared to 9 to 11 as recommended by guidelines from the International Society on Thrombosis and Haemostasis (ISTH). Using the patient's PK curve and additional patient information, healthcare professionals can develop a personalized, PK-guided prophylactic treatment regimen tailored to the individual patient's needs.

"At Takeda, our research efforts focus on areas where there is most clinical need. We are proud of our hematology heritage and we plan on expanding it through continued research and innovation, including continued focus on direct factor replacement", said Dina El Salmy, Head of Portfolio Management at Takeda India, CIS, Middle East and Africa (ICMEA). "We are relentlessly pursuing solutions to minimize bleeding disorders. Beyond delivering new medications, we are dedicated in our efforts to encourage early diagnosis, propel patients towards optimal personalized care and help them remain on the correct therapy to achieve the best long-term outcomes".

Himalaya to Expand Footprint at Dubai Science Park to Enhance R&D Capabilities in the Region

Dubai Science Park (DSP), a holistic science-focused business community, has announced that it is leveraging its new built-to-suit model to construct a new Global Research Centre for Himalaya Drug Company, a world-leading producer of over 300 cosmetics, nutritional supplements, herbal medicines and pharmaceutical-grade Ayurvedic products in over 90 countries. Set to launch in 2021, the state-of-the-art facility aims to enhance Himalaya's R&D capabilities at DSP to serve the GCC region.

Himalaya's core business lies in R&D and manufacturing of high-quality pharmaceutical and personal care products for health-conscious consumers. The Himalaya Global Research Centre (HGRC) has been part of DSP's

eco-friendly Laboratory Complex since 2013, with product development, quality control and standardisation serving as priority areas of focus for the new facility.

The move, which will result in the creation of over 100 specialised jobs, aligns with the objective of the UAE Vision 2021 to shape a competitive knowledge economy. With Dubai emerging as a knowledge epicentre, overseas companies seeking to expand in the UAE and the wider region can benefit from the thriving innovative ecosystem that the emirate has to offer. Furthermore, Dubai has significantly improved its skill and talent score, attracting large numbers of professionals in diverse fields. The emirate's vast talent pool will support Himalaya as it vies to develop pioneering herbal research and set industry trends in the region.

Tailor-made programme designed to cure obesity

With more than a quarter of the UAE's local population suffering from obesity, a luxury Swiss medical centre has launched a bespoke programme specifically tailored to help Emirati people shed weight.

In light of the 2019 UAE National Health Survey, which found that 27.8% of the Emirati population are obese, Nescens Clinique de Genolier has designed the 'La Cure Nescens' programme, a unique six-month plan that combines complete medical check-ups with nutritional, behavioural and physical coaching.

Julien Donzel, the Clinic's Director said: "Excess weight is and always will be a life-threatening condition at the root of several associated medical issues. 'La Cure Nescens' is our definitive answer to tackling obesity, providing a healthy and pragmatic approach to weight loss."

The plan begins with an intensive two-week programme at Nescens Clinique de Genolier, which is nestled high above Lake Geneva and easily accessible by direct flights between Dubai, Abu Dhabi and Geneva. Patients will undergo nutritional, behavioural and physical coaching at the Clinique, all under the supervision of medical staff.

Professor Jacques Proust, the Clinique's founder said: "Upon analysing the client's test results from the first two days of the programme, personalised diet plans are created which will be made specifically to their individual requirements and immediate health needs.

"Physical activities will also be prescribed specifically for each client, while one of our physiotherapists will use the cardiovascular and osteoarticular results to create an exercise programme to dovetail their diet, ensuring maximum results."

Following the two-week stay at Nescens Clinique de Genolier, clients will have monthly scheduled e-consultations to monitor weight-loss progress, as well as a two-day stay at the Clinique after six months for a final medical follow-up.

"It's important for us to not only assess the client's individual biological characteristics to provide a unique plan for weight loss, but to also keep an eye on how they develop over the coming months," added Proust. "Adjustments to their plans, be it their diet or exercise routine, is a necessity that could have a dramatic impact on the efficiency of the entire programme."

'La Cure Nescens' will also be available to nationals of other GCC countries as Nescens aims to tackle obesity rates across the region.

Offering discreet, bespoke services for short, medium and long-term stays, the Clinic provides preventative and regenerative medicine, genetic screenings, nutrition advice, physical and osteo-articular care, as well as aesthetic medicine and stem cell programmes. Patients can book their stays in residences offering a full range of five-star hotel services.

