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EDITORS NOTE

The Blooming Medical Activity

The medical aesthetic industry is at full swing as it enters 2020 to achieve moreprecedented success. Top aesthetic businesses continue to make waves in the industry, already evaluating emerging products and services that will help set standards in the industry for 2020 and beyond. Growing technological advancements and wider acceptance of cosmetic procedures among the diversified geographies across the globe is also contributing to the growth of the medical aesthetics market. The innovation in this market is primarily focused towards developing convenient, faster and low risk products and procedures for patients.

In this month's cover story, we feature Elias Chabtini, CEO and founder of Medica Group who highlights the combination of driving factors contributing to the phenomenal growth of the medical aesthetic industry and the technologies behind it.

The UAE government is extensively expanding and upgrading its healthcare system to develop a robust world-class healthcare infrastructure.

Arab Health, the largest exhibition for healthcare and trade profession in the MENA region, has become a vehicle for the delivery of economic growth in the Middle East, is expected to take place in January next year, welcoming over 4k key players from government entities and hospitals and 84,500 attendees from 160+ countries. Mansoor Ahmed of Colliers International tell us about the driving growth in the healthcare sector in the MENA region particularly in the UAE in our main feature of the month.

Furthermore, the track and trace system is widely used and given much importance among all pharma technologies in different countries. Developed countries like the USA have implemented RFID while the European trend is towards 2D barcodes. Farmatrust paves way to advanced planning and forecasting abilities, combining blockchain and artificial intelligence in its track and trace system.

Famous for its canals, beautiful houses, coffee shops and Red Light District, Amsterdam has more to offer than tourism. The country is increasingly becoming a bustling center for the development of new healthcare technologies, and is currently home to 21 digital healthcare startups. We explore Amsterdam in our medical destination section.

Have a nice day!

Ayesha Rashid,

Editor



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Medica: Making technological waves in aesthetic medicine

“Technology has come a long way in recent years. For example, the Venus Legacy uses multi-polar radio frequency to control the therapeutic temperature of the treated area, ensuring it targets the patient’s problem areas effectively. It uses proprietary technology to increase blood circulation and stimulate lymphatic drainage capable of delivering swift and remarkable results,” says Chabtini

Aesthetic medicine is a broad term that encompasses all medical procedures aimed at improving the physical appearance and satisfaction of the patient using non-invasive or minimally invasive cosmetic procedures.

The aesthetic medicine industry is known to be one of the most profitable in terms of cosmetic treatments for maintaining a youthful appearance. There are many treatment options available which are known to be less invasive than typical medical spa treatments, facial injections and non invasive laser collagen

remodeling for permanent improvement of wrinkles and skin tone. The demand for non-surgical cosmetic procedures have become exceedingly common and widespread with 794% increase between 1997 and 2004, according to American Society for Aesthetic plastic surgeons (ASAPS).

Often mistakenly thought to be purely for anti-aging or enhanced glamour, specialties also include improving cosmetic appearance through the treatment of conditions such as scars, skin laxity, wrinkles, moles, liver spots,

excess fat, cellulite, unwanted hair, skin discoloration and spider veins, among other conditions.

Moreover, beauty and aesthetics practitioners in the region have been encouraged to ditch the one-size-fits-all approach to anti-aging and body contouring treatment and adopt highly-efficient patient-centric techniques to keep up with the rapidly growing demand.

Over the last few years, the number of patients seeking treatment for

various kinds of physical injuries or enhancements have doubled with many opting for body-sculpting procedures to improve their appearance.

This surge in aesthetic treatment has further accelerated the growth of medico-aesthetics market to unprecedented levels.

The report, dubbed 'Global Medical Aesthetics Market', points to a compound annual growth rate of about 12.8% between 2017 and 2024.

The report findings, which were shared by beauty, aesthetics and medical solutions provider, Medica Group, are a clear indication that the market is driven by the evolving needs of patients who are now looking for cutting-edge treatments.

Ayesha Rashid of Mediworldme had the pleasure to speak with Elias Chabtni, CEO of Medica Group, a leading service provider of aesthetics, cosmetics and dermatology equipment and products across the Middle East about aesthetic medicine being a growing trend in modern medicine and what's next in aesthetic medicine?

Why is aesthetic medicine a popular trend in modern medicine?

Unlike cosmetic surgery, aesthetic

medical procedures are non invasive with minimal anesthesia or don't require anesthetics at all. This undoubtedly contributes to why aesthetic medicine is such a popular and growing trend in modern medicine. Patients are embracing it as they not only want to be in good health, they also want to enjoy life to the fullest, and minimize the effects of normal aging.

These days more and more people are seeking non-invasive procedures with minimal downtime. So now we see aesthetic medicine is not confined to just dermatologists and plastic surgeons, as doctors of other specialties, such as dentists (with the rise of popularity in the Hollywood smile) and ENT surgeons (reflecting the popularity of nose and ear cosmetic enhancements such as rhinoplasty) seek to offer services to address their patient's aesthetic needs and desires. This very lucrative business has seen many doctors expanding their own practice to encompass an aesthetic practice.

Technologies used in aesthetics medicine?

Technology has come a long way in recent years. We now see new technologies used in body contouring and skin treatments that were once inconceivable. For example, the Venus Legacy™ uses multi-polar radio frequency to control



the therapeutic temperature of the treated area and to ensure it targets the patient's problem areas effectively. It uses proprietary technology to increase blood circulation and stimulate lymphatic drainage which is capable of delivering swift and remarkable results. The technology, radio frequency and PEF, or pulsed electro magnetic fields, enhance the effect of multi-polar radio frequency and has proven to be effective in triggering regenerative processes in the skin, featuring also the cutting-edge VariPulse™ technology.

Cooltech is another example of advanced technology that is highly effective (and therefore popular) in targeting localized fat reduction. Cooltech is a descriptive name for the technology which literally freezes fat cells and destroys them. Cooltech technology is used in combination with radio frequency technology to sculpt the desired results.

For facial treatments there is Ultherapy, which uses micro-focused ultrasound to deliver energy below the skin's surface that targets the foundational layers of the skin. Ultherapy is the only FDA and CE approved non-invasive procedure that lifts the neck, face and décolleté in a single 45-minute procedure with no downtime with visible results that last 18 months and more



Aging and sun damaged skin is a major concern and treatment modalities used to address these issues have come a long way?

With the aging effects of sun damage, patients experience pigmentation issues, fine lines and reduced elasticity. And with ever greater emphasis on youth, people want to turn back the tide of skin aging and do whatever they can to preserve and enhance their appearance.

The Venus Viva brings about stunning results in resolving skin damage. It is the first and only NanoFractional RF™ system that allows operator control of ablation and coagulation for enhanced efficacy in resolving mild to severe skin damage. The NanoFractional RF™ applicator is equipped with state-of-the-art patented tip technology with up to 700 pulses. Patients report high levels of satisfaction and comfort levels when treated with this skin resurfacing system.

In your opinion are their sufficient scientific evidence and clinical research to prove safety and efficacy of the procedures?

Medica is diligent and conscientious about all the aesthetic medical equipment and services it provides. Every product, service or technology we provide has been properly researched, checked and verified by the FDA or CE. We wholeheartedly believe in the safety and efficacy of our products. All due diligence is taken at every step of the process to bring the safest, most effective and cutting-edge technology to the region. Medica is now a one stop shop that provides a 360-degree solution, supplying any clinic from concept to equipment, management structure, training & education, operations and marketing.

We are now the largest supplier of medical aesthetics equipment in the region because clinics and doctors everywhere know they can come to us and we will be able to provide them with everything for their business including training in the latest products, and how to market them across the region. From humble beginnings decades ago, Medica is now the leaders in the distribution of medico-aesthetic equipment and products in the Levant and South East Asia region.



Another issue that female clients struggle with is cellulite? What is that and do you do any other treatments as well?

Cellulite is caused by expanding fat cells that bunch up underneath the skin and fibrous bands (septa) that run perpendicular to the surface of the skin. The enlarged fat cells create small bulges while the tight septa cause puckering. The result is an orange peel effect on the surface of the skin somewhere on their body, although thighs and buttocks are

most commonly affected areas.

Our product VelaShape, winner of the 'Best Non-invasive Body-Shaping Device' is a non-invasive, body contouring treatment for circumferential & cellulite reduction. It helps remove and treat cellulite from problem areas such as your abdomen, thighs, arms, buttocks, muffin tops and chin. It uses a combination of BiPolar Radiofrequency (RF), Infrared Light Energy, plus Vacuum and Mechanical Massage. It works on the principle of heating up the fat cells, breaking them down and increasing body's metabolism to flush out the dead fat cells naturally.

truSculpt ID™ is another body sculpting technology that helps with body sculpting. It creates permanent fat cell destruction, with a 24% reduction in fat on average. Treatments are fast and results can be quickly which makes this one of the most popular body sculpting solutions for patients.

Technology in the aesthetic industry continues to advance, as new modalities become available it is crucial to decide what will or will not be most advantageous to the practice your opinion?

