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Middle East

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Editorial

Treating Covid-19

As the holy month of Ramadan approaches, the world is standing at the crossroads with number of Covid-19 cases rising across the globe. The authorities are racing against the time to identify the infected clusters and implementing the quarantine measures. But there are some patients who require life saving medicines for non-Covid 19 treatments at risk as they are neglected as the major chunk of OPDs and operation theaters shut.

On the brighter side a ray of hope can be seen at least for the Indian market. In a report published by global rating agency Crisil it is stated that Indian Pharmaceutical, FMCG and food industry will see low impact and higher resilience.

The cover story is about a leading clinic which has traversed a long way from a modest beginning over a decade ago to being the first 5-star clinic in the region.

Feature on Saudi government takes a look at what it is doing to maintain its focus on the healthcare sector in line with the objectives set out in the Vision 2030.

We also take a look at Japan which is one of the leading medical destinations in Asia. A country where the government has well controlled cost over decades by using the nationally uniform fee schedule for reimbursement. The government is also able to reduce fees when the economy stagnates. In the 1980s, health care spending was rapidly increasing as was the case with many industrialized nations. While some countries like the U.S. allowed costs to rise, Japan tightly regulated the health industry to rein in costs. Fees for all health care services are set every two years by negotiations between the health ministry and physicians.

Finally we bring you the news and events which went on to make the headlines in these months.

Sincerely,

Vasujit Kalia
Editor, MediWorld ME



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Glamour Care Clinics:

Crafting Healthcare with Excellence

From a modest beginning over a decade ago to being the first 5-star clinic in the region, Glamour Care Clinics has traversed a long way under the leadership of Mr. Mahran Ashour, fondly known as Mahran Ashour, a famous healthcare business consultant and founder of Glamour Care Clinics. Apart from being a successful businessman, Mr. Ashour is a profound speaker and advisor on how to manage and improve healthcare business. With more than 10 years of being the industry leader, he has talked on various healthcare related topics at esteemed institutions like IMCAS Paris, AMWC Monte-Carlo, EADV Europe, American Academy in USA, FACE London, MEIDAM Dubai, Dubai Derma, AIDA Abu Dhabi and many more. With so much going on in the beauty world, Mr. Ashour shares his idea of forming the beauty clinic and his aim to brand Glamour Care Clinic among the topmost establishments in the Gulf and Middle East regions by end of this year...

Since its inception, Glamour Care Clinics has made an impressive mark in the healthcare world, can you share your experiences and challenges along the way?

I can never forget the day I made a decision to relocate to Dubai, my journey into the healthcare world and how I commenced my clinic in the UAE! Everything was new for me, the culture, experiences and work system here. It was difficult in the beginning, but things started to turn in my favor as I grew my business. After having studied hospitality and tourism management from Cairo and working for Methodist International USA, I decided to study further and enrolled for a degree in Healthcare Control, and that's how I landed in Dubai. My first job was at EMAAR, a healthcare group in Dubai Mall, where I got the opportunity to lead an outpatient team. After gaining certificates and training courses, I established M.A. (Mahran Ashour) Healthcare Management Consultancy, managing business improvement of clinics and advising start-ups. Along the way, I managed to change the commercial enterprise fashions of many clinics, worldwide.

I believe that success leads you to greater responsibility, thus, creating an entire business from the scratch in this niche market, was a huge challenge in itself, particularly since its associated with people's lives. At Glamour Care Clinic we work hard to nurture a strong and positive ecosystem, along with building trust and long-term relations with our clients. With a decade of experience in the industry, we have the right methods and capabilities to offer best healthcare solutions to our customers.

According to you, how has the UAE healthcare sector evolved over the decades?

UAE has a comprehensive healthcare service system that has been rapidly developing and delivering high standard of healthcare facilities. Every now and then there's something new is happening. It's because the system here is amazing! But I guess that there's always a space for improvement. When you consider a sprawling metropolitan like Dubai, people are always on a hunt for new ways to look good and improvise with cosmetic and aesthetic treatments. And that when Glamour Care Clinics comes into the picture. In addition, with infrastructure of hospitals and clinics in Dubai being regularly monitored by the government, the treatment done here are accurate and trustworthy with the best trained medical doctors in this region. The Urban Center Government and Dubai Health Authority are investing and developing the healthcare sector by organizing medical conferences worldwide and Glamour Care Clinics is part of this strategy.

What is the USP of your clinic that sets you apart from your competitors?

I believe that there are numerous aesthetic and cosmetic clinics in town and the competition is very high.



Mahran Ashour
Glamour Care Clinics

We at Glamour Care Clinics have a distinctive combination of elite doctors, right management, excellent quality of service and ideal location that can compete with the largest aesthetic and cosmetic entities within the region by providing authentic and a value for money services.

We always try to introduce new concepts and have the best medical devices that are all FDA (Food and Drug Administration) approved. In fact, we are one of the four clinics within the MENA to have procured Picosure - the foremost most expensive laser device in the world, worth over AED1.3million, hence putting us ahead of the competition.

Glamour Care Clinics has made a name for itself in relatively short period of time. With an experience of a 5-star hotel and a plethora of excellent services like dermatology, dental, plastic surgery, diet and nutrition, laser and cosmetics and general surgery and more, Glamour Care Clinic is a one-stop solution for everyday healthcare.



Some of USP includes:

We Put ourselves in our customer's shoes

We Know what motivates our customers

We are clear and transparent to all our clients

We don't call them patients, they are clients or customers

We make a family environment (feels safe, feel home)

Glamour Care Clinics aims to become top ten aesthetic and cosmetic surgery centers in UAE, how do you plan to achieve this? What are your future expansion plans?

