



Vol. 03, Issue 04, No. 16, July-August 2019

# MEDIWORLD

## Middle East



Global CEO, Leader Healthcare Group  
**SUKHDEEP SACHDEV**

The business  
entrepreneur

**DYNAMO**

who is pushing  
the boundaries of

**HEALTHCARE**  
excellence

### FEATURES

Efficient logistics  
in pharma industry

### NEWS & UPDATES

3D printing technology  
application in UAE's

### HEALTH DESTINATION

The health initiative  
“Made in Germany”



# SMASHED?



## *Never with us.*

Concerned about the safety and integrity of your pharmaceutical cargo? Don't be. Emirates Pharma have you covered. We understand the importance of life-changing medicines, which is why we've developed an advanced transportation system specifically for temperature-sensitive pharmaceuticals. With state-of-the-art transit processes, cool-chain facilities, quick transfers and a network of over 150 destinations across 6 continents, why would you risk shipping your precious cargo with anyone else?

  [skycargo.com/emiratespharma](https://skycargo.com/emiratespharma)







Published Bi-Monthly: Vol 03| Issue 04 | No.16  
Middle East, Africa and Asia & Beyond

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

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



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

#### Chief Editor

Rustu Soydan  
rustu@mediworldme.com

#### 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

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

## Editor's Note

At a time when your crisp white shirt turns limp and your ice cream begins to melt, healthcare industry also feels the heat. How do hospitals and pharma companies cope? In this issue we speak with Sukhdeep Sachdev, an Indian-born businessman and the founder of a number of companies across the MENA & APAC regions. He is the Global CEO of GCC - based Leader Healthcare Group. The group which is a specialty healthcare organization recently completed a decade in the industry.

In the interview of the month we get you an exclusive chat with Prof. Nabil El Kadhi President, MENA College of Management where he talks about how the education sector has to keep pace with the healthcare sector in order to provide the latter with trained professionals. MENA College of Management is a young higher education institution which aims to produce outstanding and dynamic graduates through its four bachelors degree programs. By considering employment opportunities and market needs, MCM covers a large scope of managerial, business and industry requirements.

On the brighter side we talk about Germany as a medical destination which enjoys an outstanding reputation when it comes to treating patients from all over the globe. It's not uncommon for heads of state to turn to distinguished German specialists for treatment. Many patients from abroad choose to place themselves in the hands of the country's medical experts because they are working within one of the most innovative, advanced, and best healthcare systems worldwide.

We also take a closer look at the 5G technology. The speed with which 5G is expected to connect everything around us to a network will be 20 times faster than our current wireless networks. This high speed will change everything including the healthcare sector. 5G promises to transform healthcare scenario by improving patient experience with personalized, preventative care. For people in rural areas, with doctors located several miles away, traveling while ill can be challenging and time-consuming. With the advent of technology which led to tele-health and remote home monitoring systems, though, we can now receive care from the comfort of our homes.

Hope you enjoy reading the magazine; do write to us with your valuable feedback.

Sincerely,

**Editor, MediWorld ME**



## 06-Cover Story

Global CEO Leader Healthcare Group, Sukhdeep Sachdev



12-MENA College of Management  
Fast track your healthcare education

18-Efficient logistics in pharma  
industry helps achieve business  
targets such as OTIF



For the latest News & Updates visit: [www.mediworldme.com](http://www.mediworldme.com)



Medical Destination

24-The health initiative "Made in Germany"



27-33 News & Updates

- ERC continues campaign to combat eye diseases in Morocco
- Early screening is one of the utmost factors of decreasing incidence of cancer & improvement in the survival
- 3D printing technology application in the UAE
- Noor Dubai Foundation launches website
- Al Zahra Hospital Dubai paves the way for precision medicine in the UAE
- Emirates SkyCargo strengthens its pharma capabilities

29-'Well of Hope' to provide clean water to over 1 million people across the world



35-30 companies take part in Dubai Future Accelerators program



40-Quick References

42-Events Calendar



# Global CEO Leader Healthcare Group **SUKHDEEP SACHDEV**



## **Media Shy or Strategic Anonymity?**

The cover story is about a man who has stayed away from the media for more than 10 years.

A string of impressive achievements are associated with Sukhdeep Sachdev and the acclaimed entrepreneurial venture Leader Healthcare Group.

## **What makes the man tick? Is he just another CEO?**

MediWorld walked the halls of Leader Healthcare offices to gather insights. Three employees shared information that piqued curiosity. Read all about the savvy gentleman in the pages that follow.

**-Vasujit Kalia**

## Employees spill the beans...

*What Sukhdeep Sachdev shares in common with most CEOs...*

*The ability to see far into the future.*

*What sets him apart...*

*Perfect balance of emotional intelligence and business acumen.*

*Sukhdeep Sachdev on his worst day at work is...*

*"A buddy to rival your best buddy"*

*Sukhdeep Sachdev on his best day at work is...*

*An energizer battery to charge your dreams*

*Sukhdeep Sachdev in a sentence...*

*"Master of the master stroke."*

*Sukhdeep Sachdev has proven without doubt that...*

*"Nice guys finish first."*



**Sonal Sachdev**

Director – Strategic Planning



**Nadeeka Maheswaran**

Global Head – Marketing



**Ansari Shabnam Ateeq**

Chief Knowledge Officer



## About Sukhdeep Sachdev

Sukhdeep Sachdev is an Indian-born businessman and the founder of a number of companies across the MENA & APAC regions. He is the Global CEO of GCC - based Leader Healthcare Group.

His initial interest was import and distribution of capital medical equipment. Subsequently, he has led the business into sectors such as turnkey solutions for simulation-based healthcare education, immersive tactical combat casualty environments, signature aesthetic & wellness centres, life support training centres, sensory environments for special children, to name a few.

Sukhdeep Sachdev is the winner of Dubai Eye 103.8 FM Entrepreneur Awards 2017 in the Leadership category. His flagship company Leader Healthcare has recently gained an entry in The Guinness Book of World Records for the largest sports injury event organised in collaboration with Dubai Corporation Of Ambulance Services.

## About Leader Healthcare Group

Leader Healthcare Group was established in 2009 by Sukhdeep Sachdev, in partnership with friend and investor Greg Leader. It has a distribution portfolio of global brands dedicated to

patient outcomes and quality of life. It has recently gained an entry in The Guinness Book of World Records for the largest sports injury event organised in collaboration with Dubai Corporation Of Ambulance Services. Leader Healthcare Group completes a decade of growth and market leadership in 2019. With 11 corporate offices across 8 countries, and strategic partnerships across MENA, APAC & North America regions, Leader Healthcare is poised for the next decade of disruption and innovation.

### So, are you media shy?

The PR team thinks so. I hope to prove otherwise with the assistance of MediWorld team. Thank you for being here.

### What is the secret of your success?

'Bad' timing, probably. (laughs).

### Please share more...

Think back to the year 2009. It was the peak of The Great Economic Recession. Leader Healthcare was established in the same year. Friends and well-wishers termed it 'professional suicide'. I have lived to tell the tale. The trust in the timing paid off. The 'bad timing' was a blessing in disguise.

### How so?

Customers seek suppliers who are here for the long term, especially during economic turmoil. The 'bad' timing seemed to assure customers that Leader Healthcare is ready for the worst, it is here to stay. The portfolio of exceptional technologies certainly helped. Leader Healthcare was a profitable company in 12 months, by the grace of the Almighty. As entrepreneurs, we wore our heart and vision on the sleeve. I think the healthcare industry wanted us to succeed, to fulfill the belief we had in the vision of healthcare excellence.

### What is the big deal about healthcare excellence? One reads about it, everyone seems obsessed about it...

Two decades ago, when a patient consulted a doctor, treatment records were maintained by the patient. Today, treatment records are maintained by healthcare

providers. There is an expectation that these records should be available through the lifetime of the patient - for continuity of care, for lowering costs, for making informed decisions. This is a great picture of IT-driven, technology-driven healthcare. However, the cost of storage and information security are the accompanying challenges. Within this scenario, healthcare excellence means maximizing the advantages of available technology, while minimizing the cost of care and the rate of adverse events. The big deal about healthcare excellence is simply because we deserve the best of care possible, because information technology makes it possible to analyse performance, and because it is possible to address mistakes in a manner that wasn't so earlier.

### You said, "... because it is possible to address mistakes in a manner that wasn't so earlier". What does this mean?

We know the time when medical graduates mastered the practice of medicine through observation and working under supervision. Mistakes were made, it was not possible to get every intervention right the first time. Soon, the number of students enrolled in medical colleges surpassed the capacity of teaching hospitals. The situation was exacerbated. Then a ray of hope emerged. It was called healthcare simulation. A doll maker created a life size doll for healthcare education. Soon, a CPU was placed inside the doll to mimic the human physiologic response. Anatomical models were shaped to facilitate instruction, interaction and



discussion. By the time a medical student graduates today, he / she has performed a number of medical interventions using virtual reality, augmented reality and immersive experiences. Mistakes are made, but not on humans or animals under care. Today, mistakes are controlled events that are addressed in a constructive learning environment. Muscle memory, clinical decision making, golden hour management are the competencies effectively developed through simulation-based healthcare education. Hence, it is possible to address mistakes in a manner that wasn't so earlier.

**Here is a rapid fire round. You have five seconds for each response. Game for it?**

Oh hello...someone pass me the thinking cap. (laughs).

**An unusual tendency that contributed to business success...**

Wearing my heart on the sleeve, give-before-take and keeping no secrets.

**Complete the sentence - I am very good at, and I love...**

Number crunching.

**I am often accused of...but it works very well in business.**

Giving people a long rope.

**A regret that has stayed with you...**

Not mastering many more languages. Language is a powerful bridge to the heart and mind.

**The question you ask every prospective employee...**

What's your dream and timeline for achieving it?

**The point at which an employee gets fired at Leader Healthcare...**

When he / she is no longer building the foundation for that dream to turn into reality.

**The best use of money...**

Certainly not in the bank. Give it back, give it forward, use it to create memorable experiences, and to make your stakeholders more wealthy.

**If you lost all of your money...**

I would be thankful that it is mine, not the stakeholders' money.

**The shortcut to getting promoted at Leader Healthcare ...**

Global mindset, not needing supervision, gaining trust and support within the team.

**The surest way to get in your good books...**

Everyone is in my 'good books'. People may leave it temporarily. They are welcome back anytime.

**Entrepreneur. To be or not to be?**

The entrepreneur-to-be has no choice. He is merely a tool for an idea that is destined to change the world.

**(End of rapid fire round)**

**Would you be willing to share a few feathers in the cap of Leader Healthcare?**



A recent feather in the cap is the association of Leader Healthcare with The Crown Prince Center for Training and Medical Research in Bahrain. It is a part of Bahrain Defense Forces, a source of pride for the nation, and the first simulation-based learning center in Bahrain. I am grateful for the trust and support extended to Leader Healthcare by Bahrain Defense Forces. A similar project with Khalifa University, Abu Dhabi is under progress. Several other projects are in the pipeline. The shape of healthcare education is changing, exciting times lie ahead.

**What is the pain point in healthcare education as experienced by faculty and medical students?**

Surprisingly, the pain point for faculty and medical students are the core subjects in healthcare education - Anatomy, Physiology and Clinical Decision Making. Medical students may panic, drop out of medical school or struggle to grasp the interrelationships associated with these subjects.