We are always first in the region with new technologies and cutting-edge products that get the kind of results customers want to see and our partners know this. Medica has built its reputation on this and so it is vitally important we keep abreast of all new developments in the field. We do this by working tirelessly globally to visit trade fairs, seminars and keeping in touch with researchers and manufacturers. I see where this industry is going, with constant advancements in products and technology and to be at the

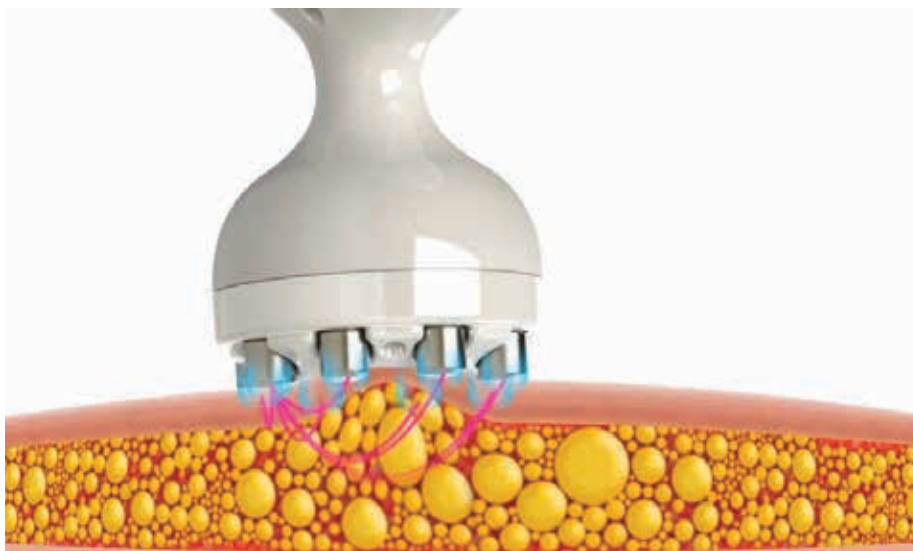
cutting edge of that, ensuring our partners are the first with the latest equipment, helping people feel good about themselves, as an industry and a service, I love it. I am passionate about what I do, and it's a dream come true to work in an industry you love, that helps people, that is also in high demand.

The explosion in medical aesthetic has resulted in a market that is literally flooded with new products, devices and procedures all claiming to be the 'latest and greatest' or the 'next best thing' can you tell us in detail about this also?

This is one of the challenges facing our industry. Many products claim to be the latest, safest or the best, but we also know patients have been left facing the repercussions when these claims turn out to be false. It is an unfortunate fact that sometimes such claims are made, but they are unreliable or patently false.

It is a concern to me that too many patients do not understand what is being injected into their face or have no idea about the level of training that the therapist or doctor has had, to ensure they are the right person to do the treatment.

Appropriate experience and education are essential but often the consumer looks for the cheapest or most advertised clinic or product. We work on tackling



that through our business model that offers integrated training and educational programs, as well as consultancy for business practices, marketing, aftersales and maintenance services for all our business partners.

That is also why we at Medica ensure that all our products are FDA and CE approved and verified. We also ensure our customers are highly trained professionals and we offer training and education on our products to ensure appropriate protocols are being followed and offer unparalleled sales and after sales service.

Which procedure is gaining more attention in the medical aesthetic industry and why?



Face tightening procedures are gaining great attention in the industry currently due to increased demand. This can be put down to all the reasons previously discussed such as reduced down time and rapid results. The Venus Viva can reduce scar pigmentation and also reduce the signs of aging with fast and effective results and this is proving to be highly attractive to patients. As does the Ultherapy, which has been performed over 1,000,000 times. Along with body contouring such as the Cool Tech and fillers such as Restylane, which are always in high demand, it is worth mentioning the rise of treatments for men.

When I first founded Medica Group in the late 1990s virtually no men were interested in cosmetics or aesthetics procedures. Nowadays men seeking corrective or enhancing medical aesthetics account for approximately 25-30% of the market. Many are particularly interested in dermatology treatments, in order help keep a youthful facial appearance, fillers and Botulinum Toxin are also increasingly popular, much as they are for the female market.

While we may market to this cohort and target them slightly differently, the ethos is the same. Looking your absolute best is not just a luxury extra for a privileged few anymore in this image conscious era of social media and celebrity, for many it's become more of a necessity than an option.

The global aesthetic market report forecasts growth going forward, are you positioned to be among the winners?

I founded the Medica Group in 1999. After several years of experience and market studies, I turned the company from distribution into being the only one-stop-shop for dermatologists, plastic surgeons, aesthetic centers and spas. Medica provides a 360-degree solution, servicing clinics from concept to final operations, covering equipment, management structure, training, operations and marketing.

Over the years I've seen many medical aesthetics suppliers come and go but we are still here. Because I love what I do, I am passionate about the industry, I stay at the forefront of the business, meeting doctors and clinic owners to understand their needs. In this way I've built up a successful business.

Earlier this year I partnered with Gulf Capital, one of the largest asset managers in the Middle East. Gulf Capital identified Medica the dominant market leader which allowed Gulf Capital to capitalise on the growing consumer and healthcare trends in the region. We have achieved a lot so far, but through acquisitions and organic growth we plan to achieve even more moving forward.



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Connectivity for better healthcare delivery

The UAE's healthcare sector has dramatically expanded over the past four decades. At the time when it was founded in 1971, the country consisted just 7 hospitals and 12 healthcare centers.

However, as the consequences of falling oil prices, economic diversification has remained a top priority for governments across the GCC in recent years. Throughout troubled economic times as well as during fiscal stability spending on healthcare has continued to grow. The private sector has increasingly been considered as a key partner in the long-term development of the healthcare industry, particularly in terms of the quality of care in medical services.

According to a 2018 GCC Healthcare Industry Report by Alpen Capital, the current healthcare expenditure (CHE) in the GCC is projected to reach \$104.6 billion in 2022 from an estimated \$76.1 billion in 2017, implying a CAGR of 6.6%. Between 2017 and 2022, CHE on outpatient services is predicted to grow at an annualized average rate of 7.4% to \$32 billion, faster than an anticipated CAGR of 6.9% on inpatient services to \$45.4 billion. The inpatient market will remain the largest segment with a contribution of 43.4% in 2022. CHE in the 'Others' category is expected to grow at a CAGR of 5.2%.

Arab Health, the largest exhibition for healthcare and trade profession in the MENA region, has underscored the importance of the event as a vehicle for the delivery of economic growth in the Middle East, with the announcement that more than \$824 million worth of business was generated by exhibitors during the 2019 edition of the show, a year-on-year (YoY) increase of 5.9%.

Mediworldme met with Mr. Mansoor Ahmed, Director (MENA Region) Real Estate, Healthcare, Education and PPP of Colliers International to discuss what is driving the growth in the healthcare sector in the MENA region particularly in the UAE?

MENA growth driver

As the delivery of healthcare in the Middle East and around the world continues to evolve, hospital and health system executives are grappling with many challenging new paradigms. Integrating the transition from 'fee for service' to 'fee for quality' delivery models, new compliance requirements, driving wellness and prevention, and ensuring better coordination and efficiencies are but a few of the critical initiatives hospital and health system executives face. Trends and industry changes require investors and operators of healthcare facilities to make challenging decisions.

Mansoor Ahmed notes, "Over the years the healthcare systems have improved

According to Middle East Medical Devices and Diagnostics Trade Association, the annual value of the medical technology market in the region is set to grow to \$11 billion by 2021 while overall healthcare spending will reach \$144 billion in MENA by 2022

across the region however the healthcare sector still continues to offer significant opportunities for investors/operators due to number of factors including high population growth, young population profile, expatriate factor in the GCC and so on. The main driver forces are high population growth rate, introduction of mandatory healthcare services and growing medical tourism”.

As the delivery of healthcare in the MENA region and around the world continues to evolve, the real estate and operational needs of healthcare providers become increasingly complex. Trends and industry changes require investors and operators of healthcare facilities to make challenging decisions.

The growth in business is representative of the latest research released by Colliers International Healthcare Analysis, which has revealed that healthcare spending in the UAE alone has grown at a Compound Annual Growth Rate (CAGR) of 8.8% between 2011 and 2019, and expected to reach \$2.4 billion by 2025 and \$3.6 billion by 2030.

Growth in the Saudi market is even more pronounced with a CAGR of 12% during the same period and healthcare expenditure, which is predicted to top \$160 billion by 2030.

Commenting, Ross Williams, Exhibition Director of Arab Health, said, “Business confidence in the healthcare sector in the GCC and broader MENA region is understandably buoyant. Increases in healthcare spending from private and public sources are the most significant drivers, closely followed by rapid market and infrastructural growth. Furthermore, an increased focus on medical tourism and mandatory medical insurance, which will continue to encourage spending and contribute to a more integrated health system, are spearheading exponential growth over the coming years.

“The 2020 edition of Arab Health, which will be the first mega-event to be held in the region during the Expo 2020 year, will showcase the very latest market insights, trends and innovations in healthcare. From state-of-the-art imaging equipment to the most cost-effective disposables, to developments in surgery to advances in prosthetics, Arab Health continues to be at the forefront of healthcare in the Middle East.”

Last year, many companies generated a high level of commercial interest during the show with Spanish tech start-up MedLab Media Group signing a memorandum of understanding (MoU) with Saudi Arabia’s Advanced AI Company to boost AI development under Saudi Arabia’s 2030 vision.

Other deals signed at the event included an announcement by Philips who signed an MoU with Saudi German Hospital Group for collaboration on tele-ICU and other key healthcare initiatives to further their offering in KSA hospitals. Gulf Medical University Ajman also entered into a partnership with Vita-Salute San

Raffaele University, a leading University in Italy, for strategic collaboration in the areas of academic and clinical cooperation as well as research.

Emphasis on healthcare infrastructure

The theme for the 45th edition of Arab Health will be Connectivity for better healthcare delivery, with the show floor split into eight distinct sectors, including medical equipment and devices; disposable and consumer goods; healthcare infrastructure and assets; imaging and diagnostics; and preventive and post-diagnostics treatments, amongst others.

“This year we’re doing things slightly differently. For the first time, the show floor will be split into sectors bringing the show layout in line with the rest of the industry. Ultimately, sectorization promotes targeted traffic, fast-track connections and generates an increased



number of better-quality leads for exhibitors,” said Williams.

Due to the emphasis being placed on healthcare industry infrastructure - \$200 billion is expected to be injected into this market in the next five years - several halls will be dedicated to the Healthcare Infrastructure and Assets sector. Businesses showcasing construction materials, healthcare design and architecture, transportation and kitchens and catering will all be on show floor with NAFFCO, Paramed, Conf Industries, BMB Medical and SMP Canada already confirmed.