Well during the twelve years as a business consultant and expert in healthcare, I always wanted to create an environment for medical aesthetic and cosmetic clients that exuded comfort and trust; and also offered a level of aftercare service like no other. We are the first clinic in the region to offer 5 star services. And what makes us more special and stand out from others, is our professionals' reputations. I'm very proud to say that we employ the best of the doctors and our service standard keeps us ahead of the competition.

In terms of futuristic growth, we will never cease to stop expanding and working towards a better future growth and strategies. Our goal is to be one of the top 10 clinics in the region this year and to achieve that goal, we are working hard to craft our own range of products and be the best service provider.

How do you attract the most talented professionals to work at Glamour Care Clinics?

By understanding the market and being close to the professionals for more than 12 years, gives me a good evaluation for most of the professionals working in the country. Our strategy is to only contract high profile and highly qualified doctors. Doctors in Dubai are not only looking for income (money), they are looking for stability, professionalism and a peace of mind working environment, which is all available at Glamour Care Clinics. Now we are at a stage, where doctors are approaching us to work and offer their services at Glamour Care Clinics.

What is the best piece of advice you have ever received on entering the industry, that you would pass on to others?

I can't express in words how much I admire H.H Sheikh Mohammed bin Rashid Al Maktoum, the Vice President, Prime Minister and Ruler of Dubai, and his inspiring words: "The word impossible is not in the dictionary of a true leader. No matter how big the challenges, strong faith, determination and resolve will overcome them." In fact the first thing one notices at Glamour Care Clinics is Sheikh Mohammed's picture. It's a reminder for me, to learn from him every day and pass it to anyone, the dreamers or the leaders. Sometimes I wonder why we don't have a forum for all nation leaders and decision makers to learn from brilliant minds like him on how to create a better world.

What is the most rewarding aspect of your job?

The most rewarding part of my job is to see how successful my brand has become. I feel so happy educating and helping doctors and business owners around the world to build a better future.

Honestly, there are no secrets to being successful. Just work hard and you will be rewarded. One has to work for it, blood, sweat and tears. As cliché as it sounds - love what you do to get what you love.



Describe a typical working week for a healthcare General Manager position?

Being on top of all the operational aspects is a very critical position to do, because you have to make every decision, and the challenge is to make it all right. Definitely this may affect your personal life and your health life, but you still need to do it.

What is your secret formula to success?

Honestly, there are no secrets to being successful. Just work hard and you will be rewarded. One has to work for it, blood, sweat and tears. As cliché as it sounds - love what you do to get what you love.

Where do you see your career in 10 years' time?

I would like to see myself as the CEO of one of the biggest

healthcare entities in the world in ten years down the line..and also to see Glamour Care Clinic among the topmost establishments in the region.

Do you think Corona Virus will have adverse effect on industry and how prepared is UAE to tackle this threat?

Yes, it will definitely affect the healthcare business! Coronavirus has spread far beyond China, impacting all the sectors and businesses around the globe, including healthcare. It's a global catastrophe which has taken its toll on not only the world economy but also the human life. Let's wait and watch and hopefully things will be better soon! The dedication and contribution of UAE leadership, Dubai Government, DHA, Dubai Police, Dubai Ambulance Authority and Dubai Municipality in tackling with the pandemic is worth saluting.



Saudi Arabia to focus on Healthcare Sector

Saudi Arabian government maintains its focus on the healthcare sector in line with the objectives set out in the Vision 2030, and the related interim targets for the year 2020 as defined in the National Transformation Plan (NTP). The healthcare sector retained its position as the third largest area of spending in the 2019 fiscal budget and saw its share of total budget spend trending higher over the past few years. Privatization initiatives have seen the commencement of the first Public Private Partnership (PPP) project by Ministry of Health (MoH), which targets radiology and medical imaging services in the Riyadh region. From a regulatory perspective, we have seen the Council of Cooperative Health Insurance (CCHI) increasing its focus on enforcing mandatory health insurance for all companies operating in the private sector. This should translate into a larger pool of beneficiaries and positively impact demand for private healthcare services in the future. Overall, we are witnessing continuous efforts and further initiatives in favour of increased private sector involvement and investments in the healthcare space.

***Shehzad Jamal
who is a Partner at
Knight Frank and
heads the
Healthcare &
Education
Service Lines in
conversation with
Vasujit Kalia and
shares his
expertise on
the health care
sector in Saudi
Arabia.***



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healthcare services in the future. Overall, we are witnessing continuous efforts and further initiatives in favour of increased private sector involvement and investments in the healthcare space.

Government initiatives

The healthcare and social development sector maintained its position as the third largest recipient of government expenditures in the 2019 fiscal budget. This is equivalent to 15.6 percent of the total budget for 2019, as against to 15.4 percent in 2018 and 14.4 percent in 2017.

The budget amount allocated for the sector has grown by 8 percent to reach SAR 172 billion in 2019, as compared to SAR 159 billion in 2018.

These positive trends point to the government's willingness to invest, driving growth and improvement in the sector over the coming years.

Figure 1 shows the rising allocation of the government expenditure in the healthcare and social development sector over the past three years.

Part of the allocated funds for the sector are channeled towards achieving the goals and targets defined in the Saudi Vision 2030 and the 2020 NTP.

The government is directing funds towards building robust healthcare infrastructure, by completing construction and installation of equipment in hospitals and primary healthcare centres, in different regions throughout the Kingdom.

Saudi Vision 2030 & the NTP

The MoH has delivered a Healthcare Transformation Strategy Plan as part of the Vision 2030 and the NTP, in which there are three elements that were identified as

requiring improvement: 1. Health and quality of citizens' life 2. Quality of service and value for the sector by containing costs 3. Outcomes and guiding new investments.

The MoH has identified that certain key healthcare indicators such as the number of healthcare practitioners, healthcare related universities, hospitals, medical centres, life expectancy and infant mortality rate, have witnessed significant improvement over the past years.