Middle East visitors can access additional services such as the clinic's centre of expertise in physiotherapy, sport coaching, stem cell treatments, aesthetic medicine and dental care, all offered in an exclusive setting with first-class services.

Cool chain association hosts perishables event at Europe's largest food hub fresh park venlo

The Cool Chain Association (CCA) hosted its Fifth Global Perishables Event at Europe's largest fresh and food hub at Venlo, the Netherlands from May 14-15, 2019, which focussed on how the airfreight supply chain can help reduce food loss.

Waste-to-energy solutions, the importance of standards in the cool chain, and collaboration with blockchain, are just some of the topics to be debated at the two-day event, which will also include a tour of the Fresh Park Venlo facilities.

CCA recently announced the launch of a pilot data sharing initiative to monitor shipments of commodities such as avocados and berries on trade lanes from Latin America to Europe and from the USA to the Middle East.

The data will be analysed by Food Waste Prevention Consultant and CCA Researcher Philippe Schuler, who will present preliminary results on the first day of the CCA event next month.

"Our Global Perishables Conference will bring together thought leaders from across the temperature-controlled supply chain to discuss innovative ways to work together to help reduce food loss," said Stavros Evangelakakis, Chairman of the Cool Chain Association and Global Product Manager Healthcare and Perishables, Cargolux.

"With a third of the world's food going to waste it is important that, from grower to consumer, we all contribute to taking action.

"Our perishables event will provide a networking platform for change as well as an opportunity for delegates to see first-hand Europe's largest fresh hub in operation."

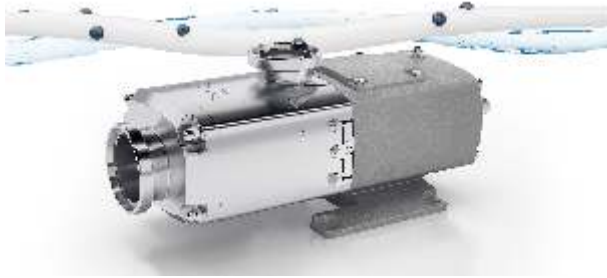
Speakers at the event will also include the International Air Transport Association (IATA)'s Andrea Gruber, Head, Special Cargo, who will present IATA's new Center of Excellence for Independent Validators (CEIV) Fresh Program, aimed at perishable supply chain stakeholders.

CCA Board member Vijan Chetty, General Manager, Coastal, Perishable Products Export Control Board (PPECB), South Africa will discuss the importance of standards, with Philippe Julien, Digital Innovation Director at Air France KLM Martinair Cargo looking at how blockchain can help with collaborative workflows.

Day two of the event included a Venlo site visit, as well as a presentation on what happens with food once it is waste, introduced by Saskia Louwen Pérez Project Manager for Waste-to-Energy Projects at ARCHEA New Energy GmbH and a talk on insurance and certification in the cool food chain by Wolfgang Engel, Head of Competence Sector Logistics at DSQ inc.

The 130 hectare Fresh Park Venlo is home to over 100 companies involved directly or indirectly in the business of fresh produce or food, including wholesalers, processing companies, logistics providers, and packing companies.

Alfa laval's new robust twin screw pump for delicate and quiet operation



Designed for handling fluids which are sensitive, abrasive, and either high or low viscosity, the Alfa Laval Twin Screw Pump is ideal for use in hygienic applications in the dairy, food and beverage, and personal care industries.

"The Twin Screw Pump is the ideal choice for both high and low viscosity liquids, all pumped perfectly with complete reliability," says John Walker, Pump Portfolio Manager.

Additional benefits of the Alfa Laval Twin Screw Pump are that it is quiet and virtually pulse-free, as well as being smooth and gentle during operation. These characteristics make the pump an excellent choice for handling sensitive products.

Built on a robust, reliable platform that meets stringent hygienic standards, the pump is capable of handling both product transfer and Cleaning-in-Place (CIP). Its

low pulsation characteristics and excellent solids handling capabilities reduce the risk of product damage, thereby improving product quality. Maintenance is simplified and process uptime increased.

Process flexibility

Two-in-one operation provides easy handling of process media of varying viscosities as well as CIP fluids. This simplifies piping and pump control, cutting costs and minimizing contamination risks. Superior suction performance with excellent lift capability and low NPSHR provides installation flexibility and increases product recovery.