The expatriate factor in the gcc

The presence of a large number of expatriates in the GCC which is approximately 50% of the GCC population, results in demand for private healthcare provider and creates demand for operators from their native countries / region, as well as, demand for international operators from UK, USA and Asia.

Moreover, the emergence of ‘satellite campuses’ by global players in the region, such as Dubai Healthcare City in the UAE and number of other planned medical cities where established players such as Mediclinic from South Africa, Imperial College London Diabetes Centre from UK, Great Ormond Street Hospital for Children from UK, King College Hospital from UK, to name a few.

High returns on healthcare sector investments which is similar to education, efficient private hospitals can make around 15% to 20% net profit margins once a hospital is stabilized, thus encouraging both investors and operators to invest in healthcare sector in the MENA region. However, heavy reliance on imported medicine and medical equipment increases the cost of establishing healthcare facilities. A number of medical equipment suppliers provide medical equipment on long-term leases, and even equity investment in order to facilitate healthcare initiatives. Supply of healthcare facilities struggles to keep pace with the burgeoning population situation recognized by the government that has introduced a number of initiatives in the recent past to encourage the private sector to match the shortfall and benefit from this potentially lucrative sector.

The ‘Quadruple Aim’

Healthcare systems around the world are under increased pressure to deliver high-quality and efficient care to growing populations, but the financial and human resources to deliver that care are becoming increasingly stretched.

At the same time, aging populations and the rise of chronic conditions like heart disease and respiratory ailments are driving up the demand for healthcare.

These global trends are driving a shift to value-based healthcare – a system that focuses on what patient’s value, and allocates resources according to the health outcomes delivered by the system. It aims to address the ‘quadruple aim’: better health outcomes, an improved patient, and staff experience and lower cost of care.

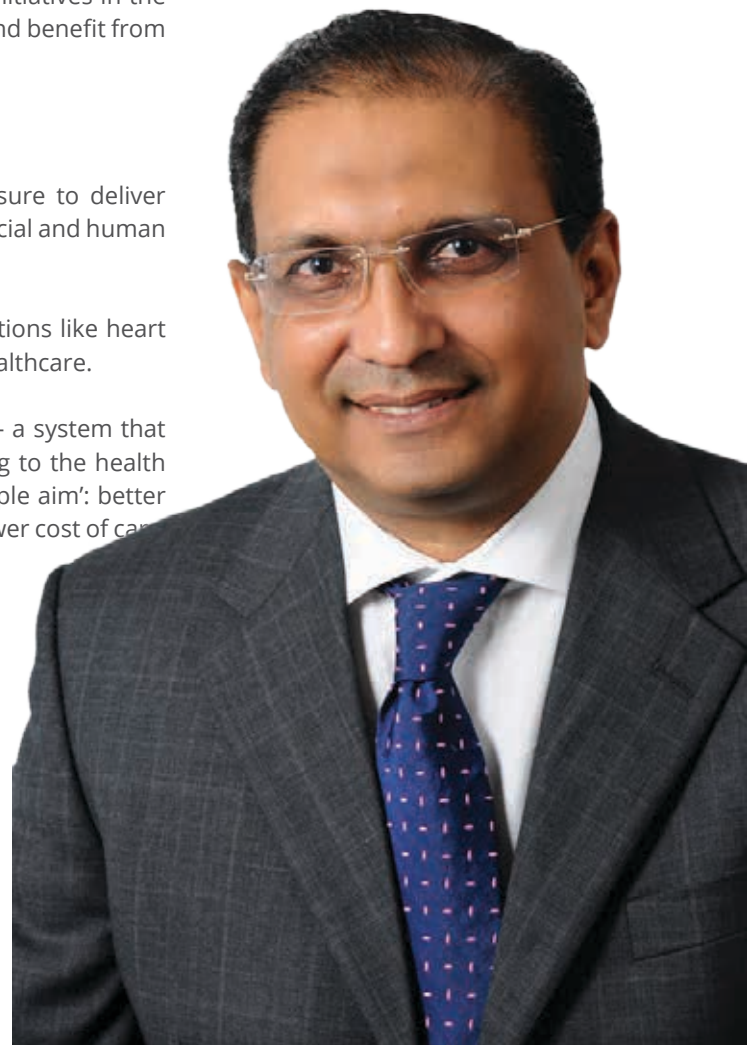
The UAE is already extremely progressive in the adoption of new technologies such as AI. The UAE appointed a Minister of State for AI, and last year, the UAE launched its Artificial Intelligence Strategy 2031, bringing AI tools and technology to sectors including healthcare. The Dubai Health

Authority (DHA) is already using AI to assist its procurement and contract management process.

Due to advancement in medical technology the nature of provision of healthcare services are changing with more and more focus on specialized services and moving away from hospitals to daycare surgical centers. IBM Dr. Watson is expected to revolutionize the cancer treatment across the world.

Telehealth, the provision of healthcare remotely through telecommunications networks – has the potential to bring healthcare within the reach of more people. It enables care to be delivered quickly across distances, and enables more healthcare professionals to deliver the right care to the right patient at the right time.

Mansoor says, “Telemedicine is also playing a big part as it has been growing rapidly reducing the cost of healthcare and increase efficiency through better management of chronic



diseases, shared health professional staffing, reduced travel times, and fewer or shorter hospital stays or no stay in hospitals as result of daycare surgeries resulting in higher demand for daycare surgery centers.

“The demand for daycare surgical centers has been increasing throughout the MENA region, due increase in prevalence of number of lifestyle diseases; diabetes, obesity, depression, strokes, cardiovascular diseases, blood pressure, etc., which does not require treatments in traditional hospital set-ups”.

Recently, the tele-cardiology network, established in Saudi Arabia, provides a virtual care network across a number of hospitals. It facilitates access to specialist opinions, sharing of resources, workflow efficiencies by creating one unified workflow, and workload balancing across hospitals. For patients this will translate to their medical information being available where needed when needed at the point of care in any of the connected hospitals, and the peace of mind that a network of specialists is managing their cardiology care.

And secondly, in February this year, together with Saudi Arabia's Ministry of Health, Philips started collaboration on the 'Heart Safe City' project to increase survival rates from sudden cardiac arrest across the kingdom. The program will leverage a unique end-to-end solution combining education programs to increase awareness of cardiopulmonary resuscitation (CPR), the use of publicly available automated external defibrillators (AEDs), and new technologies to strengthen the 'chain of survival' from the moment an incident occurs to the patient reaching the hospital.

According to Middle East Medical Devices and Diagnostics Trade Association, the annual value of the medical technology market in the region is set to grow to \$11 billion by 2021 while overall healthcare spending will reach \$144 billion in MENA by 2022

according to Al Masah Capital, an independent advisory firm in the GCC.

According to Mansoor, the change in visa rules for medical professionals, promoting of Dubai as regional healthcare hub and stable population growth rates and introduction of mandatory healthcare insurance are expected to play a major role in the expansion of healthcare industry in the UAE.

Tailor-made packages

“Affordability is a major factor in the UAE and especially in Dubai as the city is taking a number of steps to promote medial tourism, now the emphasis should be to identify key target markets in the region and for each of the target markets (e.g. Saudi Arabia, Kuwait, Russia, Pakistan and other Arab countries) identify what treatments the patients from these targeted markets seek as medical and wellness tourism outside their countries and where they go for such treatments and what are the key factors, such price, referrals by doctors, facilities offered, visa requirements etc. which they consider to go to other countries. Once this is identified then the UAE should work on offering the same or better services to attract these customers and making the UAE a medical hub,” explains Masoor.



After compulsory health insurance was introduced in Abu Dhabi, the revenues of most of the private hospitals doubled in subsequent years, however, the insurance companies are becoming more agile and to curb the abuse of medical insurance has introduced pre-approval for most medical test and also the emphasis is now on generic locally produced pharma products. This changes will have a negative impact on ROI of operators in the short run, however, ultimately this should translate into lower insurance premium and high volume thus stabilizing the ROI in medium to long period.

“We are working on a number of projects across the MENA region and in the UAE, however, the emphasis not on general hospitals, based demand / supply analysis and characteristic of healthcare sector in the MENA region and in the UAE”.



Lastly, Mansoor shares his opinion that with the introduction of long-term visa / retirement visa in the UAE and development of projects similar to NEOM and 'Amaala' resort focusing on healthcare and wellness, Colliers expects that the second homes market / retirement homes, long-term care, nursing homes market to flourish in the region, especially in the UAE, KSA and Egypt supported and driven by leisure, healthcare and wellness, sustaining high occupancy levels all year round in second home destinations can be challenging. Colliers has witnessed and advised on these challenges in a number of countries.

About Arab Health

Working alongside government entities such as the UAE Ministry of Health and Prevention, Dubai Health Authority, Department of Health Abu Dhabi and SEHA, Arab Health will host the Innovation Hub – a dedicated area for attendees to immerse themselves in the latest healthcare innovations. Returning to the exhibition following a successful debut last year, the Innov8 Talks segment will provide start-ups and entrepreneurs with the opportunity to present their healthcare innovations to a panel of industry experts and potential investors. Judges from Amazon and Raiven Capital have already been confirmed for the 2020 edition, and the show is continuing to receive applications to showcase novel approaches in healthcare.

A total of 14 Continuing Medical Education (CME) conferences will take place during the four days of Arab Health 2020, welcoming more than 5,000 delegates to popular returning tracks including Obs & Gyne, Diabetes and Total Radiology, as well as eight new conferences that include; Midwifery, Patient Experience, Physical Medicine, Rehabilitation & Sports Medicine, and a Healthcare Investment Forum, amongst others.