The number of hospitals expected to be delivered during 2016 - 2020 stands at 30, which equates to 70 percent of the total number planned for the next five years, with a total capacity of 6,950 beds.

Other indicators which have been identified as areas in need of improvement include a high rate of chronic diseases, early age mortality and unfavorable lifestyle habits.

Mandatory health insurance

- Saudi Arabia is increasing regulatory supervision regarding the adoption of the mandatory unified health insurance in the country, with the CCHI recently unveiling new procedures aimed at increasing the supervision of private sector companies.
- The gradual rollout of mandatory health insurance in Saudi Arabia and the enforcement of the law are expected to translate into an increase in the number of beneficiaries and a wider utilisation of medical services at private healthcare facilities.
- As of August 2019, there were 26 insurance companies operating in Saudi Arabia and the number of insured persons in the Kingdom stood at 11,075,993.

Privatisation and PPP schemes

The MoH is planning a series of PPP projects ranging from primary healthcare facilities to medical cities. The MoH recently embarked on its first PPP project (inviting local and international service providers) which targets radiology and medical imaging services covering several hospitals in the Greater Riyadh region. Once delivered the project is expected to improve medical imaging services in terms of wait and turn-around times as well as reliability of imaging for more appropriate treatment. This collaboration will improve the availability of highly specialised services such as Positron Emission Tomography scan and Nuclear Medicine in Riyadh.

This first PPP project reflects the government's commitment towards achieving the ambitious privatisation plan, as updating and expanding radiology services across the country with the private sector is a key target in relation to the healthcare sector.

Long-term care / rehabilitation

Our healthcare research has identified LTC (including rehabilitation) as a sector with strong demand fundamentals, which is set to expand especially with the changing population dynamics.

These segments have also been identified by the government in the Health Transformation Strategy which states: "There is inadequate capacity in extended care services such as rehabilitation, long-term care and home care." In addition, this segment is also on the PPP list, under the NTP programme.

Defining long-term care

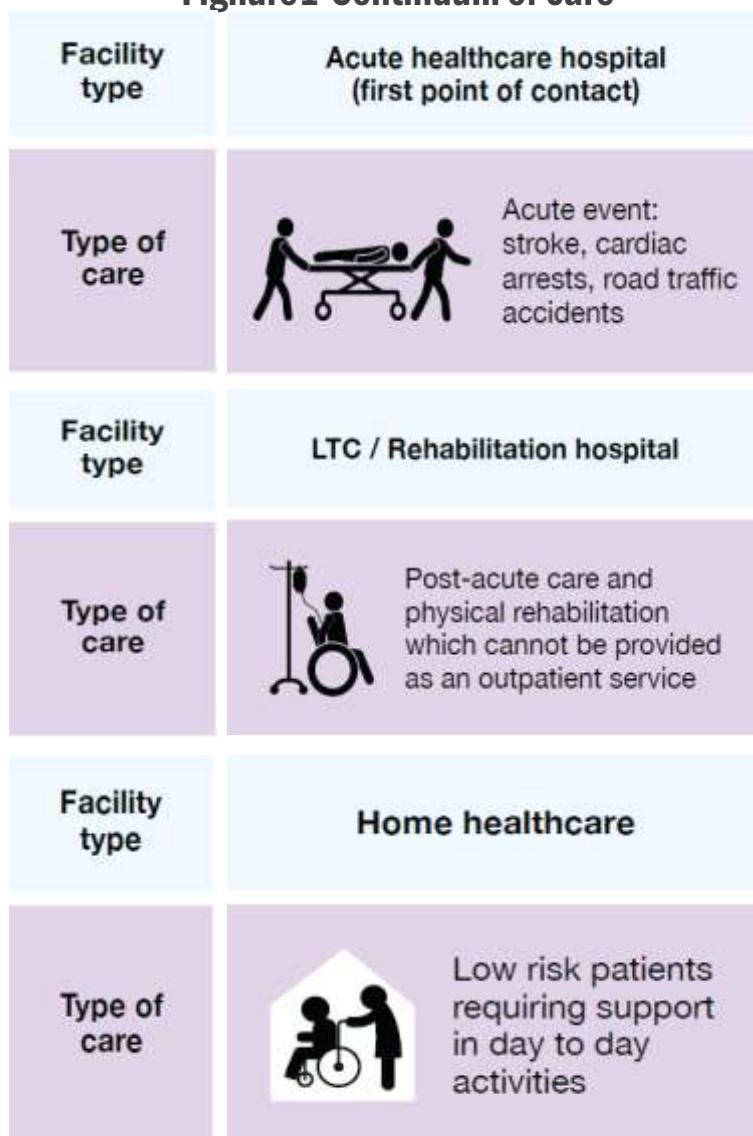
LTC is a collection of services which assist both medical and non-medical conditions of patients with chronic illness or disabilities.

Rehabilitation is a key element of LTC care and can be classified into physical and mental rehabilitation.

Figure 1 identifies different health conditions and the required health facilities to cater to these conditions. Patients that fall under the LTC category do not usually require an acute care setting, instead they require limited healthcare services that are specific to their condition.

However, due to lack of such facilities, LTC patients occupying

Figure1-Continuum of care



Source: Knight Frank Research

HEALTHCARE IN SAUDI ARABIA

OPPORTUNITIES IN THE LONG-TERM CARE SECTOR (LTC)

KEY TAKEAWAYS



Under served segment

The LTC sector is identified as key by the NTP, the Privatisation Programme & the Health Transformation Strategy

14% & 10%

Ministry of Health beds

Acute care beds

Blocked by LTC patients (2017)



3x increase in 60+ population by 2035

Implying that demand for LTC will continue to accelerate



Increase in rehabilitation beds required for Saudi Arabia to be in line with developed nations



Additional 7,000 beds required

hospital beds create bottlenecks within the general health system.