**Is there a solution to address these pain points? You said that the shape of healthcare education is changing...**

Innovative technologies have been available to address these pain points for some time. For example, a 3D beating heart is available for dissection in virtual space, your finger is the scalpel. A radiographic image of a diseased lung can be converted to a digital 3D object and studied by a group of students. Digital drugs can be injected to observe changes in 11,000 physiologic parameters as a true pharmacological response. A digital patient is available to hone differential diagnosis and clinical decision making skills. Faculty love these technologies, medical students rave about it, early adopters at colleges & universities champion it. However, a few of these amazing solutions had a short term novelty factor, because integration into the existing curriculum was lacking. Creating lessons using these tools remained a challenge for faculty. Companies like 3D4Medical are now focused on curriculum integration and lowest cost per institution across its anatomy learning solutions. Companies like Body Interact have built a performance tracker to support student grading across its decision making scenarios. There is a clear return on investment for institutions investing in these solutions. Hence, the shape of healthcare education is changing.



Medical students in the near future will utilize virtual reality, augmented reality and artificial intelligence to master the study of medicine. The human body is a marvel of engineering. These simulation-based tools of learning will transfer the awe and amazement of the human body like never before.

### Any regional challenges that could be addressed through these innovative solutions?

A regional challenge is the number of Emaratis dropping out of medical school in Year 1 and Year 2. Cultural inhibition, rote-based learning, lack of engagement, the shock that precedes desensitization through exposure to cadavers are the drivers for the high dropout rate. Cadaver exposure leads to desensitization - a sort of detachment towards human suffering. It was considered necessary for the effective practice of medicine. Recently, John Hopkins School of Medicine published an article in its newsletter questioning the role of desensitization in the practice of medicine. The article introduced the thought that desensitization may not be desirable or necessary for effective caregiving. The article proposed that medical students could be exposed to death in a

natural manner, so they could retain empathy towards human suffering. This is where simulation-based learning steps in. It allows med schools to delay the introduction of cadavers into the curriculum. The barriers of cultural inhibition, rote-based learning, lack of engagement are overcome through simulation-based healthcare education. Subsequently, the rate of Emarati med school dropouts could be reduced. Concurrently, the number of Emaratis choosing to study medicine and life sciences could be increased by creating healthcare simulation labs and anatomy museums in K-12 schools. Simulation-based learning can also transform healthcare education into a social awareness tool for promoting healthy lifestyle choices.

### Do we need social awareness towards healthy lifestyle choices? And how could healthcare education be a tool for same?

An active lifestyle was natural to the nomadic Gulf Arabs. A sedentary work environment has taken its place. Healthy traditional diets of the Arab culture have been replaced by popular diet choices. Recreational smoking is prevalent among men, women and children. This has

The humane and exciting world of simulation based healthcare education.



Augmented Reality for Anatomy Education



Problem Based Learning for Clinical Decision Making



3D Learning Lab for Anatomy Education



Virtual Reality for Scenario Familiarization



Learning physiology and pathogenesis with a live digital human organism - up to 11,000 physiologic parameters in real time.



Craving for a smoke?  
Think it's cool?  
Enjoy the view of a smoker's lung first.



Hyper-realistic manikins cast from living humans - still think learning CPR is meh?



created a regional disease profile encompassing obesity, diabetes, heart disease and cancer. It is a cause for concern because these lifestyle-related diseases have economic implications. The region needs a well-educated, skilled and healthy workforce to realise its long term economic goals.

The Body Worlds Exhibition is a traveling exposition of dissected human bodies that have been preserved through the process of plastination. Since it began touring in 1995, roughly 47 million people have been to a



The Body Worlds Exhibition - a social tool for health awareness

Body Worlds exhibit, making it the world's most popular touring attraction. The BodyWorlds Exhibition reminds visitors of the fragility, individuality and anatomical beauty underneath their skin. So, what emerges when one is introduced to beauty under one's skin? A sentiment to preserve it. For example, there is an exhibit area to view a smoker's lung versus a healthy lung. The smoker's lung belongs to someone who has died of lung cancer. Such an exhibit brings us face to face with undeniable reality. It creates awareness about lifestyle choices and associated health implications. The exhibition is supported by The Institute of Plastination, which produces human specimens for healthcare education, and for social awareness. Man is said to be the finest creation of The Almighty. One can experience this finesse at close quarters.

#### **Sounds like a 'must visit '. Has The Body Worlds Exhibition toured the GCC countries?**

The traveling exhibition is yet to tour the GCC countries. Its primary tour circuit spans Europe, America & Canada. The Institute of Plastination showcased the Body Worlds specimens for the first time in the GCC region at Arab Health 2019. Leader Healthcare hopes to generate awareness about the exhibition by spreading the word across its network.

#### **The healthcare market has been termed 'recession proof'. How true is the label?**

Markets revolving around essential services could be termed 'recession proof' - food, healthcare,

transportation, logistics, etc. But then, does 'recession proof' mean that money is flowing within the market without discretion? In any market, the seller must demonstrate that his goods have a specific value, and that the goods address the problem better than anything else out there.



Creating smiles, building leaders - Sukhdeep Sachdev.

#### **Describe a day at work in the life of Sukhdeep Sachdev.**

My day at work has 24 hours because it is day time and work hours somewhere (laughs). The work, family and personal time are inseparable. The KPI for each day is to create smiles and success for stakeholders of Leader Healthcare. Each day brings a million opportunities to do so. I am eternally grateful for that.

#### **If you could, what would you do that hasn't been done yet?**

When I travel the globe, I am introduced to amazing, innovative, game-changing healthcare technologies. I look at these and say, "Wow! These should be available to every patient across the world". The solutions serve patient outcomes and improve the quality of life. Often, the associated innovators and manufacturers lack the connections to introduce the products globally. At some point, I would like to create a zero cost platform for providing the global exposure that such solutions merit. It is possible that this is in the pipeline of like minded individuals. Would love to connect with them on LinkedIn.

#### **What is the legacy that you want to leave behind?**

I hope to build leaders who surpass me in every way, who create a tomorrow that is better than today.

#### **Your favorite quote?**

"The road to success is always under construction" by Lily Tomlin.



# Handled in good company.



From arrival until departure, your Dangerous Goods shipments will benefit from our experience, unique infrastructure and our careful and sensitive approach. Quality first.

- Unique area for DGR shipments: 1,000 sq. m.
- Staff trained to IATA standards and requirements.
- Acceptance and handling available 24/7.
- Handling capacity for all 9 hazard classes.

Please call **+352 2456 6001** or visit **[www.luxaircargo.lu](http://www.luxaircargo.lu)** for more information.

## Luxair CARGO



# MENA College of Management

Fast track your healthcare education



With plans to have MENA College training unit in Knowledge Village, the said unit aims to be different and outstanding and the operations are scheduled to take start with a very particular package called 'The future package' in cooperation with Smart Cities Council (Canada)."



**Together we are building a bright future for the youth**





**M**ENA College of Management is a young Higher Education Institution aiming to produce outstanding and dynamic graduates through its four Bachelors degree programs. By considering employment opportunities and market needs, MCM covers a large scope of managerial, business and industry requirements. MCM focus on equipping its graduate with the appropriate skills and competencies for tomorrow's jobs and market needs.

After we commenced our operation in the year 2014 MCM shifted to its new campus in Jumeirah in late 2017, often known as the heart of Dubai, offers an exceptional learning and developmental environment. The campus is equipped with sufficient classrooms and laboratories, social and workshop spaces; and has a student capacity of over 1500.

Prof. Nabil EL Kadhi, President, MENA College of Management in conversation with Vasuijt Kalia where he talks about what it needs to be done to churn out better health care professional in line with Dubai strategic plan 2021.



I still remember my feeling when I received the Presidential best student award in my mother country in 1993 when I graduated with my Bachelor Degree in Management Information System. I can assure you that the feeling was same when I got my PhD back in 2001 with the Exceptional Jury appreciation.

**Prof. Nabil EL Kadhi**

President, MENA College of Management

**You have traversed a long way can you throw some light on this illustrious journey, how difficult the journey was and what challenges you faced?**

MENA College of Management commenced its operation in the year 2014. It started operating in the international Academic city in Dubai, which later shifted its campus to Jumeriah, which is often called as heart of Dubai. After having distinguished ourselves in the Academic City, we chose to have a campus in Jumeriah as it is the hub of many corporate. We moved here in late 2017 and the journey has been wonderful so far. All our programs are accredited by the Commission of Academic Accreditation (CAA) – MOE with a clear plan for the future. The board of investors and the Board of Trustees have a clear vision that the higher education today is no longer a luxury nor a prestige; it is a right of the youth and their pathway to success. In addition, the Boards and the executive management of MCM agreed on a strategic orientation toward providing International Quality Education Locally with a focus on sensitive sectors aligned with the UAE vision and orientations

**How has the healthcare sector evolved over the decades across the UAE and do you think that the requirements of trained professionals have increased?**

Dubai is among the most, if not the most, rapidly evolving cities in the world, it is a city which embraces knowledge, technology and innovation with open arms. Dubai's ambition of becoming the world's smartest city by 2021 is case in point of this ambition and openness. The healthcare sector of Dubai is one of corner stone's for this rapid change, as it ticks all the boxes relating to adoption and utilization of





 | Posing after signing an agreement with École de Management de Normandie

innovation, knowledge and technology. Due credit must be given to the Dubai Health Authority (DHA) and other government bodies who have led this positive transformation and are tirelessly working towards improving this sector and turning Dubai into the medical hub of the region. The best part is that different options are available which cater to various market segments. If we see the statistics 40 percent of the health task force are in need to update their knowledge progress in their careers. Such require a joint coordination and efforts between education and training providers, Health care private actors and of course regulatory bodies for both the health sector and the education and training sectors.



**You offer bachelor's degree program in Hospital Administration and Health Informatics can you please throw some light on these programs?**

Students who wish to pursue their careers can benefit from the two programs which we have. Currently we offer bachelor programs in Hospital Administration (Healthcare Management) and Health Information which are accredited by the CAA-MOE. From the next academic year Hospital Administration will be known as Healthcare Management. The two programs include a set of theoretical and practical set of courses equipping the students with appropriate know-how and skills related to Health sector vocabulary, particularities, regulations, privacy issues- among

We are very careful in selecting niches aligned with UAE vision and orientation and programs that prepare for the jobs of tomorrow assuring that our graduates will be outstanding leaders, managers and entrepreneurs. With that we are also working hardly on attracting international students from not only the expatriate population in UAE but also from around the world with a major focus on Europe and Asia. We are aiming to have a very attractive Smart digital campus in a very near future.

others, in addition to a tailored set of managerial and leadership skills specifically customized to the health sectors particularities.

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

I have a feeling that no college can exist without contributing something to the society and it's my this very thought which has led us into various CSR initiatives.

One such initiative was charity school which we conducted last year and we offered free scholarships. We have case study center which conducts community engagements. We had one such initiative with Dubai Police.

We offered scholarship to Dubai Ambulance officials for furthering their education. In the upcoming academic year we have a program where our faculty will undertake one day training program for various schools.





### MOU Signing with Dubai Ambulance

We recently had student exchange programme with The École de Management de Normandie where our fifteen best students will spend one semester in France without paying any tuition fee and vice versa their fifteen students will spend one semester in our college.

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

Appreciation and recognition are major factors that motivate us to work harder and aim higher. Recognitions can be an incredibly powerful tool and in my case it helps me motivate my team and get the best out of them. I have been nominated as 51 fabulous global smart city leaders. I still remember my feeling when I received the Presidential best student award in my mother country in 1993 when I graduated with my Bachelor Degree in Management Information System. I can assure you that the feeling was same when I got my PhD back in 2001 with the Exceptional Jury appreciation. I feel encouraged proud and happy when our faculty members are also

awarded; recently our Acting Dean Dr. James Ryan Reblando was recently adjudged as the best health care teacher in GCC recently.