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Determining the drug's current and past locations with blockchain technology

The global track and trace solutions market is estimated to grow at CAGR above 18.0 % over the forecast time frame 2019 to 2026 and reach the market value around USD 7.2 billion by 2026, according to Acumen Research and Consulting

The track and trace of pharmaceuticals refers to the process of determining a drug's current and past locations. When track and trace is correctly implemented, a drug can be tracked throughout the supply chain and traced back up the supply chain upon return or recall.

Primary techniques used in the monitoring of pharma products include RFID and barcode recognition. Recently, the recall of products has been increasing and so the track and trace system companies have been developing software, equipment and consulting services. These products provide a broad variety of alternatives for tracing catering goods to various sectors.

The global track and trace solutions market is estimated to grow at CAGR above 18.0 % over the forecast time frame 2019 to 2026 and reach the market value around USD 7.2 billion by 2026, according to Acumen Research and Consulting.

Tracking and trace solutions involve the distribution and logistics of a broad variety of goods which facilitate the place of the item of concern both presently and before. The main techniques used in the monitoring of product shipment include RFID and barcode recognition. Recently, the recall of products has been increasing and so the track and trace system companies have been developing software, equipment and consulting services. These products provide a broad variety of alternatives for tracing catering goods to various sectors.

During the prescribed forecast, the worldwide tracking and

tracking solutions sector is anticipated to see important development owing to variables like increasing the application of track and trace alternatives to drug counterfeit products and structured regulatory structure and standards application by medical devices and pharmaceutical manufacturers. While these variables increase the market growth, high installation costs associated with serialization and aggregation alternatives significantly hinder market growth. The increased deployment of businesses in pharmaceutical and medical equipment will fuel development. False use of pharmaceutical products is a significant issue facing businesses to adopt other alternatives for the surveillance of the supply chain.

In the production sector, tracking and trace solutions are essential regardless of the item being manufactured. Such alternatives have become essential in sectors like the pharmaceutical, food and drink sectors, consumer products and luxury products. Different sectors have specific regulatory policies and mandates in order to guarantee consumer safety.

Raja Sharif, CEO of FarmaTrust explains to Mediworldme about the importance of tracking and tracing medicines in the pharmaceutical industry.

Tell us in detail about the track and trace method of pharma?

FarmaTrust are innovating the pharmaceutical tracking/data services, Cell&Gene therapy and Clinical Trials solutions. We digitize client operations by using blockchain technology to create immutable and incorruptible records with full provenance data. This avoids waste, provides greater transparency, accountability, audibility and eliminates counterfeit drugs from the supply chain. With AI, we allow clients to reduce costs, create efficiencies and help with a faster speed to market.

We are partners with IBM, Oracle and Intel. We have access to some of the most cutting edge sensors and technologies.

How is track and trace a more secure way to manage pharmaceuticals?

Distributed Ledger Technology and blockchain services are currently the most secure methods of storing transaction data. The fact that they are immutable and incorruptible means that government institutions, regulators and the public should be confident that there is a fully transparent system provided by our solution. Naturally in a highly regulated industry such as healthcare, where lives are at risk, this is very important.

spent more efficiently and costs are reduced substantially. We take the guesswork out of the pharmaceutical demand planning.

Our solution can not only save money and make companies more efficient but similarly we can ensure tax payers budgets or national budgets are used more efficiently, and Ministries of Health can forward plan their budgets much more accurately, thereby not tying up funds unnecessarily.

Tell us about the technology you used for track and trace?

We use blockchain, both permissioned and public, depending on the customer's preferences and requirements. We take a blockchain neutral approach, so that if the customer changes their mind, or a better blockchain platform is launched, then they can easily move to that. We do this by using GS1 and EPCIS standards for data capture, and we have our own blockchain interconnectors, as well as third party, blockchain inter-connectors.

This strategy means that the customer is not tied to one particular platform, and ensures interoperability. That is why we are also part of the US FDA pilots, as they want to ensure that there is interoperability between different blockchain platforms.

We are also sensor agnostic, so we have partnered with Intel, Logmore, Ruuvi, and other sensor companies which are already integrated, allowing us to monitor temperature, humidity, location, tilt and shock. This is particularly important for cold storage pharmaceuticals and things like vaccines, which are temperature sensitive.



Describe its planning and forecasting abilities?

FarmaTrust, are all about innovation in the healthcare space. As we collect more data, we can use AI to do demand planning with the objective of reducing the time medicines spend on the shelves. This is important, as in one statistic, \$2 billion worth of medicines in the US are wasted as they expire sitting on shelves. Our solution can reduce 'shelf time' and have predictive automated purchasing which means healthcare budgets are

If medicines are diverted to a wrong location, or go outside certain temperature levels, then our solution can automatically send a notification to the nominated person, either by WhatsApp, SMS, or email depending on the clients preference.

Why is it necessary to use track and trace in a pharma supply chain?

In many Western countries, the supply of pharmaceutical and healthcare products are regulated, so you must legally know where any packet of medicine or medical device is at any time.

In the USA these are called the DSCSA regulations, and in the EU they are called the Falsified Medicines Directive or 'FMD' rules. They are slightly different in terms of approach but the result is the same ie you should track each packet. Turkey and some other countries they have a centralized system which the government controls.

Essentially, this is to eliminate counterfeit drugs, which is a \$200 industry and kills billion approximately 1m people according to WHO.

Can track and trace revolutionize the pharma industry?

We believe the FarmaTrust solution can revolutionize the pharma industry in the following ways:

(i) The data we capture is immutable and incorruptible - so we ensure consumer safety and regulatory compliance;

(ii) We can automate many processes, eg tax collection, automated payments, automated compliance/audit;

(iii) We can do predictive analytics and demand planning, thereby using resources more efficiently - the "just in time" supply chain model which is used by many companies;

(iv) We can ensure easier and more accurate budget planning;

(v) We can eliminate counterfeit drugs, substandard products and returns fraud;

(vi) We can give a full view of the stocks of pharmaceutical products in a particular territory - so we can prevent shortages (or indeed oversupply) and because our data is in real time, countries can react very quickly to their pharmaceutical needs;

(v) We can ensure easier and faster customs clearance.

One of our large customers saw a 20% efficiency gain, and deferred £2m in spending by utilizing our services. Their payback from using our system was within 12 months.

Are pharma track and trace regulations commonly implemented as serialization requirements?

Yes - without effective serialization it's difficult to be able to track and trace drugs.

Describe your enterprise ready blockchain solution which provides an end to end provenance of pharma products?

Our solution is already implemented and works at enterprise scale. We are installed with Systech in the USA and McKesson (worlds largest wholesaler) in Europe. We have not seen any issues with our product in capturing data required at their scale.

How does your solution seal the pharma supply chain from fake and substandard medicine?

Each packet is uniquely labelled and has tamper-proof packing. The labels are issued either by a central authority (as in EU FMD) or the labels are centrally registered (as in USA). If anyone tries to photocopy the label and push it into the supply chain then our system will detect two identical labels and flag them for inspection.

How do you ensure that your innovative technology can work anywhere in the world?

In the Western markets, we capture data using existing technological infrastructure - eg scanning equipment, ERM systems etc etc. In the emerging markets we use mobile phone infrastructure to capture data, and we have a number of mobile phone apps that allows us to scan labels or use sensors.

How does it safeguard consumer confidence?

We have a FarmaTrust app that consumers can scan labels and it will tell them whether a product is genuine or suspicious. However, the way our system works, it prevents counterfeit or substandard drugs getting into the supply chain well before it reaches the consumer.



“If there’s anything that can help providing better healthcare in the future – it’s not money, neither technology but the will to help people in distress. But right investment and latest technology together can always add more value to it.”



2ND ANNUAL MIDDLE EAST HEALTHCARE & TECHNOLOGY

February 24th – 25th, 2020 | InterContinental Regency, Kingdom of Bahrain

Highlights of the Program

- Long term strategic plans in healthcare sector
- Policy and regulatory changes, licensing and implementation
- To recognize the role of private sector in developing Middle Eastern healthcare sector
- Inception of technological innovations in medical devices and hospitals
- Financing the healthcare sector in the Middle East

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Devices for sensory skills, innovative wheelchair, projector for interactive games on display

High tech breakthroughs that have revolutionized the world Technologies such as voice and robot assistants, Artificial Intelligence and Regenerative medicine at AccessAbilities Expo. Vasujit Kalia in tête-à-tête with some of the exhibitors during the Expo.



Dubai AccessAbilities Expo, which recently concluded, had on display some next generation technology, which catered to the needs of the people with special needs.

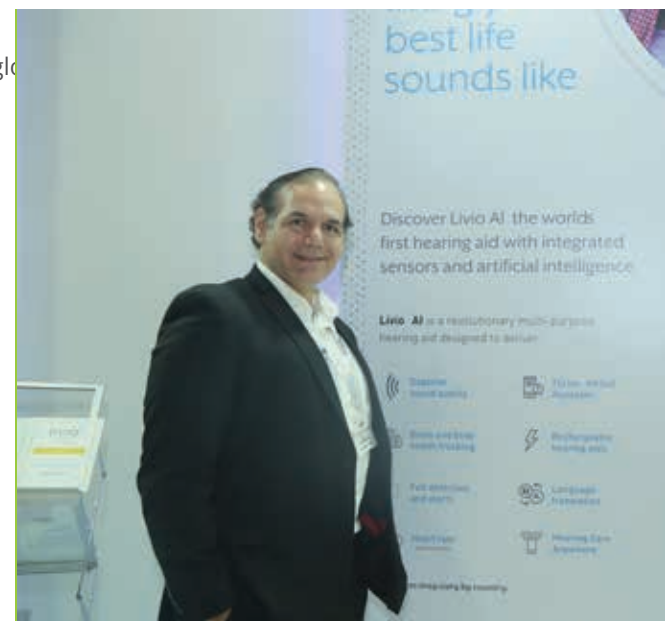
The Doris Duban-Young Autism Center, which has been helping families with the autism since 1994 had a very high-tech innovation on display. Speaking about the innovation Mara Torres, Managing Manager, said, "We have on display Magic Carpets which is a projector that has interactive games that our kids play on. It improves their sensory skills and memory. This also improves the social skills of the children as they play with other kids as well."