Statistical data on LTC is negligible, as it has historically been a niche segment and served by only a handful of healthcare service providers (mainly government bodies).

Key points that support investment within the LTC sector in Saudi Arabia are presented below:

- Due to scarcity of LTC infrastructure, the government has to send patients abroad for treatment, which is a very costly proposition. Taking rehabilitation as an example, 36,000 accident patients needed to be cared for in 2015, with only 236 beds dedicated for LTC in MoH hospitals.
- Figure 4 presents LTC (including health rehabilitation) bed density by developed nations in comparison to Saudi Arabia.
- Statistics show that 13.9 percent of the MoH active beds were blocked by LTC patients in 2017, compared to 7 percent in 2016. Figure 5 presents the breakdown of this data for Saudi Arabia by area.
- In addition, our primary research (based on interviews with stakeholders) indicates that approximately 10 percent of acute care beds within other government and private sectors are utilised by LTC patients. This translates to around 9,000 beds, including MoH beds, that are blocked by such patients representing unmet demand. According to leading healthcare operators the unmet demand is higher and their estimate is in the range of 12,000 to 15,000 beds.
- To help investment, the government is seeking to introduce approximately 2,000 beds for extended care and rehabilitation under the PPP mechanism by 2022, with a guaranteed offtake agreement.
- Private sector LTC service providers are operating at optimal utilisation.
- In addition to just numeric supply constraints there are certain specialist services within this sphere that are non-existent (or minimal) which can be introduced such as cardiopulmonary rehabilitation, neuro rehabilitation etc.



Challenges before the **Japanese** Healthcare sector





In Japan, health care system provides healthcare services. A country where the government has well controlled cost over decades by using the nationally uniform fee schedule for reimbursement. The government is also able to reduce fees when the economy stagnates. In the 1980s, health care spending was rapidly increasing as was the case with many industrialized nations. While some countries like the U.S. allowed costs to rise, Japan tightly regulated the health industry to rein in costs. Fees for all health care services are set every two years by negotiations between the health ministry and physicians.

Japan based in the Pacific Ocean happens to be the world's 4th largest island country and encompasses about 6,852 islands. It has five main islands: Honshu, Hokkaido, Kyushu, Shikoku and Okinawa which make up about 97% percent of Japan's land area. Japan is the 2nd most populous island country with a population of approximately 126 million makes it the is world's eleventh largest country population wise. About 13.8 million people live in Tokyo, the capital of Japan. The Greater Tokyo Area is the most populous metropolitan area in the world with over 38 million people.

Japan adopted universal healthcare coverage in 1961 and

has kept the same system of high-level, affordable care ever since. While free access and low costs have had a positive impact on the population, such as increasing longevity to an average life span of 83.7 years, the system also has its limitations and it is worth mentioning that currently, Japan is ageing faster than any other nation.

The health care system in Japan provides healthcare services, including screening examinations, prenatal care and infectious disease control, with the patient accepting responsibility for 30% of these costs while the government pays the remaining 70%. Payment for personal medical services is offered by a universal health care insurance



system that provides relative equality of access, with fees set by a government committee. All residents of Japan are required by the law to have health insurance coverage. People without insurance from employers can participate in a national health insurance programme, administered by local governments. Patients are free to select physicians or facilities of their choice and cannot be denied coverage. Hospitals, by law, must be run as non-profit and be managed by physicians. For-profit corporations are not allowed to own or operate hospitals. Clinics must be owned and operated by physicians.

Medical fees are strictly regulated by the government to keep them affordable. Depending on the family' income and the age of the insured, patients are responsible for paying 10%, 20%, or 30% of medical fees, with the government paying the remaining fee. Also, monthly thresholds are set for each household, again depending on income and age, and medical fees exceeding the threshold are waived or reimbursed by the government. Uninsured patients are responsible for paying 100% of their medical fees, but fees are waived for low-income households receiving a government subsidy.

Challenges faced by Japanese healthcare sector:

The major challenge faced by the health care sector in Japan is that increase in the number of patients and decrease of medical staff led to a significant overall growth of medical care expenditures in Japan, expected to reach €420 Billion by 2025. Healthcare policymaking in Japan is focused on overcoming these challenges and creating a more sustainable system, using both local and international resources. The government is committed to initiating new healthcare measures, meant to reduce expenditure and improve care standards, by revising the policy and introducing new programmes, such as the Integrated Community Care System and Japan Health Care Vision. Besides major system changes, the government is also looking at new technologies to revolutionize the healthcare industry. No doubt that Japan is a technology and innovation frontrunner, some solutions are only produced outside its borders. The Japanese healthcare system is designed to ensure it provides the best solutions and care to its citizens, this put extra pressure on the companies trying to export the products or services into Japan. They have to be sure that meet the high-standard criteria imposed by the market. Only high quality, cost-efficient, sustainable, innovative solutions that can fill the current medical gaps and can help reduce the burden on healthcare professionals have a chance on the market.

Major challenges faced by the health care sector in Japan are its ageing population causing a shortage of labor and subsequent decrease in the overall size of its domestic market. This makes it necessary that Japan needs healthcare innovation a little more than most countries.



Overview of Healthcare technology sector:

Japan is one of the 10 largest export markets for the Healthcare Tech industry, with an established history of welcoming imported medical technology (45% of the medtech market). It was valued at 3.9 billion USD in 2014. The Japanese population is aging at a fast rate (30% of pop. above the age of 65 by 2025), and the specific issues and new needs associated with a super-aging society are especially clear in the healthcare sector, at all levels.

The Government aims at implementing structural and systemic reforms. Innovation is encouraged and supported with some major priorities in mind: the effective use of Big Data in the area of health; a general drive to improve patient outcomes for cost saving purposes; the launch of the Personal Health Record.