Service and reliability

Quick, easy seal replacement with the pump in place is made possible, thanks to a cartridge seal with a truly front-loading, self-setting design. This maximizes process uptime and minimizes maintenance costs. An optional seal service kit program adds maintenance flexibility and cuts operating costs.

Operational safety

The Alfa Laval Twin Screw Pump features a clean, external stainless steel finish with profiled elastomers and mechanical seals fully surrounded by the product. Designed for maximum cleanability using FDA-conforming materials, the pump is both EHEDG- and 3-A certified. An optional ATEX version enables use in hazardous zones.

Right Health teams up with Sharjah SLSDA to offer health check-ups

Right Health, the largest and fastest-growing value healthcare provider in the region teamed up with Sharjah Labour Standards Development Authority (SLSDA) to conduct free health checkups for the UAE's blue-collar workers on the occasion of International Workers' Day, commemorated on May 1 every year. The camp was held in the Industrial area of Al Sajja.

As a gesture of goodwill to acknowledge the contribution of these workers to building the nation's economy, SLSDA set up medical tents and conducted health awareness sessions over a four-day period from May 1 to 4, 2019. Right Health's trained staff comprising doctors and nurses facilitated the outreach. Some of the check-ups offered to the workers included blood pressure and diabetes screening, and measuring the body mass index (BMI), as well as complimentary medical consultations. In 2018, SLSDA's International Workers' Day initiative attracted over 10,000 workers.

His Excellency Salem Yousif Al Qaseer, Chairman of the Sharjah Labour Standards Development Authority, expressed his appreciation for the efforts of the Authority's strategic partners, such as Right Health, and their contribution to the society by providing free medical examinations for workers. He stressed that many partners from the public and private sectors were quick to contribute to support the celebration of Workers Day by providing various types of services to the workers, in addition to the awareness and education



campaigns and technical and entertainment programs.

Speaking on the collaboration, Shainoor Khoja, Chief Impact Officer of Right Health, said: "SLSDA is one of the foremost public sector authorities in the country that is engaged in improving the work conditions and the quality of life of workers through its projects. In particular, the Authority makes sustained efforts to ensure access to healthcare for all residents. An ongoing initiative since 2016, such community initiatives are a prime example of its efforts to benefit this segment of the population."



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Dubai receives Platinum Rating in LEED for Cities



H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai and Chairman of Dubai Executive Council, said that Dubai's rapid growth in various vital sectors has been guided by the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai.

Sheikh Mohammed's directives to incorporate sustainable development strategies in plans for the future have led to great progress in the clean energy sector, he said. Sheikh Hamdan expressed happiness that Dubai has received the Platinum Rating in the LEED (Leadership in Energy and Environmental Design) for Cities certification awarded by the US Green Building Council (USGBC). This makes Dubai the first city in the Arab world and the Middle East and North Africa (MENA) region to receive this prestigious certification.

Sheikh Hamdan further said that Dubai aims to consolidate its position as a global hub for sustainable development. The city is undertaking a range of sustainable projects including the world's biggest concentrated solar power project and the world's tallest solar tower, he added.

The announcement was made by Saeed Mohammed Al Tayer, MD & CEO of Dubai Electricity and Water

Authority (DEWA), in the presence of Abdulla Al Basti, Secretary General of The Executive Council of Dubai; Humaid Al Outami, Chairman of the Board and Director-General of Dubai Health Authority (DHA); Mattar Al Tayer, Director-General and Chairman of the Board of Executive Directors of Roads and Transport Authority (RTA); Major General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police; Dawood Al Hajiri, Director-General of Dubai Municipality, Ahmed Buti Al Mehairbi, Secretary General of the Dubai Supreme Council of Energy; Mahesh Ramanujam, President and CEO of the US Green Building Council, and Brigadier Abdulla Hussain Ali Khan, Director General of the Department of Services and Supplies at Dubai Police.

Al Tayer said that this new achievement comes in line with the directives of the UAE's wise leadership, and contributes to achieving the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, to build a green economy in the UAE under the theme 'A Green Economy for Sustainable Development'; and the Dubai Clean Energy Strategy 2050, which aims to make Dubai a global centre for clean energy and green economy; and the United Nations Sustainable Development Goals (SDGs) 2030.