AI Ain-based Health Star Company, which is into trading of Medical Equipment, had a very innovative product on display. Speaking about this product was Mohammed Hamad, Sales Representative from the company said,

"We are displaying a power assistant named 'Smart Drive' which can be mounted on the rigid or a folding wheel chair. A smart watch is connected to this device via a blue tooth. Mount this device on the wheel chair and it helps move the chair with just one push."

UK-based Bright Sign introduced a glove that transforms the sign language into any spoken language. Ed Hill, Chief Executive Officer, who has flown all the way from London to be a part of this expo, said, "We give voice to those who can't speak. Artificial intelligence has revolutionized the lives of those who need it the most. At Bright Sign we have introduced a glove which you wear it on your dominant hand, whether left or right, and it transforms the sign language into any spoken language."

However, the center of attraction was one stall that had on display Livio AI hearing device, speaking about his product was Giscard Bechara, Managing Director, Starkey MEA FZCO, "Livio AI is the only hearing device in the world with artificial



intelligence. It means that the machine is taking the right decision to help the person on its own. For example, if I'm walking with the Livio AI and I fall down, courtesy its AI the machine will know that have fallen down and it send SMS to my relatives that I have fallen down and alerting them."

Starkey also shared its 'national hearing health program' called Starkey 'WeCare' at the show. This program helps governments and ministries of health, implement hearing health services framework for their citizens, in a result proven and direct impact methodology.

On display was Smrtco, a unique application -- a smart door lock. Jules, product exhibitor of Smrtco, said "Smart door lock gives you option to let the people enter using your smart phone or a tablet. The doorbell makes you see the person on your phone. Once a person is there you can speak to the person via the microphone which has built-in features. It is built not only for the people with disabilities but for everyone."

Lift Seat Limited, based in the UK, displayed a toilet lift for the handicapped. Steve Campbell, Director, Lift Seat Limited, said: "It lifts the people, who don't have the strength, on and off."

Another product with high technical innovation was inclined wheel chair platform lift by Ajman Based Cedas.E.F.

LLC.Afzal Ovarakkal, Sales Engineer from the company, said, "It transports the wheel chair from the lower to the upper pedestrian. It comes with two options, one for the straight staircases and the other one for the curved staircases."

Dubai based Topland General Trading Company displayed next generation technology called 'SENTIBoard', for the people with hearing disability.

Speaking about the innovation was Andy Faulkner, CEO, Topland General Trading, who said, "We have on display 'SENTIBoard'. Sentire, translated from Italian, means feel, hear and sense. It has been designed and developed specifically for Dubai market. It aims to assist in becoming the People of Determination Centre of the World, currently it is being manufactured in Japan but soon we will



manufacture it in Dubai. In few month's we will patent the technology across the world. The basic function of this board is that it converts sound into the vibrations. This is very useful for deaf people as they understand sound with vibrations better."

Further elaborating about the technology Andy enthuses, "The key system element of SENTIBoard is a special high -performance Transducer, which converts sound electrical signals into mechanical vibrations. The Transducer can reproduce the 40Hz and lower sound range, which has been considered difficult until now. The 20-50Hz band is considered physiologically comfortable.

The SENTIBoard Transducer has high vibration conversion efficiency and exhibits excellent effects in reproducing fine vibrations. It can be used by everyone without highlighting that the user has a hearing disability and it can be accessed and used by many users at one time."

It can be designed as per requirements of the particular project: key themes, tones and style in terms of: face of the SENTIBoard, the surface material used and its shape, size and color scheme used.

About Dubai access abilities expo

The recently concluded AccessAbilities Expo was held for the third time from November 5 to 7 at the Dubai World Trade Centre (DWTC), it provided a platform that reflected the aspirations and expectations of over 50 million People with Disabilities who reside in the Middle East.

Built on the success of the previous two editions, this year's Expo provided even greater opportunities to explore the best and latest innovations and technologies from around the world that will enhance the lives of People with Determination.

Strongly supported by UAE government bodies including the Ministry of Community Development, Dubai Health Authority (DHA), Dubai Municipality, Roads and Transport Authority (RTA), Dubai Electricity and Water Authority (DEWA), Dubai Police, General Directorate of Residency and Foreigners Affairs (GDRFA-Dubai), Community Development Authority (CDA) Dubai, Dubai Customs, Dubai Centre for Ambulance Services (DCAS), Zayed Higher Organization and Sharjah City for Humanitarian Services, the Expo's inaugural edition had the participation of more than 6,000 people, along with 150 exhibitors from 41 countries who brought the world's latest robotic and assistive technologies which assist individuals with disabilities live life more independently.



Transforming science fiction into reality from the comfort of your living room

“Our headset makes brainwave data easily accessible to people outside the hospital, allowing for a more convenient, long-term monitoring option. People can wear our EEG headset in a natural environment where they behave normally, versus for a short period of time in a hospital where they might act differently since they are being observed,” says Wang



A biosensor is a biological detection system consisting of a biological component combined with a transducer to perform measurement of a biochemical quantity. The development of biosensors started with the invention of enzyme electrodes by Leland C. Clark in 1962.

The global biosensors market size is anticipated to reach \$33.76 billion by 2026 registering a CAGR of 8.1%, according to a new report by Grand View Research, Inc. Various applications in the medical field, high demand for miniature diagnostic devices, and rapid technological advancements are the key driving factors for biosensors market growth. Early and precise diagnosis is

essential for successful prognosis of and survival of patients. In recent years, the demand for simple, disposable, user-friendly and cost-efficient devices with fast response time has increased extensively leading to increase in the sales of these products, thereby driving the market.

Continuous technological developments are also expected to boost the market. For instance, in 2015, Abbott Laboratories launched FreeStyle Libre Glucose Monitoring System in Europe. It is intended to be a replacement for blood glucose meters. Moreover, rising applications of thermal biosensors in biomolecular interaction and hybridization analysis, environmental monitoring, and cosmetic analysis are expected to boost the biosensors market growth. In addition, the development of nano particle-based electrochemical biosensors is expected to create growth opportunities for the key companies, thereby driving the market.

Ayesha Rashid from Mediworld me got a chance to discuss with Alyssa Wang, Developer Community Manager and Brain products Marketing Specialist of Neurosky technologies about how their new brainwave sensing headset works?

Tell us in detail about your Mind Wave 2? How does it work?

MindWave Mobile 2 EEG headsets are the culmination of decades of EEG biosensor technology research—all in one easy-to-control, wearable package. As the most affordable brainwave-reading EEG headset available, the MindWave Mobile 2 transform science fiction into reality from the comfort of your living room.

MindWave Mobile 2 works with MindWave Mobile apps and features several design improvements for your comfort. Flexible rubber sensor arms and rounded forehead sensor tip, T-shaped headband, and wider ear clip contacts make MindWave Mobile 2 our most comfortable EEG headset yet.

How does it revolutionize access to advanced brain waves?

Our headset makes brainwave data easily accessible to people outside of the hospital. It allows for a more convenient, long-term monitoring option, since it can be used for cheap and longitudinal data collection. People can wear our EEG headset

in a natural environment where they behave normally, versus for a short period of time in a hospital where they might act differently since they are being observed.

How does it unlock solutions to health, wellness, etc.?

We have had our headsets used with apps to treat ADD/ADHD, stress, and many others. Lately, we've been focusing on how our headset can help improve education through an app called Effective Learner. It uses the EEG headset to detect the user's learning effectiveness and show it as 6 different color-coded levels, so they can gauge their effectiveness with a quick glance.

When they are effective, they can absorb more and retain more. If they are not effective, they can try changing their learning method, switching to a different task, or taking a rest. Inside the Effective Learner app is another function called Study Trainer. This portion implements a Finnish education technique, which involves cycles of work sprints and rest periods. The app measures when the user will absorb the most information and also lets the user know when it's time for a break.

Describe its insightful metrics? How does it help in interacting with the outside world?

Using our brainwave sensor, we can measure the attention and impression level of our users.

With these algorithms, Effective Learner measures how much engagement the user has with the information from an outside stimulus and reveals how this information is being registered in the user's brain.

How does it promote improved focus, concentration, memory and mind activity?

People learn the best when they have feedback and can adjust their behavior accordingly. Whether it's learning in a classroom, playing a game at home, or having a conversation with a friend, the MindWave Mobile 2 provides quantified feedback to its users in real time so they can improve their performance.



Amsterdam: A Global MedTech Hub



The Amsterdam healthcare industry stands out from other industries in many ways. The potential value of data-driven applications is by far more evident than in any other industry, and the amounts and diversity of medical data is abundant

Derived from the name Amstelredamme, Amsterdam is the capital and most populous city of the Netherlands, with a population of 866,737 within the city proper, 1,380,872 in the urban area, and 2,410,960 in the metropolitan area. Amsterdam is in the province of North Holland. Amsterdam is colloquially referred to as the 'Venice of the North' due to its large number of canals which are a UNESCO World Heritage Site.

Originating as a small fishing village in the late 12th century, Amsterdam became one of the most important ports in the world in the Dutch Golden Age of the 17th century and became

the leading center for finance and trade. In the 19th and 20th centuries, the city expanded, and many new neighborhoods and suburbs were planned and built. The 17th-century canals of Amsterdam and the 19–20th century Defense Line of Amsterdam are on the UNESCO World Heritage List. Sloten, annexed in 1921 by the municipality of Amsterdam, is the oldest part of the city, dating to the 9th century.