To reach those goals, legal changes allowing the use of smartphones as medical devices or telemedicine in general were recently implemented, creating the necessary space for the launch of innovative solutions.

Even though the market for devices using IoT/AI solutions, for example, is at its infancy. Analysis project that medium to strong impact of these technologies in terms of use, investment and technical suitability will be effectively felt in 2020-2025.

With a domestic healthcare industry market size valued at 332 billion USD in 2030, it is expected that the share of IT products and services in this sector will follow a similar curve, or even see a sharper increase. In more specific areas where IT will play a key role, the market for healthcare equipment is expected to grow by 55.2% (1.66 billion USD) and the healthcare service system is expected to grow by 34.4%.

The major challenge faced by the health care sector in Japan is that increase in the number of patients and decrease of medical staff led to a significant overall growth of medical care expenditures in Japan, expected to reach €420 Billion by 2025.



259,000 'Community Immunity Ambassadors' sign up for MBRU's online course in week



Mohammed bin Rashid University of Medicine and Health Sciences, MBRU, has taken a leading role in informing global communities on methods of prevention and controlling the spread of COVID-19 with an innovative online course titled the MBRU "Community Immunity Ambassador" programme.

The novel programme has drawn an incredible global response, with more than 259,000 people signing up to become MBRU Community Immunity Ambassadors, in a single week on the university's dedicated online learning platform. More than 200,000 people have completed the course and received their certificates and ambassador status.

While the majority of MBRU's Community Immunity Ambassadors are from within the UAE, the initiative has engaged online users based in the USA, UK, India, Cuba, Pakistan and the Philippines eager to gain valuable knowledge in the fight against COVID-19.

The 60-minute course, which aligns with the World Health Organisation, WHO, and federal and local authority measures implemented in the UAE, addresses the chain of infection, provides comprehensive details on how infectious diseases are transmitted, and puts forward solutions to break the chain of infection through concrete preventive actions.

Users can take the course at their own pace, with an

estimated completion time of one hour. After finishing the course, users will receive a certificate confirming they are now an MBRU Community Immunity Ambassador. Participants are prompted to share their success on their social and professional networks, challenging three people to join the movement.

"The measures and instructions implemented by the UAE leadership to stop the spread of COVID-19 are to be applauded and MBRU is fully aligned with these precautions. As an educational institution with a focus on digital learning and innovation we provide an interactive learning environment for our students and the wider community," Professor Nabil Zary, Director of the Institute for Excellence in Health Professions Education at MBRU.

He added, "This course is an ideal opportunity to engage our students, faculty, staff and all segments of society on how we can come together and play a part in making a difference in these extraordinary times."

The course is available in English and Arabic and MBRU is currently working on translating it in other languages.

MBRU also participated in the #AskDXBDoctor initiative on social media in collaboration with the Dubai Media Office and the Dubai Health Authority, which enables doctors to answer the public's questions on the COVID-19 outbreak.

DHA extends validity of expired health cards



The Dubai Health Authority (DHA) has extended the validity of expired health cards for three months, starting from 24 March, 2020.

The DHA said it has issued a circular informing concerned healthcare providers that health card holders can avail necessary medical services, even if their card is expired.

The DHA further said it has extended the validity of expired health cards to facilitate the process for all DHA customers and make it easier for them to get

necessary healthcare services, especially in light of the current circumstances caused by the COVID-19 pandemic.

The Authority stressed it is exerting all efforts to ensure the health and wellbeing of community members by implementing extensive precautionary and prevention measures.

Mohammed bin Rashid praises efforts of medical teams in UAE in fight against COVID-19



In a phone call to the Dubai Health Authority's, DHA, Emergency Department, His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and Ruler of Dubai, praised medical professionals for their dedication to ensure public safety and combat the coronavirus, COVID-19, spread.

His Highness Sheikh Mohammed bin Rashid reviewed the precautionary measures taken to combat the epidemic in the UAE as emergency teams work round-the-clock to monitor emerging cases in collaboration with hospitals and health centres across the country. Medical efforts are focused on implementing preventative measures in line with the World Health Organisation's rules and regulations.

During the phone call, Sheikh Mohammed told Dr. Sara Kazim, Head of the Emergency Department at Rashid Hospital, "We are proud of you and proud of all our doctors, nurses, paramedics and healthcare professionals."

"You are on the frontline of our nation's defence against the epidemic, and you are fulfilling a great and noble mission, but it isn't done yet."

He reaffirmed the government's unwavering support to medical teams in the country's fight against the epidemic, stressing readiness to provide everything needed to ensure public safety.

Dr. Kazim submitted a report to Sheikh Mohammed bin Rashid that detailed the round-the-clock emergency centre's operations that ranged from meetings with senior management, monitoring the latest global developments on the coronavirus spread to laying out all possible incidents to implement the necessary precautionary measures. She stressed that the UAE's health sector is fully equipped to address any emergencies.

Expressing great appreciation for Sheikh Mohammed's support and constant follow-up with the team's progress, Dr. Kazim stressed that the efficiency of the medical teams in UAE are thanks to the leadership's guidance.

She added that teams at the emergency centre are ready to

provide all kinds of medical services and supplies if the demand increased. She noted that hospitals have increased their capacities, providing more hospital beds, critical care facilities and prepared medical cadres to tackle and contain any emerging situations.

She also reported to His Highness the public commitment to instruction and guidelines issued by health and security authorities that ranged from social distancing, staying home and avoiding hospital visits unless necessary, all of which enhance the efficiency of the country's healthcare sector.

The DHA's Emergency Centre receives coronavirus patients from all over the country, placing them in quarantine and providing necessary medical care. It also conducts tests and monitors suspected cases, in addition to testing people in contact with diagnosed patients and placing them under medical supervision. The centre also monitors the quarantine process, placing patients in specialised centres.