The UAE has been elected member of the Executive Board of the World Health Assembly at its recently concluded 72nd session which was held in Geneva, Switzerland.

The UAE will serve a three-year term in the 34-member

UAE elected to World Health Assembly Executive Board

body. The board holds two meetings during the year, one in January and the other in May.

At the opening plenary session, the UAE was also elected deputy chairman of the current session.

Dr. Hussein Abdulrahman Al Rand, Assistant Under-Secretary for Health Centers and Clinics, at the Ministry of Health and Prevention, represented the UAE at the meeting.

The ministry said the two election achievements were in recognition of the UAE's vital role in advancing local, regional and international health issues. The UAE signed the universal health coverage, UHC, by 2030, as part of the Sustainable Development Goals, during the assembly meeting.

Bareen International Hospital launches new fitness challenge



Bareen International Hospital has announced the launch of its inaugural Take the Stairs challenge, a social media-driven campaign designed to encourage people young and old to swap the lifts for the stairs, in a bid to boost exercise levels across the region.

The 30-day challenge will see people across the UAE forego using the lifts to reach their workplaces or homes and pledge to use the stairs instead. Participants are also encouraged to post images of their climb alongside the #TakeTheStairs hashtag.

The campaign launches following the release of figures that highlight the impact of lack of exercise and unhealthy nutritional choices on the waistlines of the nation.

According to the World Health Organization, worldwide obesity has nearly tripled since 1975. In 2016, more than 1.9 billion adults, 18 years and older, were overweight. Of these, over 650 million were obese.

Shockingly, the majority of the world's population live in countries where being overweight and obesity kills more people than being underweight. Over 340 million children and adolescents aged 5-19 globally were overweight or obese, according to the latest figures. Moreover, a new study published in the New England Journal of Medicine, found that about a third of the global population—including adults and children—exceed a healthy weight. About 10% of people in the world are obese, according to the findings.

And worryingly, medical studies have linked being overweight and obesity to a higher risk of health complications like type 2 diabetes, cardiovascular diseases, depression, respiratory problems, major types of cancer and more.

Alongside statistics that show obesity in the UAE is double the world average, there are also a growing number of people with type 2 diabetes, linked to being

overweight, with a huge 19% of the population already suffering from the disease.

With many of us living and working in high-rise buildings, Bareen International Hospital's Take The Stairs Challenge is designed to provide a small change that people can commit to daily, if they are able to do so, to increase their heart rate and achieve the health and fitness benefits of aerobic exercise.

Aerobic exercise helps keep one's heart, lungs, and circulatory system healthy and can help in weight loss. By committing to taking the steps as part of the challenge, it is hoped that the campaign will initiate long-term changes in lifestyle that can combat the high levels of obesity in the region.

Dr. El ZaquiLadha, Consultant – Bariatric and General Surgery at Bareen International Hospital is spearheading the initiative and said: "With statistics showing 10% of people in the world are obese, and the UAE doubles that world average, people are putting themselves at higher risk of health complications like type 2 diabetes and heart diseases. In the world that we live in, many of us lead sedentary lifestyles, where we spend a lot of time in our cars and at our desks. We are excited to launch our #TakeTheStairs challenge, and encourage people to make small changes to be more active in the long-term."

"With so many high-rise buildings in the UAE, it is often easier to take the lifts. But where possible, we are encouraging people to take the stairs – even if it is only for a few floors. Even a small amount of exercise that helps to raise the heart rate will make a difference to fitness levels for every person. Whether you are six or 60, we hope that people will join and pledge to take the stairs."

A fitness launch event under the #TakeTheStairs challenge will take place at Bareen International Hospital on 17 April as part of the campaign.

MoHAP's Youth Council organises initiative for Senior Emiratis in Sharjah

As part of its Ramadan initiatives and in conjunction with the Year of Tolerance, the Ministry of Health and Prevention's Youth Council (MoHAP's Youth Council) has organised a Ramadan night under the theme, "Ramadan Zaman" at the Old People's Home, Sharjah.

The initiative included enormous activities and events, among which, Ramadan iftar with elderly people & MoHAP employees, recreational activities and shows, and some traditional games and activities. The initiative is aligned with the objectives of the National Policy for Senior Emiratis, which aims to provide an integrated system ensuring decent life for the old people.