### And your expansion plans?

We plan to have MENA College training unit in Knowledge Village in upcoming month. The training unit aims to be different and outstanding. We are starting our operation with a very particular package of training called 'The future Package in cooperation with Smart Cities Council (Canada). Training focus on tomorrow's technology integration and digital transformation in all fields. Academically, and with our partner EM Normandie, we are preparing a set of Joint Bachelors and Master Degrees. We are very careful in selecting niches aligned with UAE vision and orientation and programs that prepare for the jobs of tomorrow assuring that our graduates will be outstanding leaders, managers and entrepreneurs. With that we are also working hardly on attracting international students from not only the expatriate population in UAE but also from around the world with a major focus on Europe and Asia. We are aiming to have a very attractive Smart digital campus in a very near future.





# Efficient logistics in pharma industry helps achieve business targets such as OTIF

---

A flexible supply chain is incorporated to adapt to unexpected changes in demand and external factors like weather, natural calamities, strike, etc. Technology IT has been the backbone of SCM to enable paperless logistics, automated KPIs- both Lead and Lag indicators to understand the health of logistics.

---





### **Importance of logistics for Dr Reddy's Laboratories Ltd**

Logistics is a critical aspect of any business, for that matter. In the Pharma industry, it plays a very vital role in driving business and achieving business targets like OTIF, customer service levels. It is equally essential like R&D in case of new products launches to ensure product availability in the market on the 1st day of launch.

### **Leveraging Partnerships**

For the scale of our business, a well-defined and efficient process and user-friendly IT support system is must to ensure coordination between all stakeholders of SCM starting from RM suppliers to manufacturing plants to warehouses to the point of sale. Availability of tracking over a mobile phone is one of the best example of IT support. IOT has enabled this synergy beyond expectations.

### **Supply Chain Strategies**

The current objective is to reduce the TAT/lead times to keep a check on cost and inventory carrying. Therefore, we monitor existing shipments on TAT/lead time performance and explore opportunities to reduce lead times by identifying new liners or new services by existing liners/ forwarders. Norms like CTPAT drive the overall guiding policy.

On the basis of products characteristics like profits, temperature sensitive, new products, penalty clauses, etc. logistics strategies are decided. Having right contracts in place ensures executions with required smoothness. There are always continuous improvement initiatives happening periodically to reduce Muda (wastage) to make it leader. Designing the elements of the supply chain to ensure full

The most important supply chain factors in pharmaceutical industry are inventory reduction and reduction of order cycle time. Operational performance could be directly linked to logistics costs, while inventory reduction and the demand to decrease order cycle time are related to just-in-time deliveries and supply chain speed.

### **Avinash Kumar Talwar**

**Director – Global Supply Chain Management, Head – Global Sourcing PM & MRO (Strategic & Plant), Dr Reddy's Laboratories Ltd explains the vital role of SCM in driving business and achieving business targets like OTIF and customer service levels.**

utilization of truck or container is a key aspect to achieve the desired efficiency in TAT and cost. For example, a cold chain container is now divided into two parts using a customised metal divider to cater to the requirement of half container space for controlled drugs. This ensures a separate temperature control system for the compartments for both organisations using the services. It is also supported by IOT to provide alarms for counterfeit and theft.

A flexible supply chain is incorporated to adapt to unexpected changes in demand and external factors like weather, natural calamities, strike, etc.

Technology IT has been the backbone of SCM to enable paperless logistics, automated KPIs- both Lead and Lag indicators to understand the health of logistics.

### **Warehousing Strategies and Tactics**

3PL service providers across major geographies primarily manage warehousing. Here the idea is to spend energy on improving core functions related to the pharma industry and utilise the expert services available in the market for non-core functions, thereby constantly up-grading the non-core functions as per benchmarks in the market.

### **Trends**

As there is consolidation happening at the customer's end leading to double-digit sales price erosion, there is huge pressure on profit margins. With only a few new products going off, patent and fierce competition to capture the market from multiple players in generics business, there is limited scope for earning





high profits from new launches for generics organisations. With increased awareness of climate change and subsequent changes in countries regulations related to carbon emission, etc. it has created short to medium term shortages of input materials in the market. All these changes are impacting supply chain performance badly on key parameters like cost, OTIF, inventory etc. Also, regulations like NLEM in India and price control in the US are affecting top-line profoundly.

### Challenges

With double-digit price erosion and increasing input materials prices, profit margins are under tremendous pressure. The only option left is to improve cost expense structure- Total Variable Cost. To overcome the above issue multiple actions taken at the organization level are:

- Reducing lead times, MOQs for sourcing and logistics,
- Re-Negotiating contracts with suppliers or introducing new suppliers,
- Making supply chain more agile and lean to reduce inventory so that more working capital is released, Most importantly bringing more products in-house than outsourced,
- Improving the OEE of in-house manufacturing facilities with the least expenses, and,
- Building the Lean Supply Chain Culture.

### Partnering with LSPs

The front leg of logistics is outsourced and supplies till mother warehouses are controlled by us. Operations like order punching to delivery and in some cases managing stock levels at customer's locations are done by LSPs.

**While choosing any service provider, below parameters are evaluated:**

- Culture Fit and Strategic Fit,
- Performance on Lead and Lag indicators,
- Financial/Taxes due diligence,
- Sustainability,
- Risk Analysis, IP/Legal Due diligence, and,







**Dr Batra's**<sup>®</sup>

HOMEOPATHY

LONDON • DUBAI • INDIA

## TASTE THE SWEET PILLS OF SUCCESS?

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

### WHAT YOU NEED:



**Low Initial  
Investment**



**Exclusive  
Floor Space**



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



**Round-The-Clock  
Support**

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

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

**Grab the opportunity & taste the sweet pills of success !**



*Looking out for investors*

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



*Call*

Mr. Kartik Bhatt  
+971 52 655 9837



*Email*

[international.franchise@drbatras.com](mailto:international.franchise@drbatras.com)



A futuristic background graphic featuring a robotic hand, a glowing brain, a medical report, and various data points and network lines.

# How 5G will transform healthcare Sector

The speed with which 5G is expected to connect everything around us to a network will be 20 times faster than our current wireless networks. This high speed will change everything around us.



**E**ver since the mobile services were launched the mobile dynamics have changed a lot since 2002 when the MENA region accounted for just nineteen million mobile connections.

According to the figures available the region now has approximately 640 million SIM connections against 360 million unique mobile subscribers in the year 2002.

Almost all the GCC nations have carried out host of activities to in the past few months trying to outdo each other and this making the competition in the 5G race severe.

**The speed with which 5G is expected to connect everything around us to a network will be 20 times faster than our current wireless networks. This high speed will change everything around us.**

The virtual and augmented reality will be even more attainable from our smart phones and thus giving users an out of the world experience. An alliance of speed and reach will further unfold the capabilities which we are just imagining of in the current world like: drone, self-driving cars and not to forget Internet of Things.

The 5G is also about enhanced capacity. This means Smart phones with 5G connectivity will give us a stronger signal in urban areas which are crowded. Thus more people and devices will be able to communicate at the same time. With GCC having traditionally high smart phone penetration rates this will be more than welcome. Just to refresh our memories the UAE has the highest smart phone penetration rates in the world — and hunger for digital media.



#### **Race for regional superiority:**

If the facts are to be believed in Saudi Arabia the Ministry of Culture and Information (CITC) said that Al Khobar was the first city in the region to test a 5G network.

Chasing Saudis was Qatar, where Ooredoo which is an international telecommunications company headquartered in Doha said that it was offering the first commercially available 5G network in the world.

The company's strong network has made 5G services available in major areas of the capital, Doha. Ooredoo had ambitious plans of updating 100 network stations across Qatar with 5G capabilities. Seeing the success it later will expand its presence across 1,200 stations covering the whole country.

Not far behind was UAE when in the year 2018, the UAE telecom provider Etisalat also announced the launch of the first commercial 5G network across the country.

Becoming a 5G requires a lot of efforts and most of the operators and countries across the GCC region have actively started working on the road map in order to harness this infrastructure in the next coming years.

In the case of Saudi Arabia its telecom provider STC, has previously inked deals with Huawei and Nokia, the main reason behind this was to launch a 5G network in the kingdom this year.

One of the UAE-based telecoms providers DU, established the UAE 5G Innovation Gate (U5GIG).





**The 5G promises to transmit data at speeds of more than 1Gbps which will go a long way in meeting the Middle East regions love for mobile video and at the same time support the growing demand for connectivity which is needed in various other things.**

This was a consortium of technical and academic experts, as well as global telecom vendors in the year 2016.

The main reason behind DU's strategy was to create 5G Innovation Lab to prototype, test, and validate early 5G services which will the telecom industry in the long run.

For any country which aspires of moving into the 5G arena, it's important that it is spectrum ready and has 5G-enabled equipment ready.

Another issue which is of importance is the cost of new networks is a further consideration for both the operators and governments.

If the facts are to be believed by the year 2035 5G will enable more than \$12 trillion in global economic revenue, and is expected to create 22 million jobs worldwide.

By just looking at these figures it may be noted that expectations for 5G roll out are sky high and it seems to be a game changer in the telecom industry.

It can be clearly seen that many stakeholders are excited about the wide range of possibilities that 5G

might unfold.

The 5G promises to transmit data at speeds of more than 1Gbps which will go a long way in meeting the Middle East regions love for mobile video and at the same time support the growing demand for connectivity which is needed in various other things.

#### **How 5G will transform healthcare**

5G promises to transform healthcare scenario by improving patient experience with personalized, preventative care. In most of the cases the only option once had when we became ill and needed medical attention was to travel to a doctor or hospital. For people in rural areas, with doctors located several miles away, traveling while ill can be challenging and time-consuming. With the advent of technology which led to telehealth and remote home monitoring systems, though, we could receive care from the comfort of our homes. Doctors could make recommendations after a short video call, and even submit prescription requests. However, this remote monitoring, along with sophisticated imaging equipment, can lead to additional strain on the networks of businesses in the healthcare industry. This often increases congestion and slows network speeds, especially for healthcare providers that might be interfacing with dozens of patients a day. The lag is not only frustrating for those using it, but the poor quality can delay patient care, which could hurt outcomes in the long run. And because the use of Internet of Things (IoT) technologies continues to grow, the amount of data on networks is expected to only increase more. 5G technologies have the potential to help resolve these challenges.