Over the past few weeks, the UAE has implemented a number of preventative measures to contain the spread of the COVID-19 including distance learning in schools and universities across the country, work from home policies, and flight suspensions.

The UAE Ministry of Health and Prevention and the National Emergency Crisis and Disasters Management Authority, NCEMA, have ordered the closure of commercial centres and shopping malls, excluding grocery stores and pharmacies for a renewable period of two weeks. Under the decision, restaurants are also not allowed to receive customers, limiting their services only to home deliveries.

In a joint statement, the Ministry of Interior and NCEMA called UAE citizens, residents and visitors to avoid leaving their homes unless it is necessary to buy essential items. Both authorities also called using family cars with a maximum of three individuals per vehicle and constantly wearing face masks when out of the house. The public was also advised to maintain social distances during family gatherings as part of the precautionary measures taken to ensure public health and safety.

FNC Health Committee remotely discusses draft federal law on public health



The Health and Environmental Affairs Committee of the Federal National Council, FNC, today held a remote meeting using video conferencing, led by Mohammed Ahmed Al Yamahi, Chairman of the Committee, to discuss a draft federal law on public health comprising 38 articles, with the participation of relevant authorities.

During the meeting, Al Yamahi stated that the committee was keen to hold the meeting remotely, in implementation of the government's directives to promote remote work, due to the current crisis.

He also pointed out that the committee discussed the articles of the draft law with representatives of the Department of Health-Abu Dhabi, the Dubai Health Authority, and the Ras Al Khaimah Municipality, noting that their representatives presented their remarks and suggestions.

He added that the draft law aims to protect the health of individuals and the community, and strengthen local and international cooperation and coordination in facing health issues, through developing early detection systems for all diseases.

Al Yamahi stressed that the law's objectives include raising the community's awareness about risks to human health, and reinforcing a sense of individual and collective responsibility related to prevention, as well as adopting a health risk management system, drafting required national emergency plans, and monitoring the causes of diseases, injuries and deaths.

The law includes provisions related to a healthy lifestyle, nutrition, physical activity, tobacco control, studies and research on public health, healthy advertising, occupational safety, communicable and non-communicable diseases, and environmental health.

Dubai official reviews emirate's health sector strategy developments

Saeed Mohammed Al Tayer, Commissioner General for the Health and Knowledge track at the Dubai Executive Council, chaired a meeting to follow up progress and developments concerning the emirate's Health Sector Strategy for the next 50 years.

Humaid Al Qatami, Director-General of Dubai Health Authority, DHA, and other senior DHA officials attended the meeting.

"In line with the directives of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai, and the 4th January Charter, we are moving forward in executing the studies, according to the highest leading international standards, in order to develop a pioneering and integrated vision and strategy for the health system in Dubai," said Al Tayer.

"A world-leading vision for the health sector is currently being designed and developed for Dubai for the next 50 years; taking into account building Emirati capabilities, research and development, and the use of the world's leading technologies and best practices," he added.

Sharjah Ruler directs not to bury any Corona victims in Al Saja'a

H.H. Dr. Sheikh Sultan bin Muhammad Al Qasimi, Supreme Council Member and Ruler of Sharjah, directed the Department of Islamic Affairs in Sharjah not to bury any of the victims of the new coronavirus disease, COVID- 19, in Al Saja'a area in Sharjah, and to confirm that none of the victims had been buried in the mentioned area or other areas in Sharjah.

The directives of H.H. refute what a tendentious video clip embedding that burial of COVID- 19 victims are taking place in the said area.

The Sharjah Government Media Bureau, SGMB, called on the public to be accurate and to take information from their official sources only, and not to circulate rumours, and avoid spreading baseless news, pointing out that the relevant official authorities take their role in accordance with the law against the people who published such videos.

Dubai Customs enhances streamlined trade of pharmaceutical and medical supplies



Dubai Customs has put more efforts to ensure facilitated and streamlined passage of medical supplies and pharmaceutical products in this hard time in which the whole world sees a vicious outbreak of the Covid-19. Making available of local, regional and global needs of medical supplies in cooperation with the Ministry of Health and prevention is a priority at Dubai Customs.

Dubai Customs has provided all its customs centers with different equipment to ensure quick delivery of pharmaceutical and medical supplies to the market to fulfil the needs of pharmacies, hospitals and medical centers without compromising on quality and the Ministry of Health and Prevention's standards.

Dubai external trade of pharmaceutical and medical supplies made Dh21.8b in 2019 (imports Dh16.5b, exports Dh590m, and re-exports Dh4.7b). In terms of volume, Dubai trade made 144,000 tons (imports 96,500 tons, exports 12,700 tons, and re-exports 34,600 tons).

"Pharmaceutical and medical supplies are very strategic goods, especially at this time, and Dubai Customs works hard to make sure they are available in the market without any delay," said Ahmed Abdul Salam Kazim, Director of Strategy and Corporate Excellence Department at Dubai Customs. "With the outbreak of Covid-19 (coronavirus) demand on pharmaceutical products grew. We stay abreast of these developments by equipping our centers with the most advanced tools and technologies to ensure quick shipping and delivery of these strategic products, and that they fulfil the requirements and standards of the Ministry of Health and prevention. Day after day, Dubai Customs confirms their vital role in supporting Dubai as a global hub for trade and business."

Dubai Health Authority calls on organisations to meet health insurance requirements



Employees and sponsors should comply with the mandatory health insurance scheme in the Emirate of Dubai, which is in line with the Health Insurance Law number 11 of 2013, said a top health official.