Speaking on the occasion, Dr. Rashid Al Hashimi, Member of the Youth Council, said, "We are always keen on enhancing the noble values of our society through the constant communication with elderly people to listen to their stories and advice. Through these initiatives, we also aim at consolidating our values, customs, and



traditions in terms of respecting elderly people and returning the favour of their contributions in building our homeland."

While Rawan Al Ali, Member of the Youth Council, stated, "MoHAP has several initiatives for the old people, including the provision of home care and conducting field visits for them in different areas, noting that the Holy Month of Ramadan is characterised by charity deeds and social communication."

The latest micro surgical technique for disc replacement is simple, safe and very effective



Dr. Bobby Jose

Poor posture, lack of proper exercise, hunching over the workbench and long hours in front of the computer or mobile phones are few of the common reasons that causes pain and strain our neck muscles and back was the topic of discussion during a health screening in Sharjah recently.

Sometimes, neck pain may be a symptom of more serious problems. One of the major reasons for neck pain are damage in the spinal disc. When there is excessive wear and tear, the disc can dry and wear out and can bulge or come out and create pressure on the spinal cord or the nerves causing pain in the neck or pain radiating to the arms or along the entire back.

Dr. Bobby Jose, a famous Neurologist at Al Zahra Hospital, Sharjah, explains, "Physical therapy, self-care, life style modification, medication, and spinal injections are few methods to cure the pain."

Surgery may be an option if the pain is chronic. With the advancement in modern technology and techniques, the disc replacement surgery has become very safe and effective.

Dr Jose said, "The latest microsurgical technique involves replacing damaged disc with a new artificial disc. The procedure lasts for approximately 1 to 2 hours depending on the type of injury. In fact, the patient can sit up and walk immediately after surgery and can even go after 6 hours. The advantage of this latest surgery is that it is simple, safe and very effective."

'Nabdat Initiative' begins campaign in Tajikistan

The medical team of the 'Nabdat Initiative', organised by the Mohammed bin Rashid Al Maktoum Humanitarian and Charity Establishment, a branch of the



Mohammed bin Rashid Al Maktoum Global Initiatives, in cooperation with the Dubai Health Authority, DHA, began conducting surgeries on a number of sick children, as part its campaign in Tajikistan.

From 12th to 21st April, with the participation of leading DHA doctors and technical staff, the initiative will examine over 300 children suffering from various heart diseases, and conduct 100 open heart and therapeutic catheter surgeries on sick children aged one month to 18 years.

Humaid Mohammed Al Qatami, Director-General of the DHA, highlighted the key values, principles and humanitarian message of the initiative, which aim to treat sick children from various countries, ease their pain and suffering, and give them hope.

He also praised the cooperation and strategic partnership between the Charity Establishment and the DHA, as well as their ongoing efforts, through the initiative to help children suffering from heart deformities in many countries.

Al Qatami noted that the initiative's campaign is its second in Tajikistan and will benefit 4,000 children suffering from heart deformities, while adding that the first campaign took place in October 2017, which witnessed 70 open heart and therapeutic catheter surgeries.

Ibrahim Bumalha, Dubai Ruler's Advisor for Humanitarian and Cultural Affairs and Chairman of the Board of Trustees of the Establishment, said that the Establishment's efforts are in implementation of the directives of the Vice President, Prime Minister and Ruler of Dubai, His Highness Sheikh Mohammed bin Rashid Al Maktoum, to help needy people, ease the suffering of patients and improve their health, in line with the UAE's humanitarian commitment to friendly countries.

He also praised the initiative's medical team, who are currently performing 100 heart surgeries to treat heart deformities as part of the campaign, while highlighting its importance and its positive impact on the children and their families, by easing the financial burdens associated with their treatment.

Al Zahra hospital Dubai conducts a seminar on sports injuries management

Al Zahra hospital Dubai recently conducted a seminar on Sports injuries management. The event was attended by many noted speakers from the field this filed.

Sports injuries management paced up in Dubai with rising levels of competition and advances in technology with introducing robotic and key hole or arthroscopic surgeries for torn ligaments and using up to date biomaterials and minimally invasive techniques to help a return to pre injury level of activity after proper rehabilitation The most common sports injuries are strains and sprains are injuries to ligaments, the tough bands connecting bones in a joint. Suddenly stretching ligaments past their limits deforms or tears them.