As the commercial capital and one of the top financial centers in Europe, Amsterdam is considered an alpha-world city by the Globalization and World Cities (GaWC) study group. Many large Dutch institutions have their headquarters there, including Philips, AkzoNobel, TomTom and ING.

Health insurance



Everyone who lives or works in the Netherlands is legally obliged to take out standard health insurance to cover the cost of, for example, consulting a general practitioner, hospital treatment and prescription medication. The government decides on the coverage provided by the standard package. All insurers offer the same standard package. Healthcare insurers are obliged to accept anyone who applies for the standard insurance package and must charge all policyholders the same premium, regardless of their age or state of health. This ensures that every person is protected against the financial risks of illness and hospital admission. You are free to choose from any health insurer offering the basic package.

The standard insurance package includes visits to GPs, some medications, dental care until the age of 18, nutritional/dietary care, medical aids, mental health services and more. The package does not cover things like aspirin purchased over the counter, certain cosmetic surgery procedures and things for which no supplemental insurance has been chosen (e.g. a root canal treatment at the dentist).

The Dutch capital is widely viewed as the globe's MedTech hub, with some of the industry's biggest innovations happening in the city. After all, there's a reason that every year Global MedTech Compliance Conference and MedTech Summit takes place in Amsterdam.

Medical technology sector

The Netherlands' streamlined healthcare system – coupled with the population's remarkably early adoption of technology – makes the region the perfect testbed for MedTech, and that's why so many international companies in the field have made the move into the Dutch capital.

One such company is Turkey-based Alvimedica Medical Technologies, a producer of high-end heart surgery equipment. There's also Wright Medical Technologies, a US company that designs and manufactures innovative orthopaedic aids for worn and otherwise damaged joints. Another American MedTech company with an Amsterdam office is NuVasive, an innovator in spine-surgery technology that is improving the lives of patients across the world.

However, there are plenty of other MedTech innovators, too. For example, Bram Schermers – a clinical research scientist at the Netherlands Cancer Institute – won the Amsterdam Science & Innovation Award last summer for his cutting-edge tech for breast cancer detection. And there are always new developments happening in the Amsterdam University of Applied Sciences, the University of Amsterdam and VUmc Cancer Center.

Amsterdam Science Park is also making great progress in the field – particularly with the next generation of nanomaterials. "These have the potential to enormously increase the efficiency of solar cells, boosting sustainable energy methods and will have a huge impact on medical technologies and treatments," says Leo le Duc, the park's director.

Amsterdam's acumen for medical research and its strong tech talent pool make its business ecosystem the perfect springboard for any MedTech startup.

Among the most impressive Amsterdam-based MedTech startups is Mint Solutions – the developer of MedEye, an app for doctors, patients and nurses that increases the safety and transparency of medication administration in hospitals. The company received a whopping €5m in funding last year and are now hard at work on perfecting their innovative app.

There's also Earlydoc, who develop a web-based program that gives users a personalised, jargon-free description of medical conditions. The startup's algorithm – based on data from official medical guidelines for illness symptoms – gives users an early prognosis of their ailment. Their ultimate goal is to decrease unnecessary doctor visits.

The future is looking very bright for new MedTech startups in Amsterdam, too. The city has its own dedicated MedTech startup incubator: NLC. The initiative helps young businesses in medical and health technology find their feet in the industry, helping them transform their prototypes or ideas into viable, sustainable products.

A forefront of medical imaging

The Dutch spirit of innovation and collaboration extends to all industries in the Netherlands and is particularly evident in the life sciences sector. More than 2,500 life sciences, medical technology and research organizations call the Netherlands home, in addition to 12 research universities and 82 hospitals. Thanks to public-private partnerships, more than \$2 billion is invested in R&D annually in Holland, and the country ranks No. 4 in the world for medical technology patent applications.

Dutch collaboration is at the forefront of medical imaging, with some of the most exciting advancements coming from the Netherlands in the field of radiology.

As one of the leading hospitals in Europe, University Medical Centre Utrecht (UMC Utrecht) is at the center of collaboration between researchers and private companies in the Netherlands. At UMC Utrecht physicists, chemists, computer scientists and clinicians work together to develop commercial devices that meet important medical needs.

UMC Utrecht recently developed the world's first MRI Linac, a first-of-its-kind imaging system that allows doctors to visualize vascular abnormality during radiotherapy. The MRI Linac integrates MRI with a linear accelerator in a machine that was previously thought to be impossible to build. As a global leader in healthcare technology, Dutch multinational Philips was also instrumental in the development of the MRI Linac.

Also, as of this year, Amsterdam is the proud home of the European Medicines Agency (EMA). It's been confirmed that the EMA relocated its headquarters from London to Amsterdam due to Brexit. With a large number of pharma, medical technology companies, research institutions and more, the greater Amsterdam area has become one of the most attractive and fastest growing pharma and life science centers in the world.

"We see a large number of pharmaceuticals and Clinical Research Organizations preparing for the regulatory changes they'll have to deal with in the short term" - says Jan Willem van Drimmelen, Head of Corporate Client Services at Intertrust. "Over the past months we've seen a significant increase in new clients, getting in contact with our experts in the Netherlands".

The EMA is expected to provide job opportunities for 1,500 people, including lawyers, patent specialists and consultants who are expected to move to Amsterdam to be close to the organization. In addition, pharmaceutical companies are likely to set up a subsidiary in the Netherlands. For the Dutch pharmaceutical industry, the arrival of the EMA will be a big



boost noted by companies and investors worldwide.

Accelerating AI technologies

In other parts of Holland, innovation in medical imaging is just as strong. The healthcare industry stands out from other industries in many ways. The potential value of data-driven applications is by far more evident than in any other industry,



Quantib is now backed by the three largest radiology practices* of The Netherlands together providing unique insights into new use cases, broad data access and user feedback in a multi-center setting.

Moreover, Swiss Medical Network advances the implementation of their artificial intelligence strategy by installing Quantib™ ND. Quantib's state-of-the-art machine learning radiology software provides neurology tools for quantification and tracking of changes in the brain related to multiple sclerosis and different types of dementia such as Alzheimer's disease.

"We embraced the usage of Quantib™ ND because it offers the combination of quantified information for our dementia patients, as well as objective measurements of disease progression for our multiple sclerosis patients," said Dr méd. Anne - Sophie Knoepfli - Wilson, neuroradiologist at Swiss Medical Network. "The software enables Swiss Medical Network to further improve the quality of care delivered to these specific patient groups."

Furthermore, Emicenter Naples, a multi-specialized healthcare facility in Naples, successfully applies AI software Quantib™ ND in their clinical routine. Quantib's state-of-the-art neurology software includes a wide range of functionalities for quantification and tracking of brain atrophy and white matter hyperintensities (WMHs). Quantib™ ND provides objective information on changes in the brain related to e.g. dementia and multiple sclerosis (MS).

Rossana Senese, MD, states, "By leveraging the quantitative information and the opportunity to compare patient results to the average of a cross section of the population the software enables our radiologists to deliver clear, detailed and structured information on the brain condition of the patient."

"With our new software release in July 2018 the possibilities of Quantib™ ND have extended considerably," says Arthur Post Uiterweer, CEO of Quantib. "We are very proud that a leading institute such as Emicenter puts their faith in our software to provide quantitative information physicians can leverage during diagnoses processes."

and the amounts and diversity of medical data is abundant.

Rotterdam-based Quantib and Amsterdam UMC announce their partnership to develop and validate AI software in a joint venture with University Medical Center Utrecht, named Quantib-U. As part of the deal, Amsterdam UMC will provide access to data and allocate one of its top AI Medical Imaging scientists to projects within Quantib-U on a part-time basis.

In July of 2018 Quantib released a major upgrade of their brain atrophy and WMH tracking software Quantib™ ND. A substantial list of new tools was added to previous software functionalities resulting in a unique radiology software product.

Burjeel Hospital Dubai,

Pioneers in total hip replacement procedure



Hip replacement is currently one of the most common orthopedic problems, especially in UAE, and Burjeel Hospital for Advanced Surgery (BHAS), Dubai, is one of the leading hospitals specialized in treating hip related ailments.

Earlier, the main focus of Total Hip Replacement procedure was mainly to reduce pain of patients after the surgery, especially for those who were athletes or experts in water-sports. Prof. Dr. Med. Dr. Ing. Matthias Honl, Consultant Orthopedic Surgeon, specializing in Joint Replacement and Sports Medicine at BHAS, said, "It happens frequently that patients approach us, saying: Please doctor give me a total hip replacement because I want to win the Iron Man, the only medal I did not achieve in my life." Having similar concern, Patrick Bol, a 53-year-old who received his hip replacement at 49, asked his surgeon Dr Matthias: "Can I row over the Atlantic Ocean with my new hip joint?"

Sharing his condition, an extremely active and outdoorsy Patrick said, "I messed up my hip due to running 3 marathons and doing severe exercise in Army (at least 6120km marches with 15kg backpacks). After a 10km run in Dubai I suffered stiff hip/leg for 5 months." Before going for the operation, Patrick said he "did exercise for six weeks to make muscles strong" and after the surgery, Patrick was "able to drive motocross bike in sand dunes". Patrick and his team, who dedicated their lives to eradicate plastic pollution from the oceans, rowed for a

record time of 27 days 2500 NM (4600 km = 700.000 strokes) in their custom made Dh1.8 million boat named 'Year of Zayed' (sponsored by DP World). Patrick recalled, "During our trip to Atlantis, we were facing several technical and psychological problems like broken rudders and a breakdown of our water makers, our hands and bum were sore from rowing but never my hip joint was giving me any pain or trouble".