Saleh Al Hashimi, CEO of Dubai Health Insurance Corporation said, "We fully recognise the challenges faced by organisations, sectors and communities due to the COVID-19 pandemic. We must comply with the basic need of employees which is the mandatory health insurance policy and therefore

if the employee's policy needs to be issued or renewed, the employer or sponsor should fulfil his obligation."

He highlighted that patients require medical insurance as their basic need to receive care across government and private hospitals and health centres.

Al Hashimi urged businesses and companies to meet the minimum insurance criteria to ensure they do not burden the health system. "These are unprecedented times and we will overcome this global challenge; in the meantime, we need to move ahead keeping our responsibility in mind, with commitment and cooperation," he said.

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Mohamed bin Zayed opens drive-thru COVID-19 test facility



His Highness Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces, has opened a mobile drive-thru COVID-19 test center for all community members as UAE steps up measures to contain the virus outbreak.

The facility, situated in Sheikh Zayed Sports City, has been launched by Abu Dhabi Health Services, Co., SEHA, in collaboration with the Department of Health, Abu Dhabi.

The opening, which was attended by H.H. Sheikh Khalid bin Mohamed bin Zayed Al Nahyan, Chairman of Abu Dhabi Executive Office, Member of the Executive Council, saw Sheikh Mohamed receive an in-car radio welcome voice note from SEHA requesting him to prepare his ID card and to stay put until reaching the registration point where the ID was digitally scanned. In the following stoppage point, a nasal swap was collected from Sheikh Mohamed.

He was then shown around the test facility and got firsthand experience of its advanced equipment. He spoke to the centre's service squad and got briefed by Sheikh Abdulla Bin Mohamed Al Hamed, Member of the Executive Council, Chairman of the Department of Health, on the measures followed by the centre, where all necessary inspections take around 5 minutes.

The centre operates from 8.00 a.m. to 8.00 p.m. every week-day and provides services to around 600 people per day, with priority given to senior citizens, pregnant women and people with chronic diseases.

"The UAE, under the leadership of President His Highness Sheikh Khalifa bin Zayed Al Nahyan, attaches paramount importance to human wellbeing and sets public safety and health on top of our priorities," Sheikh Mohamed said.

"We will continue taking all precautionary measures that ensure safety and protection of our citizens, residents and visitors. And since the onset of the corona crisis, we have been proactive to take all measures conducive to ensuring our social, economic and medical security in order to survive the current situation and contain its impact and repercussions."

Sheikh Mohamed hailed the efforts made by various sectors and institutions in the country under the current trying circumstances, specially, he said, "the country's first line of defence against COVID-19, namely our medical and nursing teams and all those belonging to the health sector in the country,"

"We reiterate our thanks and appreciation to your sincere efforts in serving the UAE society and ensuring safety of your people," he said, addressing the country's health sector's personnel.

The opening was attended by Mohamed Mubarak Al Mazrouei, Undersecretary of the Court of Abu Dhabi Crown Prince and a number of officials.

Dubai Future Accelerators attracts international companies to solve industry challenges

Dubai Future Accelerators, DFA, an initiative of Dubai Future Foundation, DFF, launched the 7th cohort of its programme that seeks to position Dubai as a hub for innovation, emerging technologies and an ideal destination for start-ups and entrepreneurs with bold solutions to future challenges.

Based on the requirements provided by the participating entities – Dubai Police, Dubai Electricity and Water Authority, DEWA, Roads and Transport Authority, RTA, Dubai Health Authority, DHA, Knowledge and Human Development Authority, KHDA, and Etisalat Digital – 688 start-ups and scale-ups from around the world applied to join the 7th DFA gathering.

After a 12-week multi-stage vetting and selection process, 27 companies from 16 countries were selected to join the in-residence programme in Dubai, including the United States, Europe, India, South Korea, Singapore, Latvia, Ireland, Andorra, Finland, New Zealand, Germany and Australia.

During the nine-week programme, the companies will be working with partner entities to test their solutions and explore how their products and services could be leveraged by their respective partner entities.

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

Commenting on the launch, Abdulaziz Al Jaziri, Deputy CEO and Chief Operations Officer at DFF, said, "The programme has been created to jump-start collaborations between DFA's partners and participating start-ups while supporting them in understanding the market and local business culture, as well as connecting them to a wider ecosystem to maximise their potential."

Programme 7 challenges include: The Future of Policing and Security: The Dubai Police are testing AI-powered solutions in the field of data analytics and port security.

The Future of Energy and Water: Continuing its pioneering role



and efforts in designing the future, through its participation in the DFA programme, DEWA is working to find proactive, sustainable and innovative solutions to the most important challenges. The authority received more than 30 applications, from which three start-ups were selected.

The Future of Transport: For this programme, the RTA has selected tech-solutions in the field of smart monitoring, futuristic solutions and innovative cooling by utilising the current environment (e.g. humidity and hot weather) to cool down pedestrian zones and generate energy.

The Future of Healthcare: The DHA's challenges focused on patient safety during surgery and early intervention are aligned with the Dubai Health Vision 2016-2021 to transform Dubai into a leading healthcare destination.

The Future of Education and Lifelong Learning: Presenting one challenge, KHDA has selected start-ups and scale-ups to help create lifelong learning experiences for individuals, the community and the planet.

The Future of Telecommunications and Digital Retail: In addition to focusing on tech-solutions for automated user acceptance testing and augmented reality and service delivery experience, Etisalat Digital is also exploring disruptive solutions in the field of digital retail experience.

Dubai Hospital expands services

Dubai Hospital has expanded its healthcare facilities to include new resuscitation rooms, isolation rooms, and patient treatment rooms.

Humaid Al Qutami, Director-General of the Dubai Health Authority, recently toured the hospital's facilities, including the emergency department, which receives 120,000 patients yearly. The department has completed the first phase of expansions that include developing the resuscitation rooms, isolation rooms, patient treatment rooms, reception and waiting rooms.