Strains are injuries to muscle fibers or tendons, which anchor muscles to bones. Strains are called "pulled muscles" for a reason: Over-stretching or overusing a muscle causes tears in the muscle fibers or tendons.



Ahmed Labib, MD, sports injuries consultant and HOD at Al Zahra hospital Dubai, said, "The ligaments and muscle-tendon units are like springs. The tissue lengthens with stress and returns to its normal length — unless it is pulled too far out of its normal range. Sometimes preventing common sports injuries is beyond our control, but many times sports injuries are preventable. For Some injuries, we are responsible because we're not conditioned for the activity."

On how to avoid injuries he advised, "Work out daily and get double benefit — enjoy your weekend activities and garner the health benefits. Every workout should start with a gentle warm-up to prevent common sports injuries, Getting warmed up increases blood flow to the muscles, gets you more flexible, and could decrease injuries, and Overuse injuries are common and preventable. Don't come out and hit the ball for an hour after not playing for a while, Whether it's hiking, running, or team sports, do some "pre-participation training" first by lightly working the relevant muscle groups in the weeks before the activity. Stop when you are fatigued,. Muscle fatigue takes away all your protective mechanisms and really increases your risk of all injuries. You can always come out to play again next weekend as long as the muscle recovered and you prepared yourself well for next game or activity. If you get an injury even if minor just let it heal well so that it doesn't turn chronic and leads to lifelong pain or swelling or instability; the early the easier the treatment and better the results."

Zulekha Hospital launches sixth edition of its cervical cancer campaign



Zulekha Healthcare Group recently launched its sixth edition of its cervical cancer campaign. This campaign which was first launched in 2014, has proved to be highly effective in increasing screenings for the disease, both at Zulekha Hospital Sharjah and Dubai. In 2014, 282 women attended the screening. Since then, it has grown rapidly by 522% with 1,756 attendees taking up the screening in the year, 2018.

Women in the UAE are at a risk of developing cervical cancer and according to the World Health Organisation (WHO) this type of cancer is the fourth most frequent cancer in women worldwide, with an estimated 570,000 new cases in 2018. This represents 6.6% of all female cancers. According to a new data revealed by the Tunisian Centre for Public health*, 7,600 women died from cervical cancer in the MENA region in 2018.

Therefore, in order to increase early detection and prevention of cervical cancer among women in the UAE, it is vital that women regularly attend screenings. Zulekha Hospital's campaign 'Chance to Change' aims to support the UAE government's efforts to decrease cancer fatalities by 2021.

The launch event was attended by dignitaries including; Dr. Sawsan Al Madhi, Director General of Friends of Cancer Patients (FOCP) with her team members Ms. Amel Al Maazmi - Director of Corporate Excellence, Ms. Khawla Rashid - Director of Beneficiary Support Services and Ms. Nada Binghalib - Director of Community Affairs at FOCP. Founder and Chairperson of Zulekha Healthcare Group, Dr. Zulekha Daid and other delegates from Dubai Health Authority and the Ministry of Health & Prevention were also present at the occasion.

The 'Chance to Change' campaign is supported by advocating partners; Union for International Cancer

Care Control (UICC), Friends of Cancer Patients (FOCP), Mumzworld.com and Channel 4 and comes in line with Zulekha Hospital's objectives and continued focus on raising healthcare standards and improving the quality of life for UAE residents. The hospital has recently become a proud member of UICC, a global non-governmental organisation that exists to help the global health community accelerate the fight against cancer and aims to create a larger impact through its initiatives.

Dr. Sawsan Al Madhi, Director General of FOCP said: "FOCP has always established and promoted a culture of awareness to enhance the community's access to cancer treatment. The organisation has also been instrumental in raising awareness about the disease and early detection at the local, regional and global levels".

Dr. Sawsan continued: "Our cohort is much more than offering free medical check-ups and cervical cancer screenings. These are integrated efforts by entities who have come together to solidify the UAE's humanitarian image globally. Our message is to build a society that is more aware of the potential risks so that adequate measures can be taken well in advance, to reduce the rate of cancer".

Zulekha Hospital Co-chairperson, Zanubia Shams, commented: "We are always determined to play an important role in cancer prevention in the UAE. Cervical cancer screenings can make a powerful impact and the screenings are capable of detecting the early stages of cancer making it a preventable disease and saving many lives. A simple but vital change can be made through greater awareness of the disease and can be life-saving for everyone. Our continued focus is to raise healthcare standards and improve the lifestyle of the UAE residents by decreasing cancer fatalities, which is in line with the UAE's vision 2021 for health".