# Emirates Obs & Gyne Congress

Dubai, United Arab Emirates

17<sup>th</sup> - 19<sup>th</sup> October 2019

## Who Should Attend:

Obstetricians  
Gynecologists  
Midwives  
Nurses  
General Practitioners  
Women's Health  
Specialists  
NGOs



**SAVE  
THE  
DATE  
17-19  
OCT 2019**

## Key Topics:

- Maternal Fetal Health
- Clinical Obstetrics
- General Gynecology
- Operative Gynecology
- Reproductive Medicine
- Sexual Health and Human Rights
- Urogynaecology
- Gynecological Oncology
- Women's Health Issues and Policy

Organised By



In Collaboration with



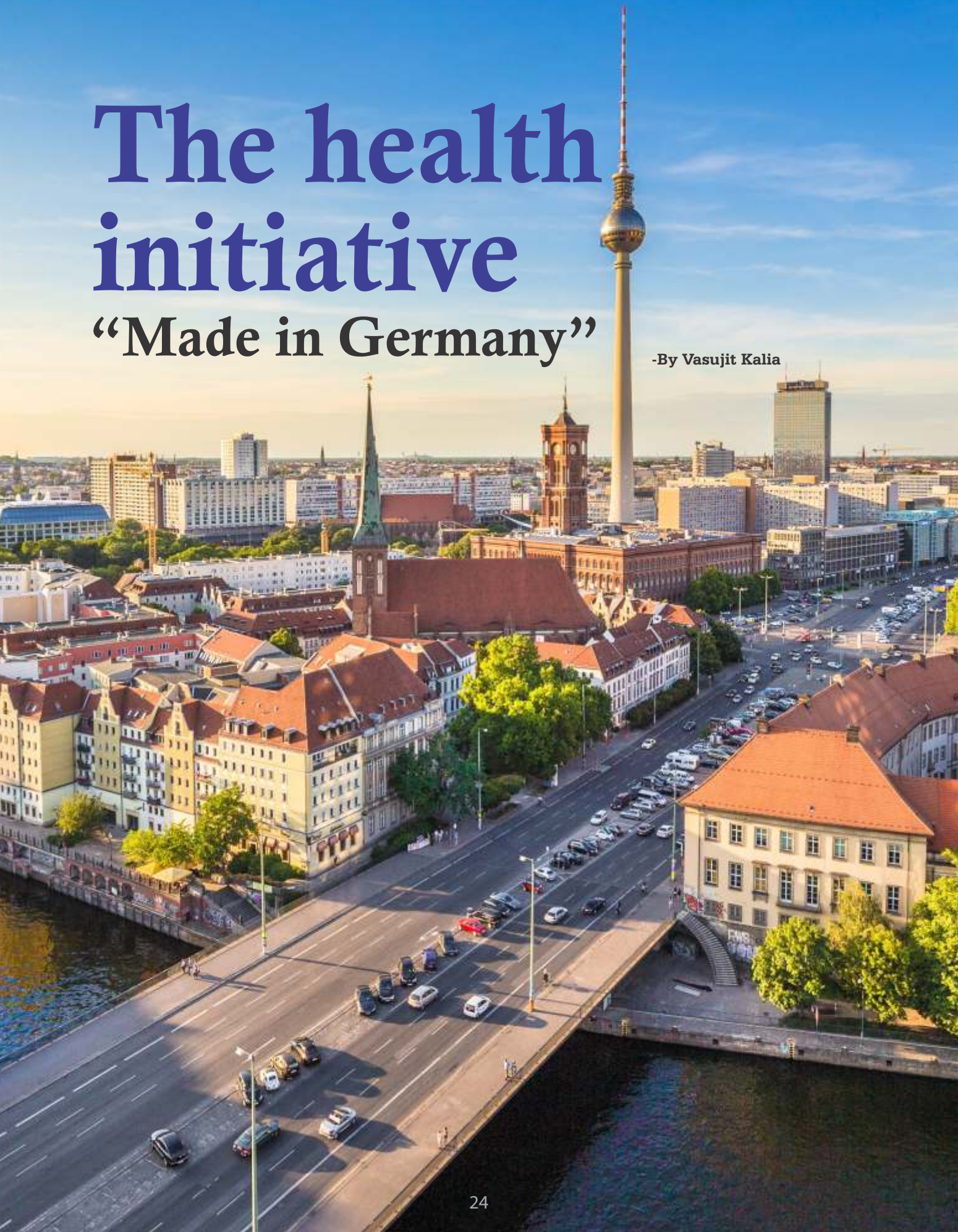
[www.emiratesobsgyn.ae](http://www.emiratesobsgyn.ae)



# The health initiative

## “Made in Germany”

-By Vasujit Kalia





**Health “Made in Germany” is the export initiative for the German healthcare industry. It supports international companies and organizations that are interested in establishing contact with potential German partners and suppliers. Set up by the German Federal Ministry for Economic Affairs and Energy (BMWi), the initiative bundles expert market intelligence for easy industry access.**

**G**ermany which is officially called the Federal Republic of Germany is located in Central and Western Europe. Germany includes 16 constituent states and covers an area of 357,386 square kilometers. It has a largely temperate seasonal climate. With 83 million inhabitants, it is the second most populous state of Europe after Russia. Its capital and largest metropolis is Berlin, while Frankfurt serves as its financial capital and has the country's busiest airport.

Germany has a universal multi-payer health care system paid for by a combination of statutory health insurance and "Private Krankenversicherung".

The turnover of the health sector was about US\$368.78 billion (€287.3 billion) in 2010, equivalent to 11.6 percent of gross domestic product (GDP) and about US\$4,505 (€3,510) per capita.

According to the World Health Organization, Germany's health care system was 77% government-funded and 23% privately funded as of 2004. In 2004 Germany ranked thirtieth in the world in life expectancy (78 years for men). It had a very low infant mortality rate (4.7 per 1,000 live births), and it was tied for eighth place in the number of practicing physicians, at 3.3 per 1,000 persons. In 2001 total spending on health amounted to 10.8 percent of gross domestic product.

According to the Euro health consumer index, which placed it in 7th position in its 2015 survey, Germany has long had the most restriction-free and consumer-oriented healthcare system in Europe. Patients are allowed to seek almost any type of care they wish whenever they want it. The governmental health system in Germany is currently keeping a record reserve of more than 18 billion Euros, which makes it one of the healthiest health systems in the world.

#### **Medical Travel**

Germany enjoys an outstanding reputation when it comes to treating patients from all over the globe. It's not uncommon for heads of state to turn to distinguished German specialists for treatment. Many patients from abroad choose to place themselves in the hands of the country's medical experts because they are working within one of the most innovative, advanced, and best healthcare systems worldwide.

Unparalleled cooperation between science, research, industry and hospitals at a regional and national level has given Germany some of the highest standards of medical care in the world. This is complemented by outstanding preventive therapy and rehabilitation. That's why tens of



According to the Euro health consumer index, which placed it in 7th position in its 2015 survey, Germany has long had the most restriction-free and consumer-oriented healthcare system in Europe. Patients are allowed to seek almost any type of care they wish whenever they want it. The governmental health system in Germany is currently keeping a record reserve of more than 18 billion Euros, which makes it one of the healthiest health systems in the world.

thousands of patients travel to Germany every year for inpatient treatment - and a much higher number for outpatient care.

#### **Medical excellence throughout Germany**

There are over 2,000 hospitals in Germany. These include more than 30 university hospitals offering the very highest level of care, over 1,000 public-sector and not-for-profit hospitals and 575 hospitals belonging to private groups.

#### **Top-quality service for international patients**

Some 10 per cent of German hospitals have a specifically international focus and existing services dedicated to patients from abroad. Doctors with outstanding



Germany enjoys an outstanding reputation when it comes to treating patients from all over the globe. It's not uncommon for heads of state to turn to distinguished German specialists for treatment. Many patients from abroad choose to place themselves in the hands of the country's medical experts because they are working within one of the most innovative, advanced, and best healthcare systems worldwide.

qualifications, highly specialized nursing staff, excellent diagnostics facilities and a superb medical infrastructure together ensure that German hospitals offer the highest quality medical care. Professional interpreters are offered as standard, and understanding of and consideration for religious and cultural needs are a matter of course. A variety of tourist attractions in the cities also gives families accompanying patient's opportunities to relax.

#### Health "Made in Germany"

Health "Made in Germany" is the export initiative for the German healthcare industry. It supports international companies and organizations that are interested in establishing contact with potential German partners & suppliers. Set up by the German Federal Ministry for Economic Affairs & Energy (BMWi), the initiative bundles expert market intelligence for easy industry access.

The slogan "Made in Germany" is well-known and recognized worldwide and is synonymous with reference to excellent engineering, research and development and as a result with splendid medical technology products too. Therefore in keeping in the worldwide growth of the demand for medical care, "Made in Germany" is extremely popular and has helped secure the position as third largest market for medical engineering, medical technology and services throughout the world.

Medical technology in and from Germany is primarily invested in research and development. It is highly organized and skilled industry and is categorized as a medium- sized enterprise dominated sector.

Germany is the Europe's leading business location for medical technology and the very short product cycles indicates that that maximum medical technology innovation will come from Germany within next few years. Furthermore, with the help of serve the high demand within the medical field.

Medical engineering technology has been a very long tradition in Germany and ranges from medical aids such as splints and bandages, electro-medical and surgical devices, implants, artificial hip and knee joints and pacemakers, to instruments for micro-therapy and diagnostics to name a few.



#### Germany's healthcare market

Germany is one of the world's most important providers and exporters of healthcare products and services. The country's innovative medical products set international standards for quality, safety and reliability. German manufacturers and service providers in all health and life sciences segments attract overseas customers and partners and deliver leadership in healthcare innovation.

Health made in Germany: Setting global standards

Germany is the biggest healthcare market in Europe. In 2016, healthcare spending amounted to EUR 353 billion.

Company turnover generated by medical technologies reached EUR 29.2 billion in 2016 - of which 65 percent originated from export markets.

- ⊙ **Pharmaceutical is the largest sector within the German healthcare industry. Goods and services worth EUR 69.7 billion were exported in 2015.**
- ⊙ **Medical biotechnology is one of the most innovative fields in the German healthcare sector. Industry sector turnover was EUR 3.3 billion in 2015.**
- ⊙ **Germany's mobile health market is predicted to grow by 22 percent in the next years.**
- ⊙ **11.7 percent of all medical technology patent applications in 2015 worldwide were from Germany.**
- ⊙ **Pharmaceutical companies spend more than EUR 5 billion per year on R&D in Germany.**



## ERC continues campaign to combat eye diseases in Morocco



The Emirates Red Crescent, ERC, launched the sixth phase of a campaign to combat eye diseases in Morocco, following the directives of H.H. Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union, President of the Supreme Council for Motherhood and Childhood, and Supreme Chairwoman of the Family Development Foundation.

The campaign aims to provide healthcare services to 5,000 patients in remote Moroccan villages and regions, including white cataract removal and lens implants using advanced surgical techniques for about 2,000 patients, as well as the early detection of glaucoma and supplying medicines and glasses to 3,000 people.

The campaign includes performing eye examinations for over 900 patients and 717 operations to remove white water, while the current phase, which was implemented in Alhajib, included 117 operations, with the participation of specialists and consultant doctors from the UAE and Morocco.

The campaign also included field visits to 10 schools in Morocco, which conducted examinations and provided glasses to 1,640 students.

Dr. Mohammed Ateeq Al Falahi, Secretary-General of the ERC, stressed that the Moroccan campaign reinforces the initiatives Sheikha Fatima to end the health issues of vulnerable people, as well as achieve the aspirations of the UAE's leadership and the country's strategy to promote giving, provide basic health, education and social services, and improve the conditions of mothers and children.

"Sheikha Fatima's initiatives represent a strong message of solidarity and her humanitarian work around the world," Al Falahi said, adding that H.H. Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region and Chairman of the ERC, is keen to monitor the campaign, which is a true addition to the efforts of the ERC in Morocco.

Al Falahi thanked the ERC's partners in Morocco, including the UAE Embassy, the Moroccan Ministry of Health and the Moroccan Medical Solidarity Association.

## Early screening is one of the utmost factors of decreasing incidence of cancer and improvement in the survival

Usually we start screening by the age of 40 lower age or earlier if the patient had a family history of breast cancer or detecting a lump in the breast during monthly examination would you prefer to be after the Cyclical period.



The Gene test a valuation is going to be considered for any patient who had one or two family history of breast cancer or if patient had a breast cancer below the age of 50 or lobular type of breast cancer which will change our management and handling of the breast in addition to the patient with the triple negative breast cancer.