According to a study by Clinical Orthopedics and Related Research® (CORR®), a publication of The Association of Bone and Joint Surgeons®, hip replacement surgery can not only improve the quality of life but is also associated with increased life expectancy, compared to people of similar age and sex. Explaining the procedure, Dr. Matthias said, "We perform our hip replacements in a minimal invasive technic without damaging any muscles. This prevents pain and loss of function around the surgery and facilitates rehabilitation extremely. We use an electric traction device for leg exposure during surgery. We implant cementers artificial joints often made from titanium. The joint itself has a bearing of 3rd generation ceramic against ceramic, which is extremely resistant against wear and guarantees longevity of the artificial hip joint and allows usage in extreme conditions like Patrick's rowing tour over the Atlantic. Components and is most often covered by insurance and generate quick recovery. The surgery offers an extreme high success rate and provides not just an unsurpassed patient experience, but also the best possible outcome. As such, individuals who suffer from any



symptoms of hip pain should seek expert advice and perform the necessary action to attain relief from pain."

Talking about the increasing number of hip replacement surgery in the UAE, Dr. Matthias Honl, said "Hip replacements are on the rise in the UAE and across the world and is most commonly recommended for severe osteoarthritis and inflammatory conditions such as rheumatoid arthritis or for problems with development of the hip during childhood. Hip surgery may also be needed for fractures of the hip, including those resulting from osteoporosis. The largest group is patients between 50 and

80 years, and we're doing more hip replacements especially on young patients than we have in the past."

About his experience at BHAS, Patrick said, "Burjeel has been a blessing. The facilities at the hospital are extremely good, and the staff is polite and friendly. It's a pleasure to be at a hospital that takes care of its patients."

Although a number of surgeries are performed mostly on elderly people around the world, in recent years, the treatment has also been done on younger people. Dr. Matthias explained, "There are no set rules when it comes to hip replacement. While the surgery is commonly associated with older patients, in truth it's a life-changing procedure for anyone with a worn hip joint."

While hip problems are common, most of them are often neglected. Studies indicate that treating hip problems at an early stage can help patients live longer. As such it is essential to look for signs that may indicate a hip problem. According to Dr. Matthias there are several signs to identify hip condition right from soreness during or after exercise, pain that interferes with daily activities, difficulty putting shoes or socks, stiffness in the hip, hip or groin pain that prevents walking normal distances, or there is a problem standing on one leg for more than a minute, if a person experience any of these signs, he should consult a specialist or seek help from an expert.

Canon Medical to officially open new MENA division in 2020

Canon Medical Systems Corporation recently announced the official opening of its Middle East Division in Canon Middle East Dubai, UAE. Preparations are now underway to start business operations around the beginning of January 2020.

After more than thirty years of experience in the Middle East market, Canon Medical is committed to delivering the best possible service to its customers and partners in the region.

Toshio Takiguchi, President and CEO, Canon Medical, said, "Establishing a Canon Medical Division in the Middle East is an integral part of our strategy to get closer to our customers through direct presence in key regional markets. Through our products and business solutions, Canon Medical aims to help customers in the region address new opportunities and develop their business."

Canon will continue its efforts to contribute to the development of healthcare and to help people everywhere enjoy a healthy life.



MEBAA unveils new medical insurance scheme for its members within the UAE —



MEBAA has entered into an agreement with National General Insurance Company (NGI) UAE, to provide a uniquely designed Medical Insurance Scheme for its member companies operating within UAE. This association is strengthened by Surety Global & Allianz Partners, the B2B2C leader in assistance, international health & life, automotive and travel insurance solutions and is supported by a solid partnership with the leading healthcare third party administrator, NEXtCARE.

NGI is one of the leading composite insurers in the UAE, well recognized in the Health Insurance sector for over two decades offering an extensive range of Individuals and Group Health Products for various market segments.

The scheme is operational under the MEBAA INSURANCE brand which was launched in 2017 at the MEBAA Show Morocco. It was created then as a benefit for the member companies with a wide range of insurance products, covering Aviation, Cyber and Medical Insurance. However, abiding with the local laws, MEBAA took the initiative to offer products that are in compliance with the regulatory requirements. The Partnership with NGI is the outcome of this need. The Founding and Executive Chairman of MEBAA said due to the wide area of coverage that MEBAA members are operating across the region and keeping in view the varied laws of countries, all the member benefits need to be

customized to suit the regulatory requirements of the country.

Says Mr. Ali Ahmed Alnaqbi, the Founding & Executive Chairman, MEBA, "As part of the continuous effort to enhance the Member benefits, MEBA has targeted to provide better medical insurance coverage to its members in UAE. The partnership with NGI will provide excellent health services at very affordable pricing, covering all the top-quality health service providers' world-wide."

About this program, Dr.Abdul Zahra Abdullah Ali, the CEO of NGI says,

“The Health Plans for MEBA are tailored with a comprehensive range of benefits, specifically to cater to the esteemed member companies registered with MEBA. In addition to being compliant with the health insurance regulators in UAE, these products are equipped to offer the highest levels of service and care to the insured members”.

MEBAA plans to gradually extend this program to the rest of countries in the MENA region at the next stage of implementation and make it available for member companies outside of UAE.

Etihad, Cleveland to promote Abu Dhabi as premier medical destination



Etihad Airways and Cleveland Clinic Abu Dhabi, have signed an agreement – the first of its kind in the region between an airline and medical services provider– that will see the two organizations collaborate to promote Abu Dhabi as a premier medical travel destination.

As part of the agreement, Etihad will offer specific medical travel packages to key markets around the world, delivering a single solution for booking flights, accommodation and medical treatments at Cleveland Clinic Abu Dhabi, which covers more than 40 medical and surgical specialties.

Tony Douglas, Group Chief Executive Officer, Etihad Aviation Group, said, “As an airline offering specialized services for travelers with pre-existing medical conditions, including the care of our inflight nurse, it is a natural progression for us to partner with such a prestigious medical provider to bring more choice to our guests looking for the perfect medical travel package. Abu Dhabi has seen substantial global investment further strengthening its medical services, and we’re proud to play a part in making this world-class healthcare more easily accessible.”

The move to cooperate on medical travel services was announced as part of both companies’ support for Abu Dhabi’s wider strategy to become a leading centre for medical tourism, announced earlier this year by Abu Dhabi’s Department of Health and the Department of Culture and Tourism.

Dr. Rakesh Suri, Chief Executive Officer at Cleveland Clinic Abu Dhabi, said, “We are delighted to sign this agreement with Etihad Airways, an organization that mirrors our dedication to maintaining the highest levels of safety and quality at all times. Cleveland Clinic Abu Dhabi’s collaboration with Etihad Airways will make our care more accessible for patients and their families than ever before.”

Dr. Nadia Bastaki, Vice President Medical Services, Etihad

Aviation Group, said: “This agreement sees two of the UAE’s most respected institutions come together to promote Abu Dhabi as a premier medical travel destination. Our partnership is a natural fit, with both Etihad and Cleveland Clinic Abu Dhabi committed to delivering unparalleled customer experience in our respective fields.”

With a fleet of more than 108 aircraft flying to destinations across the globe, Etihad Airways will bring Cleveland Clinic Abu Dhabi’s complex and critical care services to new markets, reinforcing Abu Dhabi’s reputation as a global hub for world-class medical tourism.

Hasan Jasem Al Nowais, Senior Vice President, Mubadala Healthcare, said, “As part of our drive to develop a world-class, fully sustainable private healthcare sector in the UAE, Mubadala is working with a range of key partners to manage a growing volume of international patients. This agreement will provide a seamless patient journey that starts from the patient’s home country and takes them through treatment and aftercare at one of the world’s leading hospitals.”

Cleveland Clinic Abu Dhabi’s international patient services team provides a seamless experience for patients who choose Cleveland Clinic Abu Dhabi for their specialized medical care. The hospital employs dedicated ‘Patient Ambassadors’ to guide international patients through every step of their journey, including greeting them on arrival and providing medical interpretation services.

In 2018, Cleveland Clinic Abu Dhabi treated 1,380 international patients from more than 93 countries. The hospital provides state-of-the art complex and critical care services, treating some of the region’s sickest patients. Since opening its doors in 2015, it has performed a number of UAE and regional firsts, including the UAE’s first heart, liver and lung transplants. In 2019, it broke ground on a state-of-the-art oncology center, bringing an integrated and transformative approach to diagnosing and treating cancer to the UAE.

Saudia Cargo awarded EU GDP for pharmaceuticals



The global certification leader SGS has issued Saudia Cargo the certificate of European Union Good Distribution Practice (EU GDP) in the sector of pharmaceuticals. The certificate marks a new achievement for Saudia Cargo and a well-deserved recognition of its high-quality storing and transporting services of pharmaceuticals and medical cargoes. Saudia Cargo has fulfilled and met all international requirements for the certificate.

"This certificate recognizes that Saudia Cargo maintains and complies with the quality management standards throughout

the supply chain and applies efficient procedures and policies for receiving and handling pharmaceuticals & medical products without any risks," said Abdulrahman Al-Mubarak, Chief Commercial Officer, Saudia Cargo.

The company has enhanced the quality of medical products warehouses and equipped its main stations inside the Kingdom with state-of-the-art equipment and devices to control temperature, which is the most important factor in the logistics services related to medical products and pharmaceuticals. The company has also qualified its cadre to efficiently handle pharmaceutical loads.

Saudia Cargo announced earlier the launch of cold storage facilities for storing pharmaceuticals & medicines at numerous main stations. The facilities conform to the international standards of the World Health Organization (WHO) and the European Committee for Medicinal Products for Human Use as well as the local standards of the Saudi Food and Drug Authority. The facilities also ensure different temperatures and accommodate pharmaceutical companies' containers, which require advanced technology solutions.

Dr. Batra reveals expansion plans

Dr Batra's Healthcare, which has clinics in Dubai and Abu Dhabi, is to expand across the Middle East region.

The company, which has 225 clinics in five countries and a presence in its native India in 133 cities, has been operating in Dubai Healthcare City, offering its homeopathic treatments, for the last ten years.