Aster Pharmacy Honoured with Mohammed Bin Rashid Al Maktoum Business Innovation Award



Aster Pharmacy, a leading regional pharmacy retail chain in the UAE, has recently received the Mohammed Bin Rashid Al Maktoum (MRM) Business Innovation Award under the Trade category for innovative practices undertaken in the healthcare retail sector. The second cycle of the MRM Business Innovation Awards was held on February 26, 2019 in Dubai to honor private sector organizations for their contribution towards the economy's future growth and development.

The award is given to businesses after a thorough assessment by the Dubai Chamber of Commerce (the custodians of Sheikh Mohammed Bin Rashid Excellence Awards). Commending Aster Pharmacy's unique offering comprising products and services that are matched by industry-best practices and processes, the award recognizes innovation in healthcare retail that delivers sustainable business growth.

The award was presented to Mr. Jobilal Vavachan, CEO of Aster Pharmacy & Clinics by H.H. Sheikh Ahmed bin Saeed Al Maktoum, President of the Dubai Civil Aviation

Authority, CEO and Chairman of the Emirates Group, in the presence of H.E. Eng. Mohammed Ahmed Bin Abdul Aziz Al Shehhi, Undersecretary for Economic Affairs, Ministry of Economy, UAE and Mr. Majid Saif Ahmad Al Ghurair, Chairman of Dubai Chamber of Commerce & Industry.

Commenting on this prestigious occasion, Mr. Jobilal said, "We are honored to receive the Mohammed Bin Rashid Al Maktoum Business Innovation Award for 2019. As an organization, we believe that the advent of innovation forms the backbone of growth and development. With every passing year we ensure that we introduce new technologies and innovative process in all our fundamental areas, and it is a great honor to be recognized as a proven innovative healthcare leader in the GCC".

Key innovations that led Aster Pharmacy to win this award include UAE's first pharmacy loyalty program 'Aster Secure Rewards Program'; the e-commerce platform AsterOnline.com which serves as an online pharmacy with the facility of uploading prescriptions online and getting medicines delivered at their doorstep; a clinic in pharmacy model, extensive training and induction modules and social media based recruitments, among many others.

Aligned with UAE Vision 2021 to move towards a more innovation-driven knowledge economy, the MRM Business Innovation Award aims at recognizing and celebration innovation excellence and the success of companies whose outstanding practices and achievements in innovation contribute to sustainable business growth. The awards have observed a large influx and a collective rise of 46% in the number of applicants vis-à-vis the last cycles.

Aging GCC population to drive regional pharma market

Leading global pharmaceutical event CPhI Middle East and Africa, returns to the Abu Dhabi National Exhibition Centre (ADNEC) from 16-18 September 2019, after its successful launch in the UAE capital last year.

One of the hot topics at this year's event, will undoubtedly be the implications of an aging population on the pharma industry. According to UN research figures it is estimated that the MENA population will increase from 443 million to a staggering 654 million by 2050. Looking at those figures in more detail, the population of the GCC countries will grow from 53 million today to over 71 million by 2050.

"It is estimated that there will be almost 18 million people over the age of 60 years, living in the GCC by 2050, representing 25% of the total population, a significant increase over the current number which is reckoned to be just over two million. The issue of an aging population is not confined to the GCC, it is a global issue. In Italy, Greece and Spain, for example, the over 65s alone will account for 35% of their total population by 2050," said Cara Turner, Brand Director – Pharma, for UBM EMEA the event organiser.

"So, this not only presents regional governments with major fiscal challenges, allocating sufficient amounts to their healthcare budgets over the next 20-30 years, but it also presents pharma-related companies with opportunities to grow in tandem with market demand, which is currently worth in excess of US\$ 40 billion," added Turner.

CPhI Middle East & Africa is the region's leading platform that brings together pharma ingredients, product manufacturers, suppliers and buyers covering every step of the pharma supply chain from drug research and discovery to finished dosage. Supported by Abu Dhabi Chamber of Commerce and Industry, the event is set to attract attendees from the Middle East and Africa (MEA), of which the MENA region accounts for 4% of the global pharma market, and the rest of the world.