Dr. Sadir Alrawi who works as Director of Surgical Oncology Services at Al Zahara Hospital Dubai explains, "Early diagnosis and management of breast cancer if that is of utmost important in their survival and the plan is monthly examination of the breast after the period after age of 16 or 17. Ultrasound of the breast before the age of 40 mammogram after the age of 40 MRI if needed. Stereotactic breast biopsy or lump back to me if we find any abnormality frozen section of valuation and the genetic testing including counseling with her all the team through multidisciplinary meeting including radiology Pathology surgeon radiation and medical oncology for any diagnosis and the best treatment of the patient."

Breast screening made of ultrasound before the age of the 40 mammogram after the age of 40 however anytime we combined them if we need more information abreast MRI would be considered if we need more fine information in the breast or it is not informative and ultrasound and mammogram however we consider MRI also if that lobular type of cancer or multi centric and multifocal breast cancer.

Dr. Alrawi said, " Breast reconstruction including uncle Plastic breast surgery or implant and expand there are of utmost important in decreasing the psychological burden on the patient when we do mastectomy in addition to new adjuvant chemo therapy when the patient had locally original advanced breast cancer according to the MDT decision."



## 3D printing technology applications in the UAE



Health professionals in Dubai have discussed processes, applications, and the conditions for adopting 3D printing technology in the healthcare sector of the UAE.

This came during the seventh edition of Dubai Science Park, DSP, Advance Health networking event which also witnessed an interactive demonstration of 3D printing in action.

Titled 'How 3D Printing Is Transforming Health', the event organised in partnership with Synapse Medical Services, a healthcare administration company, and Connect Communications, a strategic healthcare communications agency, featured panellists from the Dubai Health Authority, Aetrex Worldwide, Burjeel Hospital, EOS and Sinterex.

Dr. Mohammed Al Redha, Director of Project Management Office, Informatics and Smart Health at the DHA, said, "Technology in the healthcare space has the potential to transform lives for the better. The role of 3D printing is promising due to its precision, speed and the potential savings it can bring to healthcare systems. We have already seen the benefits of this technology across a number of areas in Dubai including dentistry, surgeries and 3D printed prosthetics. Our aim is to continue to work in collaboration with the private sector to see how we can best implement this technology within Dubai's healthcare landscape."

Speaking about the event's topic, Marwan Abdulaziz Janahi, Managing Director of DSP and Chairing Member of the Pharmaceuticals and Medical Equipment Taskforce of the Dubai Industrial Strategy 2030, said, "As technology continues to evolve, its implementation extends into diverse sectors. As an industry with a significant potential for growth, healthcare is no exception.

"Already employed successfully in complex surgeries, 3D printing is likely to revolutionise the domain due to its personalisation capabilities as well as the fact that it minimises risk and maximises positive outcomes. As this technology gains uptake throughout the UAE, it is poised to become the backbone of multiple medical procedures."

Advance Health regularly convenes key stakeholders in the science and healthcare sectors, providing an ideal platform for knowledge sharing and networking with the aim of enhancing patient outcomes in the UAE.

## Noor Dubai Foundation launches website

The Noor Dubai Foundation, launched its website with an aim to increase awareness on eye health nationally, regionally and internationally.

The portal will also help raise support for eye health programmes, especially for those in countries of need.

Humaid Al Outami, Director-General of the Dubai Health Authority and Chairman of the Board of Trustees of the Noor Dubai Foundation, said during the launch ceremony that the NGO has come a long way since its inception in 2008 and has benefitted more than 27 million people.

"The website will highlight our programmes and further help strengthen our network and partnership opportunities, so that we can continue to provide eye care and the gift-of-sight to those in countries of need," he explained.

Al Outami thanked the President His Highness Sheikh Khalifa bin Zayed Al Nahyan; His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai; His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces; and Their Highnesses Supreme Council Members and Rulers of the Emirates for their patronage and support of humanitarian and philanthropic initiatives.

Commenting on the website launch, Dr. Manal Taryam, Noor Dubai Foundation CEO and Board Member, said, "As



a member of several international affiliations such as the International Agency for Prevention of blindness and the International Coalition for Trachoma Control, it is critical that our official communication channels shed light on our programmes in order to strengthen our network and partnership opportunities.

She went on to note that Noor Dubai works with government bodies to help countries achieve their UN Sustainable Development Goals, including SDG 3 Good Health and Well-being, SDG 1 No Poverty, and SDG 6 Clean water and Sanitation.



## 'Well of Hope' to provide clean water to over 1 million people across the world



The 'Well of Hope' campaign will provide clean water to over one million people in disadvantaged communities as 21 participating entities across the UAE pledged to dig 150 wells in 34 countries.

The initiative is part of the 20-day humanitarian competition, the first of its kind in the region, launched earlier by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai. He had urged the public and private sector employees across the country to pump the largest amounts of water through a mobile virtual pumping device during Ramadan. Employees of 21 public and private institutions, during the holy month, competed to pump the water to be matched by Mohammed bin Rashid Al Maktoum Global Initiatives, MBRGI, that will, in return, donate the collected amount to water-stressed regions.

The Awqaf and Minors Affairs Foundation in Dubai, AMAF, took the lead through establishing the "Well of Hope" endowment to provide clean water to over 600,000 beneficiaries annually.

Mohammed Al Gergawi, Minister of Cabinet Affairs and the Future, said the humanitarian campaign embodies the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum to create hope and promote the values of giving and human solidarity through providing clean water, the essence of life, to disadvantaged communities.

Dubai Police and Abu Dhabi Media achieved record employee participation, with each entity contributing over 19,000 litres. Employees of DP World and Dubai Culture and Arts Authority pumped over 17,000 litres each, while the Dubai Health Authority and Dubai Media Incorporated contributed over 15,000 litres to the Well of Hope.

Dubai Police also pledged to dig 25 wells in Africa, build five water networks in Mauritania and Kenya, and distribute water in collaboration with charitable organisations.

Meanwhile, the Roads Transport Authority announced digging 10 wells in 10 countries and Dubai Municipality pledged six wells in six countries, Etihad Airways 30 wells in three countries in Africa, DHA 50 wells in Bangladesh and Tajikistan, and Dubai Electricity and Water Authority with 20 wells across seven countries.

Khalid Al Shehhi, Director of the Arab Hope Makers initiative at MBRGI, said companies took the initiative to launch innovative humanitarian projects that exceeded the campaign's scope.

Ali Al Mutawa, Secretary-General of AMAF, said the initiative represents a global innovative campaign from the UAE to provide the main source of life and an essential element of the development of societies.

Global figures show that one in 10 people in the world have no access to pure water, while over two billion people live in countries experiencing high water stress. It is predicted that 30 countries will be facing water shortages by 2025.

The World Health Organisation, WHO, has previously noted that the issue of water scarcity will continue to evolve into an urgent priority, exacerbated by climate change and low water supply systems in less fortunate communities. Contaminated water is linked to transmission of diseases such as cholera and diarrhoea, which mostly affects children and puts their lives at risk. According to WHO, over 700 million people have no access to safe drinking water.

Since 2015, the MBRGI has carried on humanitarian and charitable work to become the largest regional and international foundation of its kind. The Foundation's achievements reflect the vision of His Highness Sheikh Mohammed bin Rashid Al Maktoum in positioning the UAE at the forefront of developmental and humanitarian work on a global scale. Under the umbrella of MBRGI, more than 30 entities and initiatives implement more than 1,400 humanitarian, developmental and social programmes and projects that benefit over 130 million people in 116 countries.





# 22<sup>nd</sup> OMAN OTOLARYNGOLOGY HEAD & NECK AUDIOLOGY CONFERENCE

## 12<sup>th</sup> GCC ORL H&N SOCIETY SYMPOSIUM

25-26 Oct 2019 | Muscat - Oman

### Who Should Attend

- ENT Specialists
- Otologists
- Neurotologists
- Rhinologist
- Head & Neck Surgeons
- ENT/FAMCo/Emergency Residents
- Family Physicians (FAMCo)
- Audiologists
- Phoniatriicians
- Speech Pathologists
- Nurses – Medical/Nursing Students



[www.omanorl.com](http://www.omanorl.com)

### Conference Highlights

- Comprehensive lectures on ENT (Otology, Rhinology, Pediatric, Head & Neck)
- Audio vestibular workshop
- Speech rehabilitation workshop
- Cadaveric dissection of nose, FESS and temporal bone (Demonstration)
- Tracheostomy care training course for nurses
- Emergency of ENT workshop
- Quality assurance in health care workshop
- Free paper and video Clips
- Poster presentations
- Residents presentations
- OSA

### Key Topics

- Otology
- Rhinology
- Head & Neck
- Pediatric ENT
- Audiology
- Speech therapy
- Panel discussions

### Important Dates

Early Bird Registration

**Until 14th August 2019**

Abstract Submission Ends

**15th August 2019**

**ABSTRACT SUBMISSION NOW OPEN**



Congress Secretariat: MCI Middle East, UAE



+971 4 311 6300



+971 4 311 6301



[omanorl@mci-group.com](mailto:omanorl@mci-group.com)



## Al Zahra Hospital Dubai paves the way for precision medicine in the UAE



Magnetom Vida 64 XT, the new high-end 3 Tesla MRI scanner with BioMatrix technology from Siemens Healthineers, will be launched to the public in Dubai before the end of 2019 where the first system in the UAE is being installed at Al Zahra Hospital Dubai (AZHD). Magnetom Vida 64 XT is the first scanner equipped with BioMatrix, a brand-new artificially intelligent system that adapts itself automatically to the human anatomical and physiological bio-variations and characteristics with sensors, tuners and auto-correction to give high quality images even with motion, respiration or critical patient status. The new technology allows users to meet the growing demand for MR imaging in Dubai and the UAE, perform the full range of routine as well as complex examinations and deliver robust results for every patient.

Commenting on the new MRI system, Dr Mohaymen Abdelghany, Chief Executive at Al Zahra Hospital Dubai explained that high-precision imaging means that radiologist scan deliver essential and robust information to physicians to choose the right treatment for each patient every time. "AZHD continues to invest in new technologies and is a pioneer introducing them to the UAE healthcare sector. In collaboration with Siemens Healthineers, our long term partner, we play an important role in taking Dubai's healthcare forward in the development of precision medicine with the introduction of the new Magnetom Vida

3T 64 XT MRI system."

Dr Mohaymen further added, "The disruptive BioMatrix technology will help our patients achieve fewer rescans, predictable scheduling, and consistent, high-quality personalized

examination results. With Magnetom Vida 3T 64 XT MRI, AZHD will not only be able to serve patient groups that were previously deemed unsuitable for MRI due to issues such as cardiac arrhythmias, excess weight, or health problems that prevent them from actively supporting the scans, this will advance our Fast Track - Same Day MRI Report Service."

Dr Osama Zamzami, Head of Medical Imaging at Al Zahra Hospital Dubai said that the new Magnetom Vida 64 XT MRI system makes MR imaging more robust and more precise, irrespective of inherent patient variability emphasizing that it also has another major advantage. "We can examine sick patients faster. For example the post-processing times of liver studies can be reduced from twenty to just four minutes and similarly the measurement times for musculoskeletal, prostate and many other body parts imaging are much reduced compared to previous MRI systems". Dr Zamzami enthused. "The scanner offers the highest degree of patient comfort with the performance of a research system, which speeds up our workflows. What is more, it does so with significantly improved image quality. With the launch of this latest MRI, we will be helping the healthcare community overcome the current challenges in MR imaging – the increasing volume of examinations and the complexity of the scans."

## Al Qassimi Hospital to operate complex paediatric open-heart surgeries

Paediatric open-heart surgery has now become available at the Al Qassimi Hospital for Women and Children in Sharjah. The procedure was launched by the Ministry of Health and Prevention, MoHAP, as part of its vision to meet patient requirements and utilises innovative techniques that conform with international quality medical standards.