It has three further clinics in Dubai and recently opened its first clinic in Abu Dhabi. While the company has had a presence in Bahrain for the past three years.

Founder and chairman Dr Mukesh Batra revealed that further clinics will be opened in December in Athens, Greece and in the Estonian capital Tallin; in addition to his three clinics already operating successfully in London.

But it is the Middle East where his focus currently lies, starting with adding a greater footprint in the UAE.

He said, "We're seriously looking at entering one or two more cities in the UAE first because we are not in Al Ain, we are not in Sharjah. There are certain areas where we are still looking at growing also in the UAE."

Dr Batra said they were also eyeing up opportunities in Saudi. "We're looking at entering Saudi now. We are looking at regulations because that is a challenge there." And he said they were working with the Khimji group in Oman for potential openings in the sultanate. Egypt is also on the horizon.

He said, "This is what we're looking at in this region. I don't believe we have enough presence here because there's a lot more that we can do."

"Popularizing a new system of medicine is always a challenge because while it's very well known in India, and our branding is very well known, to establish a brand in a new country is not easy. And in healthcare you need ten years to put out happy ambassadors that give you positive word of mouth."

Dr Batra revealed that when they started in Dubai ten years ago, clients were predominantly Indians and Bangladeshis, who were familiar with the brand in their home countries.

However, he said, "Today, I'm happy to say that in this period of ten years we have almost 30 percent of our patients are locals and 70 percent are NRIs."

Al-Futtaim launches HealthHub, bringing specialized care to residents in the UAE —



UAE-based conglomerate Al-Futtaim has announced the launch of Al-Futtaim Health and its HealthHub, which will bring specialized care to residents across the country.

Launching with 10 clinics initially, the HealthHub roadmap includes 26 clinics, day surgical centers, super-specialized centers of excellence and two hospitals, with regional and international expansion planned over the next two years, the company said in a statement.

It added that HealthHub provides accessible, integrated health management supported by smart solutions.

Humaid Al Qutami, chairman of the board and director general of the Dubai Health Authority said, "It gives us great pleasure to see large market players like Al-Futtaim investing in the private health sector of Dubai and UAE and becoming significant investors in this vital economic sector."

Companies registered in Dubai Healthcare City can now operate on mainland "This is in line with the Dubai strategic plan and the vision of Sheikh Mohammed bin Rashid Al Maktoum in making the health sector in the UAE one of the best in the world."

Of the first 10 clinics being opened, five are publicly facing and situated in Silicon Oasis, Al Warqa, Discovery Gardens, Al Qusais and International City, with more planned to go live in the coming months in Al Barsha, Jebel Ali, Al Nahda and Bur Dubai as well as in Al-Futtaim operated properties Dubai Festival City and the upcoming Festival Plaza which will be launching in December.

Omar Al Futtaim, vice-chairman of the Al-Futtaim Group said, "This is Al-Futtaim's first investment in the healthcare sector, which is another milestone in our group's business diversification efforts. We are focused on building a significant, sustainable portfolio that aims at adding value to the healthcare sector and contributes to building a world-class healthcare system in the UAE."

Dr Haidar Al Yousuf, managing director of Al Futtaim health added: "HealthHub is a unique brand of integrated primary care and multispecialty centres that is set to be a game changer in this industry. We are looking to redefine the healthcare experience by delivering healthcare to people in a new form that communicates differently and brings high quality and smart technology to change people's lives with the best possible value."

DHA to provide quality healthcare services during Expo 2020



The Dubai Health Authority (DHA), has signed four Memorandums of Understanding, MoUs, with Al Zahra Hospital Dubai, NMC Royal Hospital, Mediclinic Parkview Hospital and Saudi German Hospital to provide quality integrated healthcare services to visitors and exhibitors during Expo 2020 Dubai.

The MoUs aim to support the DHA's efforts to provide a safe and healthy environment for Expo 2020 Dubai visitors and exhibitors as well as providing them with quality medical services and supporting the authority in dealing with any potential emergencies.

Dr. Kazim said that DHA considers the private sector as its

strategic partner in developing Dubai's healthcare sector and so is always keen to expand and strengthen its partnership with leading private hospitals, medical centers and clinics to achieve the authority's goals of achieving a healthier and happier society.

He explained that preparing to medically secure Expo 2020 Dubai requires concerted efforts from both the public and private health sector and relevant authorities, to reach the highest levels of care, and ensure the availability of integrated medical services for Expo 2020 Dubai visitors and exhibitors.

He added that the authority spares no effort to expand its partnerships with all organizations in order to sustain its services during and after the big event.

MBRU graduates add more expertise to the UAE healthcare sector

The Mohammed bin Rashid University of Medicine and Health Sciences, MBRU, has marked another milestone by awarding its latest cohort of graduates from Hamdan bin Mohammed College of Dental Medicine, HBMCDM, at the University's annual graduation ceremony.

A total of 29 students were presented with their degree certificates at the ceremony, which was held under the patronage of its' Chancellor H.H. Sheikh Ahmed bin Saeed.

The students were presented with their qualifications in Master of Sciences, MSc, in Endodontics, MSc Orthodontics, MSc Pediatric Dentistry, MSc Prosthodontics and MSc Oral Surgery. The graduates are recognized as specialists in their disciplines upon graduation, allowing them to work in various governmental and non-governmental sectors; adding more oral healthcare expertise to the UAE healthcare sector.

The latest graduation takes the total number of specialists graduated from HBMCDM to 88, in which 61 percent of the alumni-body are UAE nationals. The dental college's current student body comprises of 18 nationalities with 44 percent UAE nationals. Females make up 71 percent of the student body.

The university's alumni currently work in various healthcare entities in the UAE including the Dubai Health Authority, the Ministry of Health and Prevention, the Armed Forces, Abu Dhabi Police as well as others nationally, and globally.

Professor Zaid Hani Baqain, Dean and Professor in Oral and Maxillofacial Surgery at HBMCDM, presided over the graduation ceremony.

"Graduation is a special time for everyone connected with the University and it was an honor to be able to share this occasion with our newest graduates and the wider MBRU family. The success of a university is measured by the quality of its graduates and we can proudly say we are contributing 29 more specialists to the region's healthcare sector as we strive to improve health in the UAE and beyond," said Professor Baqain.

Dr. Khawla Belhoul, Assistant Dean of Student and Alumni Happiness and Wellbeing at the College and Director of Dubai Dental Hospital, commented, "On behalf of the entire MBRU family, I congratulate these talented individuals on completing this crucial stage of their educational and professional journey."

Canadian Hospital, Medify roll out interactive 3D visual walk throughs of medical procedures



Patients in UAE can now look forward to interactive 3D visual walkthroughs of their medical procedures and understand the modalities of the actual operation before they undergo it. Canadian Specialist Hospital has partnered with Medify, a dutch company that has developed this unique concept and will roll out this service in the UAE by the last quarter of this year. The technology would be extremely helpful in improving patient knowledge, compliance, quality consultation interactions and significantly reduce registration period and anxiety levels through their 'care path'.

"Whenever patients came to us with a heart condition or went to the gynecology departments, they also came with a lot of questions about their medical procedures. We observed that our doctors did spend a lot of time educating them about these procedures and this delayed the overall process for the patient to a certain extent. Moreover, most of the patients that visit our hospital don't necessarily have a healthcare background, so to provide them with all the information in simple layman terms was a challenge at times," said Dr. Yashar Ali, CEO, Canadian Specialist Hospital.

Canadian Specialist Hospital would implement a pilot process in their Cardiology, OB-Gyn and International Patients department and the technology will cover the rest of the hospital at a later stage. Once registered the patients are provided with a detailed questionnaire regarding their medical history and complications and provides them with a 3D visual representation of the procedure they are about to undergo along with comprehensive details about what to expect in terms of stay and clothing, food and drug interactions, precautions and other medical

information. The whole platform then follows up with a brief but articulate feedback mechanism that helps improve the module continuously.

"However, with this interactive software from Medify, the patients get all the necessary information and can experience what will happen in the hospital beforehand and arrive well-informed. This immensely helps both the patients and the doctors, as they both are on the same page. We are delighted to partner with Medify on this journey and aim to help the patients in the UAE," added Dr. Yashar.

Medify has spent over 15 years in perfecting this software to clarify healthcare concepts for both patients and healthcare professionals. Over 40 hospitals in Europe are currently using this software from Medify.

"Medify helps hospitals to improve quality and lower costs with process innovation through digital communication. We work very closely with all the departments within the hospital. This initiative is about adapting healthcare towards the current digital communication possibilities. Therefore, we always focus on process innovation," mentioned Peter Krol, COO, Medify.

"Patient experience is a hot topic in the UAE. We believe digital patient communication should be an integral part of the daily operations in order to benefit from it. Our software framework is able to present interactive visual information in 3D interactively to patients on any device. We offer durable quality improvements against lower cost, today also commonly referred to as value-based healthcare,"

UPCOMING EVENTS



International Conference on Bioinformatics & Biosciences

30 Nov - 01 Dec 2019

Dubai, UAE



Telemedicine & Healthcare Artificial Intelligence Conference

07 - 08 Dec 2019

Abu Dhabi, UAE



International Conference on Vaccines and Immunology

09 - 10 Dec 2019

Abu Dhabi, UAE



International Conference on Medical & Health Science

14 - 15 Dec 2019

Dubai, UAE



International Forum on Advancements in Healthcare

16 - 18 Dec 2019

Dubai, UAE



International Conference on Medical, Pharmaceutical and Health Sciences

27 - 28 Dec 2019

Dubai, UAE



Middle East Quality Management in Healthcare

27 - 30 Jan 2020

Dubai, UAE



Dubai International Pharmaceutical & Technology Conference & Exhibition

25 - 27 Feb 2020

Dubai, UAE



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