Over 294 local, regional and international exhibitors from more than 35 countries are expected to attend the three-day showcase. In addition to the global network of exhibitors, the event is expected to attract over 4,900 participants, more than 50 per cent of which will come from the MEA region.



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

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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

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Tel: +973 17 741 444
Email: denthosp@batelco.com.bh

www.gulfdental.com

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Tel: +973 17 239 239
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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
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www.starcarehospital.com

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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
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www.kimsoman.com

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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 Hospital
Tel: +974 4439 3333
www.hmc.org.qa/en/

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

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

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PUBLIC HOSPITALS

Rashid Hospital Dubai
Tel: 04-2192000

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

Latifa Hospital, Dubai
Tel: 04-2193000

Al Maktoum Hospital
Tel: 04-222 1211

Al Amal Hospital, Dubai
Tel: 04-344 4010

Hatta Hospital

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

Salama Hospital, Abu Dhabi
Tel: 02 6966777

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

Al Sharq International Hospital
Tel: 09 2249999

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

Mediclinic Welcare Hospital
Tel: - 04-282 7788

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

Iranian Hospital
Tel: 04-344 0250

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

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

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

Mediclinic City Hospital
Tel: +971 4 435 9999

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

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

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

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

Royal Hospital
Tel: +971 6 5452222

Central Private Hospital
Tel: 06-563 9900

PHARMACIES

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

Life Pharmacy, Dubai Branch
Tel: 04 222 5503

Makkah Pharmacy - Sharjah
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.





World Pediatric Cardiology Congress

9-10 September
Dubai, UAE
lexisconferences.com/pediatriccardiology

MENA Women's Health Congress

26-28 September
Dubai, UAE
cvent.com/events

Int'l Conference on Medical & Health Science

2-3 October
Sharjah, UAE
<http://researchfora.com/Conference2019/UAE/7/ICMHS/>

Middle East International Dermatology Aesthetic Medicine Conference and Exhibition

4-6 October
Dubai, UAE
meidamconf.com

Int'l Conference on Research in Life-Sciences & Healthcare

10-11 October
Dubai, UAE
<https://eurasiaresearch.org/conference/dubai-icrlsh-10-11-oct-2019>

International Conference on Dentistry

15-17 October
Dubai, UAE
citationsinternational.com/dentistry-conference-dubai-2019

Nanotek Summit

21-22 October
Dubai, UAE
<http://nanoteksummit.com/>

Global Conference on Surgery and Anesthesia

21-23 October
Dubai, UAE
<https://surgery-conferences.magnusgroup.org/GCCPharmacyCongress>

GCC Pharmacy Congress

24-26 October
Dubai, UAE
gccpharmacongress.com

Annual Radiology Meeting

16-18 October
Dubai, UAE
<https://radiologyuae.com>

Patient Safety

24-26 October
Dubai, UAE
patientsafety-me.com

World Congress of Neurology

27-31 October
Dubai, UAE
<http://2019.wcn-neurology.com>

American Association for Clinical Chemistry Middle East

1-2 November
Dubai, UAE
aacc.org

Nanotech Middle East

3-5 November
Dubai, UAE
nanotechme.com/

Dubai Otology, Neurotology & Skull Base Surgery

6-8 November
Dubai, UAE
<http://dubaioto.com/>

Derma Gulf Int'l Dermatology Conference

7-8 November
Dubai, UAE
<http://dermagulf.com/>

Dental Facial Cosmetic Conference & Exhibition

8-9 November
Dubai, UAE
<https://www.cappmea.com/aesthetic-dentistry>

Int'l Transplant Infectious Disease Conference

13 November
Dubai, UAE
<https://tid2019.org>

Dubai Optical Show - Vision X

12-14 November
Dubai, UAE
<http://dubaiopticalshow.com>

Positive Psychology, Happiness, Mindfulness and Wellness Summit

13-14 November
Dubai, UAE
lexisconferences.com/positive-psychology

Emirates Int'l Gastroenterology and Hepatology Conference

13-16 November
Dubai, UAE
<http://eighc.com/>

Congress of the Int'l Society for Organ Donation

14-16 November
Dubai, UAE
<http://www.isodp2019.org/>

Int'l Conference on Gastroenterology and Hepatology

18-19 November
Dubai, UAE
<https://gastrocongress.conferenceseries.com/>



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