In a statement today, the ministry said that the service will meet the growing need for paediatric heart surgery, and has hired a specialised team of experts and doctors, who were hand-picked from an elite group of doctors and consultants with a long experience in dealing with complex cases.

The team consists of a consultant cardiologist, cardiologist, anaesthesiologist, intensive care

consultant, perfusionist, and ten nursing staff specialised in paediatric open-heart surgery, who will be working in the operating theatre and intensive care unit.

The team are to perform a wide-range of procedures, such as atrial septal defect, complex operations, heart defects, as well as single ventricle defects and left ventricular reconstruction, which require immediate surgery after the birth of a baby.

Commenting on the announcement, Dr. Kalthoum Al Baloushi, Director of Hospitals Administration at MoHAP, said, "We aim to offer UAE citizens and residents the best services in accordance with the best international practices to improve the quality of health services and patient safety."



# Artificial Intelligence a Key Growth Enabler for UAE's Healthcare Sector: Al Zahra Hospital



Al Zahra Hospital Dubai (AZHD), striving to embody the principles propagated by the 'UAE Vision 2021 National Agenda for Health', is aiming to be one of the early adopters of Artificial intelligence (AI) backed technologies. To fast-track this process, AZHD has further strengthened its partnership with Siemens Healthineers, one of the largest healthcare providers in the world.

Healthcare specialists are often challenged with unwanted variability and inconsistent results, when people of different physiologies and anatomies are examined during MRI examinations and ultrasound imaging. In an attempt to overcome these challenges, clinicians have traditionally compromised on ultrasound image resolution, or penetration of their ultrasound imaging.

"Around 47.5 percent of UAE residents are overweight, and close to 13 percent are obese. To address this challenge on an urgent basis, AZHD's adoption of Siemens Healthineers' newly released ACUSON Sequoia ultrasound system, with its higher penetration capabilities, now equips the hospital to accurately diagnose patients with larger body types," stated Dr. Mohaymen Abdelghany, CEO of Al Zahra Hospital Dubai (AZHD).

ACUSON Sequoia's new BioAcoustic imaging technology accurately represents human biology and tracks the ultrasound signal throughout the signal path for a high quality image.

"AZHD will be one of the early adopters in the UAE to install the state-of-the-art high-tech MRI and Ultrasound systems to provide accurate diagnostic support to its different current and future certified centers of excellence in AZHD such as orthopaedics and sports injuries, bariatrics and metabolic surgery, minimally invasive gynaecology, oncology and cardiology in a major step to pursue our vision of leading the region in clinical outcome and patient experience.

Fast MRI sequences and protocols will enable AZHD to increase imaging quality, minimize post-surgical image discrepancy from 8 to 2% and achieve its same day MRI

objective by reducing the MRI wait list. An additional 20 patients will benefit daily from the latest MRI MAGNETOM Vida equipped with the BioMatrix artificial intelligence technology," added Dr. Mohaymen.

The MAGNETOM Vida, aims to personalise MRI scans by overcoming patient biovariability, that is the individual's unique characteristics rather than being seen as an impediment when it comes to MRI scanning. MAGNETOM Vida with BioMatrix Technology gives reproducible image quality and comprehensive clinical information irrespective of the patient or system operator.

"We have long years of experience in healthcare and are proud of the high standard of healthcare service we provide. Our philosophy is patient-centric care and focus on the clinical outcome. We are excited about the plans to continue the growth of our hospital, emphasizing our commitment to provide the best healthcare to our community," added Dr. Mohaymen.

Ole Maloy, Managing Director, Siemens Healthineers Middle East and Southern and Eastern Africa, "Improving patient experience is an integral part of our company values and is deeply embedded within our DNA. At Siemens Healthineers, our mission is to enable healthcare providers to deliver high-value care. We are extremely proud to collaborate with Al Zahra Hospital Dubai by providing them with innovative technology and supporting them in their journey to provide the best healthcare for UAE."





## Emirates SkyCargo strengthens its pharma capabilities



Reinforcing its position as the global market leader for the air transport of temperature sensitive pharmaceuticals, Emirates SkyCargo has significantly boosted its worldwide pharma handling capabilities and infrastructure.

### New dedicated pharma facility at Chicago

Emirates SkyCargo has commenced handling pharmaceutical cargo at a new purpose-built facility in Chicago. The facility, dedicated solely for pharmaceutical shipments, is spread over 1,000 sq. metres, with scope for additional expansion and provides comprehensive protection for pharma cargo through temperature controlled zones for acceptance and delivery, pharma cargo build up and break down, storage and direct ramp access. Developed in partnership with ground handling company Maestro, the facility has a capacity of 15,000 tonnes of pharma shipments per annum.

"Emirates SkyCargo is committed to the safe and secure transportation of temperature sensitive pharmaceutical shipments. Having a dedicated facility for pharma at one of our busiest stations for pharma in our network is a big boost to our pharma handling credentials and capability," said Nabil Sultan, Divisional Senior Vice President, Emirates SkyCargo.

"This was also a unique model wherein we worked closely with the ground handler and were involved in the planning for the facility from the very beginning. Using our learnings from transporting pharma across six continents, we were able to collaborate to make the new pharma facility fit for purpose," he added.

The facility offers temperature controlled zones (2-8 degree Celsius and 15-25 degree Celsius) for acceptance and delivery, pharma cargo build up, breakdown and storage. The proximity of the facility to the ramp also means that cargo has to spend lesser time in transit to and from the terminal to the aircraft.

### Expansion of global pharma corridor network

The dedicated pharma facility in Chicago is part of Emirates SkyCargo's broader strategy to enhance protection for temperature sensitive pharma shipments not just at its hub in Dubai but from origin to destination.

Following up on the success of the pharma corridors initiative which was announced in Jan 2018, Emirates SkyCargo has expanded its initial network of 12 pharma stations to 20.

As part of pharma corridors, Emirates SkyCargo works with ground handling partners and other local stakeholders at the stations that are important origin or destination points for pharma, in order to ensure a high

standard of handling operations for pharmaceuticals in line with Emirates SkyCargo's stringent norms.

Commenting on pharma corridors, Henrik Ambak, Emirates Senior Vice President, Cargo Operations Worldwide, said: "Pharmaceutical cargo being transported by air are growing in their sophistication and complexity in terms of the strict regulations for handling and temperature control. We introduced the pharma corridors initiative because we wanted to expand the required high standard of handling for pharma shipments further into our network and serve markets better from origin to destination.

"We have been successfully working with our ground handling partners at our major pharma points and the model has met with quite a lot of success and positive



feedback from our customers. This has motivated us to replicate the model at more pharma stations thus growing our pharma corridors network to more than 20 stations. We'll continue to look at how pharma flows through our network and add more stations in the future," he added.

GDP Recertification for Emirates SkyCargo's hub operations in Dubai

Emirates SkyCargo's pharma operations in Dubai including the 24\*7 trucking operations between its terminals at Dubai International Airport and Dubai World Central have been certified as compliant to EU GDP (Good Distribution Practices) guidelines this year.

Emirates SkyCargo first received GDP certification in 2016 which was then revalidated in 2017 and 2018. In 2019, the air cargo carrier went through a rigorous audit by Bureau Veritas where its pharma handling facilities and processes were evaluated completely from the ground up.

With over 8,000 square metres of dedicated pharma storage and handling space, Emirates SkyCargo operates the world's largest multi-airport GDP certified hubs in Dubai. During the financial year 2018/19, the carrier transported more than 75,000 tonnes of pharmaceuticals through its network.



# 79<sup>th</sup> FIP World Congress of Pharmacy and Pharmaceutical Sciences Abu Dhabi, United Arab Emirates 22-26 September 2019



## New horizons: Navigating winds of change *New technologies, new roles, new opportunities for pharmacy*

Do you want to be inspired to take on new roles and be prepared for success in a world of change? Wherever you practise, FIP can help you stay ahead of the game so that you can provide the best care for patients.

As we develop new skills to manage new technologies such as robotics and the digitalisation of health care, it is important that we do not compromise quality and safety.

Come to the Abu Dhabi congress, which will help you develop the knowledge and attitudes to adapt to emerging new roles through networking with pharmacists and scientists from all areas of practice and from all around the world.

### WELCOME TO ABU DHABI

Abu Dhabi is a modern, cosmopolitan city with an ancient heritage where respect for the past informs the present and shapes the future. There are historic buildings, engaging tours and a packed calendar of events covering the arts, culture, sports and trade. Visitors will encounter a diverse emirate, with deserts, beaches, oases and mountains, and there are ultra-modern malls and small souk-like stores to cater for their every (tax-free) shopping need.

### CONGRESS STREAMS:

#### A > New trends in science, practice and education

*Focuses on new technologies, digitalisation of health care, robotics, individualisation of therapy, the provision of education via virtual classrooms, integrating science and practice in teaching, communication, people-centred care, and ethical challenges.*

#### B > New roles, opportunities and responsibilities

*Examines pharmacists' roles and the roles of individuals, looks at new services and the skills required to advance them, and highlights the importance of education and of collaboration not only with pharmacy colleagues but also with other health-care professionals.*

#### C > Health now! Responding to the challenges of today

*Recognises that challenges can be faced by looking at new research, ethical considerations, new values, access to health, health systems, sustainability, environmental sustainability, non-communicable diseases, empowerment of patients, empowerment of women, quality and assessment.*

#### D > Targeting special interests

*Looks at special interests in the different fields of pharmacy and pharmaceutical sciences.*



ABU DHABI 2019  
FIP WORLD CONGRESS  
22-26 September

Please find more information:  
[abudhabi2019.congress.pharmacy](http://abudhabi2019.congress.pharmacy)

### Note

*Some congress sessions are accredited for continuing education. Check our website.*



## 30 companies take part in Dubai Future Accelerators program



Some 30 local and global companies will be working closely with the government entities in Dubai in the 6th cohort of Dubai Future Accelerators, DFA, programme, to address their industry-specific challenges.

According to an announcement of Dubai Future Foundation, companies representing 15 countries, include six from the UAE, five from the United Kingdom, three from the United States, three from Spain, two from Denmark, and two from Poland. Other companies hail from Finland, France, India, Chile, Japan, Singapore, Sri Lanka, Spain, Sweden and Ukraine.

Saeed Al Falasi, Executive Director of Future Platforms at Dubai Future Foundation, said that this cohort saw the participation of companies from Japan and Chile for the first time, which reinforces the importance and success of this initiative in attracting innovative companies from

around the world to Dubai to work with government entities to create a positive impact in society.

Participating government entities include Dubai Electricity and Water Authority, Dubai Roads and Transport Authority, Dubai Health Authority, Dubai Municipality, Dubai Knowledge and Human Development Authority, Dubai Police, and Etisalat Digital.

Launched in 2016 by H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of Dubai Executive Council and Chairman of the Board of Trustees of the Dubai Future Foundation, the Dubai Future Accelerators is seen as a global platform that provides an opportunity for startups and entrepreneurs around the world to collaborate with strategic government entities as well as work closely with decision makers in Dubai.

## UAE participates in meeting on 'Arab Health and Environment Strategy' in Cairo

The UAE is participating in a joint meeting of experts to monitor the implementation of the "Arab Health and Environment Strategy" and discuss the "Arab Strategic Health Action Manual 2017-2030," which began today at the General Secretariat of the Arab League.

The meeting was organised by the Health, Humanitarian Aid Administration and the Environment, Housing and Water Resources Administration of the Arab League, in cooperation with the World Health Organisation, WHO, regional office in the Middle East and the United Nations Environment Programme, UNEP, regional office in West Asia.

The UAE is represented by a delegation that includes Fatma Hussain, Head of the Infectious Diseases Department at the Ministry of Health and Community Prevention, and Fatma Hammadi, Representative of the Ministry of Environment.

Dr. Saeed Al Hadhy, Director of the Health and Humanitarian Aid Administration at the Arab League, said that the two-day meeting aims to discuss a range of

key issues, most notably the strategy, the safe disposal of medical waste and expired medicines, and the Arab Ministerial Forum on Health and Environment.

In a statement on the sidelines of the meeting, Al Hadhy noted that the meeting will also present the resolution of the Arab League Board, which came from its ordinary summit in Dhahran, related to the strategy and the manual, as well as the resolution from the joint ministerial meeting between Arab ministers of health and the Environment Council.

The meeting will witness a presentation by the WHO Environment Activities Centre and the UNEP's regional office in West Asia on the outcomes of the 4th session of the UNEP. It will also explore the final mechanism and procedures proposed by the Joint Technical Secretariat of the Arab Ministerial Forum on Health and Environment, and address ways of implementing the resolution of the 47th Arab Health Ministers Council held in March 2017 on the safe disposal of medical waste and expired medicines.



## Gulf Medical University Hosts the Prestigious MRCP (UK) PACES Examination



Gulf Medical University (GMU), Ajman, the leading medical university in the Middle East region, hosted the prestigious MRCPUK PACES (Practical Assessment of Clinical Examination Skills) exam in collaboration with the Federation of the Royal Colleges of Physicians of the United Kingdom, at the university campus between the 2nd and 4th of July 2019. With this, GMU has joined the exclusive list of international PACES exam centers in the region hosting this high-profile examination conducted under strict vigilance, in compliance with the stringent standards and guidelines laid down by the Federation of the Royal Colleges of Physicians, UK.

Attempted worldwide, the PACES exams are held two to three times a year in UK and at recognized international exam centers, sat by thousands of doctors around the world. The examination tests trained doctors' ability to practice medicine safely and efficiently. During the PACES exam, physicians are assessed for their clinical skills, history taking & communication skills. Combined with two written exams, passing qualifies a doctor for the MRCPUK (Member of the Royal College of Physicians, UK) qualification, internationally recognized by many regulators as quality benchmarks of medical knowledge and clinical skills.

Dr. Donald L. Farquhar, International Medical Director (Assessment) said, "GMU is our new center in the region; we are delighted to have a new center as GMU. I've been very impressed with the University; this is my third visit here. We've worked with them in a partnership to develop the exam center, and we hope in the future to be also involved in training of post-graduate doctors at the soon-to-open Thumbay University Hospital in the campus here. We find GMU to be a very forward-looking, stimulating university with a lot of enthusiasm and can-do attitude."

Prof. HossamHamdy, the Chancellor of GMU said, "We are proud to be an international center for the MRCPUK PACES examination in UAE. This would immensely benefit the young doctors in the UAE and the region, inspiring them to acquire an internationally respected post-graduate qualification. Furthermore, the establishment of the center is in line with GMU's vision to be a leading international academic healthcare institution through the integration of quality health professions education, research, healthcare and social accountability for sustainable community development."

## Cool Chain Association gives shippers the voice to explore final mile pharma solutions

Registration for the Cool Chain Association (CCA)'s Airfreight Pharma Conference has opened, promising a program that will shine a light on collaborative solutions to final mile challenges.

Sustainability and innovation will take centre stage, with topics ranging from the benefits of drones for the pharma chain, to learning from shippers about the importance of getting the cool chain right to help save infant lives.

Dr Radhika Batra, founder and President of Every Infant Matters, a Non-Governmental Organisation (NGO) registered in India and dedicated to improving the lives of disadvantaged children, will join the debate with Wolfgang Engel, Head of Competence Center Logistics, DQS, and Niels van Namen, Vice President Healthcare, UPS Europe.

Other panellists include Nourddin Odris, Head of Transport management Global Supply Chain, Roche, Agnes Turek, Project Manager Services, Bayer, and

Navid Choudhury, Senior Manager, Supply Chain Planning, Novo Nordisk.

"Cool Chain partners are seeking new ways whereby stakeholder collaboration delivers a cost-effective, and high-quality service in a rapidly changing pharma landscape," said Stavros Evangelakakis, Global Product Manager, Cargolux and Chairman, CCA.

"We need new ways of working together to meet the growing demands of our pharma customers & ensure that when it comes to the last mile, we are part of the solution.

"There is a clear need for all stakeholders to investigate ways to collaborate and find solutions to make sure there is a successful end-to-end chain.

"Embracing new innovations and technology is at the forefront of the debate to help fix the problem." The CCA event, at the Marriott, Charles de Gaulle Airport, Paris will include a mix of panel discussions, presentations, and debate, as well as round table discussions and networking opportunities.



## UAE is leading the world in embedding climate action in its health strategies, says Al Zeyoudi



The First Climate and Health Ministers' Meeting, hosted recently in partnership with the World Health Organization, WHO, and the UN as part of the Abu Dhabi Climate Meeting, highlighted the serious impact of climate change on people as well as the environment.

Dr Thani bin Ahmed Al Zeyoudi, UAE Minister of Climate Change and Environment, Dr Hussein Al Rand, Assistant Undersecretary for Centres and Health Clinics, UAE Ministry of Health and Prevention, and Dr Naoko Yamamoto, Assistant Director-General for Universal Health Coverage and Health Systems at WHO, co-chaired the session.

In his principal remarks, Dr Al Zeyoudi said: "The medical bills from climate change are staggering, the humanitarian bills are staggering, and the number of deaths is unacceptable. But I want to take a more positive and balanced outlook here: Not just that climate change kills, but that climate action saves lives. Not just that health impacts are expensive, but that climate action is worth investing in."

Dr Al Zeyoudi noted that the UAE is leading the world in embedding climate action in its health strategies. This statement was reinforced by the release of the UAE country profile study of climate threats in partnership with WHO and the UAE Ministry of Health and Prevention. According to the study, three of the biggest threats are health-linked: projected annual temperature rise of five percent – severely impacting the elderly, children, low-income households, and individuals with pre-existing health conditions; respiratory diseases from air pollution and dust; and damage to health infrastructure and disruption of healthcare services due to sea-level rise and extreme events.

The roundtable featured Amina J. Mohammed, UN Deputy Secretary-General, Dr Naoko Yamamoto, Assistant Director-General, Universal Health Coverage at WHO, Xie Zhenhua, China's Special Representative on Climate Change, Francesco La Camera, Director-General of the International Renewable Energy Agency, IRENA, Elhadj As Sy, Secretary General of the International Federation of Red Cross and Red Crescent Societies, Carol Welch, Director of Strategy, Planning and Management at the Bill & Melinda Gates Foundation, and Yannick Glemarec, Executive Director of the Green Climate Fund. Dr Tedros Adhanom Ghebreyesus, Director-General of WHO, in a video message urged political leaders to speed up the transition to a low-carbon economy to mitigate health risks. Attendees included experts, government officials, and mayors from around the world.



Ministers and other government representatives from Peru, Singapore, Sweden, Poland, Morocco, Egypt, Finland, Ethiopia, Bangladesh, Germany, Maldives, Spain, Antigua and Barbuda, and Palau also contributed to the discussion.

The participants decided that the recommendations for the UN Climate Action Summit, set to take place in September 2019 in New York, should incorporate health impacts into climate change solutions in three key areas: Air pollution: As two-thirds of outdoor air pollution come from fossil fuels, it is clear that the solutions to the air pollution problem are the same as the objectives of low-carbon economy policies, such as clean energy and green transport. The delegates agreed it is imperative to align the climate change and air pollution agendas. They also noted that the health community is now mobilized in climate action and views breathing clean air as a basic human right.

Climate-induced stress and disasters: There is not one single climate-induced disaster where health is not a component, with diseases, pandemics, endemics, poor sanitation, and malnutrition being the consequences of extreme weather. Humans must mitigate risks and adapt to climate change in order to prevent every shock and hazard from becoming a disaster. The participants decided to make adaptation and resilience a key stream at the upcoming Summit.

Finance: Despite the agreement to align the health and climate change agendas, the delegates noted that only 0.5 percent of climate finance specifically targets health, owing to a mix of mandate and mindset barriers. There are proven interventions that require a wider application, such as early warning systems, healthcare facilities powered by green energy, and investment in crops and livestock to mitigate the impact of CO2 on nutrition levels. The participants agreed that this is a matter not only for governments but also for the private and philanthropic sectors.



## RBM Partnership appoints former DG of HAAD as new Board Chair

The RBM Partnership to End Malaria has announced that Professor Maha Taysir Barakat, former Director-General of the Health Authority Abu Dhabi, HAAD, will serve as Board Chair of the Partnership as of 1st June, 2019.

Barakat takes over from Dr. Winnie Mpanju-Shumbusho, former Assistant Director-General for HIV/AIDS, Tuberculosis, Malaria and Neglected Tropical Diseases, World Health Organisation, who has completed her three-year term as Board Chair and will continue to serve on the Partnership's Board.

Dr. Mpanju-Shumbusho said, "As I hand over the RBM Partnership Board Chairmanship to Prof. Maha Barakat, I look back with gratitude, great satisfaction and pride on the terrific achievements we have made together, including reinvigorating the Partnership and accelerating the fight to end malaria for good. I thank my entire fellow Board Members, RBM Partners worldwide and the Secretariat; and wish you all the very best as we progress the fight to end this terrible disease in every corner of the world, once and for all."

In turn, Dr. Abdourahmane Diallo, CEO of the RBM Partnership to End Malaria, stated, "On behalf of the RBM Partnership, I would like to extend our deepest gratitude

to Dr. Mpanju-Shumbusho for her service as Board Chair over the past three years and especially for ably leading the Partnership through the complex transition period. We were fortunate to be able to benefit from her extensive experience in disease prevention and control in global health, as well as her diplomatic skills and vast networks which were instrumental in putting the revitalized Partnership back on the map."

Dr. Diallo also welcomed the incoming Board Chair Professor Maha Taysir Barakat, who has served as a Partnership Board Member since 2016 and Executive Chair Elect from January-April 2019, and expressed the Secretariat's full support to her in her new role.

Commenting on her new role, Professor Barakat said, "I am honoured and delighted to commence my term as Board Chair of the RBM Partnership at a time when we must step up our collective commitment and investment in the global fight against malaria. I am extremely grateful to the RBM Partnership Board for the confidence and trust placed in me, and look forward to continuing to work with my fellow Board members, the Secretariat and the Partners on this tremendously important cause."

Professor Barakat held the post of Director-General of the Health Authority Abu Dhabi from 2013 until 2018.

## Dubai Health plans to develop 'Certificate of Need' guidelines

The Dubai Health Authority (DHA) held a workshop with the private sector to receive their input and feedback prior to developing a "Certificate of Need" policies and guidelines.

The workshop took place during the Dubai Healthcare Investors' Forum that was held today and was supported by Advention Business Partners and Taylor Wessing.

The CON guidelines will help further bolster the health sector and promote need-based investments so that there is equilibrium in the sector and to avoid imbalances in supply and demand in health services. The move also aims to provide patients with access to a wide range of medical specialties.

Last year, DHA launched a comprehensive Health Investment Guide, which provides in-depth details of demand, supply (which includes future supply) and gaps in the health sector.

The investment guide helps promote investment in need-based areas and supports investors. Now, adding a CON guidelines and policies will provide further clarity to investors and help them invest in areas of priority & need.

Humaid Al Outami, Director General of the DHA said during the opening of the forum, "There is no doubt that the healthcare sector in Dubai is now one of the fastest growing sectors. This is due to the promising and diverse opportunities available in Dubai and incentives provided by the Government of Dubai. Dubai's notable capabilities have transformed the city into the preferred destination for healthcare investment by multinational health organizations. We are proud of our leadership and appreciate their role in the development of the health sector. The CON Programme has policies and guidelines

that ensure investments in the healthcare are in line with the requirements of the sector and the needs of the population. CON is an important tool utilized by internationally advanced healthcare systems, to link the granting of licenses for medical facilities with a CON based on accurate and transparent studies. This helps lead to a dynamic health system that offers a wide spectrum of specialized health services."

Dr Marwan Al Mulla, CEO of Health Regulation at the DHA highlighted the growth of the health sector over the last few years. He said that currently there are 37 hospitals in the Emirate and nine are under construction.

Fatima Abbas, CEO of Strategy and Corporate Development at the DHA said, "The CON programme will support and guide investments with the right caliber to deliver quality services. Through this programme we will make investors aware of where the opportunities are, and will provide incentives in areas where investment needs exist and where CON requirements are met. This will limit oversupply of specialized services and protect investors who have invested significantly into specialized services."

Dr. Ibtesam Al Bastaki, Director, Investments & PPPs (public-private partnership) at the DHA said, "We believe that the CON programme will enable and ensure stability and sustainability of quality of care being provided for complex medical services. Investments generated through the CON programme will also lead to improvement in coverage for undersupplied services. We will work closely with the private sector to implement these guidelines and policies with an aim to further help develop the sector, keeping access to specialised services and patient experience as priority."



# Temp-Check

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



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

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

الإتihad  
**ETIHAD**  
CARGO





# Quick References

## BAHRAIN

**Royal Bahrain Hospital**  
Tel: +973 17 246 800  
[www.royalbahrainhospital.com](http://www.royalbahrainhospital.com)

**KIMS Bahrain Medical Centre**  
Tel: +973 17 822 123  
[kimsbhrn@batelco.com.bh](mailto:kimsbhrn@batelco.com.bh)  
[www.kimsbh.com](http://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](mailto:admin@alamal-hospital.org)  
[www.alamal-hospital.org](http://www.alamal-hospital.org)

**Al-Hilal Hospital**  
Tel: +973 17 344 700  
Email: [info@alhilalhospital.com](mailto:info@alhilalhospital.com)  
[www.alhilalhospital.com](http://www.alhilalhospital.com)

**Al-Kindi Specialised Hospital**  
[info@alkindihospital.com](mailto:info@alkindihospital.com)  
[www.alkindihospital.com](http://www.alkindihospital.com)

**American Mission Hospital**  
Tel: +973 17 790 025  
[www.amh.org.bh](http://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](http://www.bdfmedical.org)

**Bahrain Specialist Hospital**  
Tel: +973 17 812 080  
[bshinfo@bsh.com.bh](mailto:bshinfo@bsh.com.bh)  
[www.bsh.com.bh](http://www.bsh.com.bh)

**Dr. Tariq Saeed Hospital**  
Tel: +973 17 822822  
Email: [tariplas@batelco.com.bh](mailto:tariplas@batelco.com.bh)  
[www.dermoplast.com.bh](http://www.dermoplast.com.bh)

**German Orthopedic Hospital**  
Tel: +973 17 239 988  
Email: [info@germanortho.com](mailto:info@germanortho.com)  
[www.germanortho.com](http://www.germanortho.com)

**Gulf Dental Specialty Hospital**  
Tel: +973 17 741 444  
Email: [denthosp@batelco.com.bh](mailto:denthosp@batelco.com.bh)

[www.gulfdental.com](http://www.gulfdental.com)

**Gulf Diabetes Specialist Center**  
Tel: +973 17 239 239  
[info@gulfdiabetes.com](mailto:info@gulfdiabetes.com)  
[www.gulfdiabetes.com](http://www.gulfdiabetes.com)

**King Hamad University Hospital**  
Tel: +973 17 444 444  
[www.khuh.org.bh](http://www.khuh.org.bh)

**Noor Specialist Hospital**  
+973 17 260 026

## Kingdom of Saudi Arabia

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

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

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

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

**King Fadh Hospital**  
Tel: 012-660-6111

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

## KUWAIT

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

**Al Rashid Hospital**  
Tel: +965- 2562 4000

**Dar Al Shifa Hospital**  
Tel: +965-1802 555

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

**Hadi Hospital**  
Tel: +965 1828282  
[www.hadiclinic.com](http://www.hadiclinic.com)

**London Hospital**  
Tel: +965 883883

**New Mowasat Hospital**  
Tel: +965 1826666  
[www.newmowasat.com](http://www.newmowasat.com)

## OMAN

**Starcare Hospital**  
Tel: +968 24557200  
Email: [info@starcarehospital.com](mailto:info@starcarehospital.com)  
[www.starcarehospital.com](http://www.starcarehospital.com)

**Al Hayat Hospital**  
Tel: 22 004 000  
[www.alhayathospital.com](http://www.alhayathospital.com)

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

**Al Raffah Hospital**  
Tel: +968 24618900/1/2/3/4  
[www.dmhealthcare.com](http://www.dmhealthcare.com)

**Badr Al Samaa Hospitals**  
Tel: +968 2 479 9760

**Barka Branch**  
Tel: +968 26884918  
[www.badralsamaahospitals.com](http://www.badralsamaahospitals.com)

**Kim's Oman Hospital**  
Tel: +968 24760100 / 200 / 300  
[www.kimsoman.com](http://www.kimsoman.com)

**Atlas Healthcare**  
Tel: +968 2 450 2560  
[www.healthcare.atlasera.com](http://www.healthcare.atlasera.com)

**The Royal Hospital**  
Tel: Oman – (+968) 24.59.90.00  
[www.royalhospital.med.om](http://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](http://www.squ.edu.om)

**Lama Polyclinic**  
Tel: +968 24799077  
[www.lamapolyclinicoman.com](http://www.lamapolyclinicoman.com)

**Muscat Private Hospital**  
Tel: (+968) 24583600  
[www.muscatprivatehospital.com](http://www.muscatprivatehospital.com)

**Apollo Medical Center**  
Tel: (+968) 24787766 / 24782666 / 24787780  
[www.apollomuscat.com](http://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/](http://www.hmc.org.qa/en/)

**Al Ahli Hospital**  
Tel: +974 4489 8888  
[www.ahlihospital.com](http://www.ahlihospital.com)

**Al-Emadi Hospital**  
Tel: +974 4466 6009  
[www.alemadihospital.com.qa](http://www.alemadihospital.com.qa)

## UAE

### PUBLIC HOSPITALS

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

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

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

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

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

**Hatta Hospital**

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

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

Call: 06 7050231  
[www.ajmanpolice.gov.ae](http://www.ajmanpolice.gov.ae)

### PRIVATE HOSPITALS

**Al Amanah Medical Center**  
Sharjah  
Tel: 06 5615545  
[www.alamanahmedicalcenter.com](http://www.alamanahmedicalcenter.com)

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

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

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

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

**Burjeel Hospital**  
Tel: 04 4070100  
[joseph.karama@amberclinics.com](mailto: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.*







**Global Conference on Research Innovation & Preventive Breast Cancer Advances**  
19-20 November  
Dubai, UAE  
<https://www.breastcancermeet.com/index.php>

**IFHIMA International Congress**  
17-21 November  
Dubai, UAE  
<https://ifhima2019.com>

**World Congress on Nursing & Healthcare**  
21-22 November  
Dubai, UAE  
<https://scientificfederation.com/nursing-healthcare-2019>

**World Conference on Vaccine and Immunology**  
21-22 Nov 2019  
Dubai, UAE  
<https://immune.vaccineconferences.com>

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

**Congress of the Int'l Society for Organ Donation and Procurement**  
12-14 November  
Dubai, UAE  
<http://www.isodp2019.org>

**Wellness World**  
21-23 November  
Dubai, UAE  
<http://www.wellnessworld.me>

**Arab Health**  
27-30 January, 2020  
Dubai, UAE  
[www.arabhealthonline.com](http://www.arabhealthonline.com)

**Emergency Medicine**  
27-30 January, 2020  
Dubai, UAE  
<https://www.arabhealthonline.com>

**Medlab Middle East**  
3-6 February 2020  
Dubai, UAE  
<https://www.medlabme.com/en/home.html>

**UAE International Dental Conference & Arab Dental Exhibition**  
4-6 February 2020  
Dubai, UAE  
<https://aeedc.com>

**AEEDC Dubai World Orthodontic Conference**  
4-6 February 2020  
Dubai, UAE  
<https://aeedc.com/aeedc-dubai-world-orthodontic-conference-2018-scientific-organizing-committee>

**Pediatric & Neonatal International Conference UHS**  
13-14 February 2020  
Dubai, UAE  
<http://www.uhspnc.com>

**Arab International Paediatric Medical Congress**  
13-15 February 2020  
Dubai, UAE  
[www.arabpediatriccongress.com/events/7th-annual-arab-international-paediatric-medical-congress](http://www.arabpediatriccongress.com/events/7th-annual-arab-international-paediatric-medical-congress)

**International Trauma Congress**  
19-21 February 2020  
Dubai, UAE  
<https://itcdubai.net/>

**Dubai International Pharmaceutical & Technology Conference & Exhibition**  
25-27 February 2020  
Dubai, UAE  
<https://duphat.ae>

**International Emergency Catastrophe Management Exhibition (IECM)**  
10 - 12 March 2020  
Dubai, UAE  
<http://emergency.ae>

**Dental Congress**  
12-13 March 2020  
Dubai, UAE  
<https://www.hilarisconferences.com/dental>

**GulfThoracic Congress**  
11-14 March 2020  
Dubai, UAE  
<http://www.gulfthoracic.com/>

**Dubai World Dermatology and Laser Conference & Exhibition**  
16-18 March 2020  
Dubai, UAE  
<https://dubaiderma.com>

**International Conference on Medical Environmental And Biotechnology**  
19-20 March 2020  
Dubai, UAE  
<https://waset.org/conference/2020/03/dubai/ICMEB>

**EPOMEC**  
19-21 March 2020  
Dubai, UAE  
<http://www.epomec.ae/>

**International Congress for Joint Reconstruction**  
2-4 April 2020  
Dubai, UAE  
<https://www.icjrmiddleeast.com/>

**Dubai Accessible Tourism International Summit**  
5-6 November 2020  
Dubai, UAE  
<https://dubaiaccessibletourism.com>





مطار الشارقة  
Sharjah Airport

# YOUR PHARMA IS IN SAFE HANDS

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

## Dedicated Temperature Controlled Storage

- 1500 m<sup>3</sup> capacity of 2-8°C and 15-25°C temperature controlled and monitored storage

## Active Cooling Equipment

- Owned and managed rollerbed reefer trucks 4x Q7 Positions (or equivalent) with Real Time Temperature Monitoring & GPS tracking. Cooling range -18°C to +25°C
- 10Ft (or 2 LD3) ULD dollies. Cooling range -18°C/ +25°C
- Bulk trailers 2500Kg / 14m<sup>3</sup> capacity. Cooling range 0°C/ +18°C





# THE WORLD'S HEALTH IS IN THE SAFE HANDS OF TURKISH CARGO

As the cargo airline that flies to more countries than any other, we carry  
all your health and wellness needs, from pharmaceuticals to  
medical supplies without ever interrupting the temperature-controlled cold chain.



**TURKISH  
CARGO**

[turkishcargo.com](http://turkishcargo.com)