He also visited the Surgical Intensive Care Unit expansion, which has increased its bed capacity from nine to 14. The isolation rooms will also undergo expansions to include the latest technologies, equipment and smart solutions.

CEO of the Hospital, Dr. Maryam Al Rais, said that the expansion contributes to reducing crowdedness and efficiently serving the largest number of patients - who range from 400 to 500 annually - in line with the best international services and practices.

#GreaterThanCorona campaign from Sharjah to the world calls for uniting community efforts and responsibility

With a mission to further tremendous efforts being made by the UAE to minimise the risk and human impact of the novel coronavirus, COVID-19, pandemic, Sharjah Government Media Bureau, SGMB, has launched a social campaign titled 'Greater Than Corona' in coordination with Emergency Crisis and Disasters Management Department in Sharjah to unify institution-wide commitment as well as individual and social responsibility of all members of the UAE community.

The campaign aims to create social platforms which will relay authenticated messages, communicate and important updates of the constantly changing status of COVID-19, and enable the UAE's citizens and residents to protect themselves, their families and their communities by instilling positive social practices.

'Greater than Corona' calls on the collective strength of humanity, and is a reminder of the fact that a united stand taken by world institutions and societies together in sharing and applying the experiences they have gained, have in the past, proved effective in successfully overcoming several daunting challenges including public health crises. The campaign is also a public reminder that the virtues of awareness, united action, patience and solidarity will be critical to overcome this accelerating global health crisis.

Sheikh Sultan bin Ahmed Al Qasimi, Chairman, Sharjah Media Council, SMC, has called on all institutions and individuals to learn and educate others by contributing to the campaign.

He stressed on his firm belief in noble human values and their ability to withstand the greatest health crisis of our lifetime, to safeguard the collective well-being of individuals, families, communities and the world, which will ultimately prove that we are 'GreaterThanCorona'.

Explaining the importance of a centralised, vetted and unified source of information in times of crisis, SGMB explained that the campaign's main objective was to limit and eliminate rumours or misinformation about the pandemic, keep updating the public, media entities, social media platforms and influencers, and all civil societies on



the latest developments, as well as aid local and international authorities in their decision-making process.

Sheikh Sultan said: "As governments, first responders and healthcare professionals worldwide tackle the COVID-19 head-on, citizenry can support their unparalleled efforts by practicing social distancing and staying at home. Community awareness, their commitment to our increased civic duties during these challenging times, as well as correct and reliable information are key to overcoming crises. Misinformation or inaccurate news can put people's lives at risk, now more than ever. That is why we have a crucial responsibility to communicate accurate, reliable and precise messages, which reflect the UAE's COVID-19 response strategies."

The Sharjah Government Media Bureau announced that the purpose of this integrated awareness campaign is not only to disseminate safety instructions and public health information sourced from credible local and international networks, but also offer guidance on responsible social practices to combat the COVID-19 crisis.

SGMB announced that the campaign would be launched on all media platforms to benefit both local and international audiences. SGMB will collaborate with institutions, which come forward to champion and support this campaign by assuming responsibility to take awareness messages, videos and radio broadcasts from local entities to a broader audience.

Construction of Zayed Dialysis Centre over a third complete

As part of the directives of the wise leadership to support charitable and humanitarian causes, the Islamic Affairs and Charitable Activities Department in Dubai, IACAD, recently announced that the construction of the Zayed Dialysis Centre is approximately 36 percent complete.

The centre, located in the Al-Twar 3 area, is a joint project between the IACAD and Dubai Health Authority, Awqaf and Minors Affairs Foundation, as well as contributing charities, including Dar Al Ber Society, Beit Al Khair Society and Dubai Charity Association. Dubai Islamic Banks and Noor Bank also supported the project. The project is testament to the UAE's strong global standing in terms of charitable efforts.

The report stated that the project is set to be completed within 225 days and will be finalised in September 2020. All of the equipment of the supervision offices has been acquired, in addition to the completion of the substructure. As much as 98 percent of the concrete structure has also been completed. The exterior and interior claddings and electro-mechanical work, meanwhile, are in progress. The construction of the Zayed Dialysis Centre began on 21st July, 2019.

The project is in line with the IACAD's commitment to Article No. 09 of the 50-Year-Charter launched by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai.



An AED 36,818,000 contract to build the Zayed Dialysis Centre was announced last year. The design and construction of the centre are expected to be completed within 18 months from the date of signing the contract.

The opening of the Zayed Dialysis Centre will also underscore Dubai's standing as a major regional destination for medical tourism, and help tourists on short stays in the country gain access to treatment of the highest international standards.

A dialysis unit will be built outside the hospital, which is a licenced medical facility that provides services to dialysis patients on a regular basis, in addition to dialysis training at home. The centre will have 30 percent of its capacity - 40 beds - allocated to cases from contributing charities, which will be treated for free.

Fertility Middle East Conference held in Dubai



The 2nd Fertility Middle East Conference was recently held in Dubai and it attracted over 400 physicians, specialists, IVF lab technicians, nurses, pharmacists and technicians from different fertility centers and hospitals in the UAE and the region.

The two-day conference was organised by HealthPlus Fertility Centers, part of United Eastern Medical Services, UEMedical, and is accredited by Dubai Health

Authority for 17.25 CME hours. Lectures during the first day focused on the latest fertility treatment techniques and advanced technologies and scientific papers were presented on pregnancy complications and infertility problems.

The conference attracted renowned international experts and local specialists, who discussed the latest advances in fertility during the conference.

Dr. Bohaira Elgeyoushi, Conference President, Obstetrics, Gynaecology and Fertility Consultant at HealthPlus Fertility Center in Dubai, said, "Seven experts from the USA, Europe and the Middle East presented papers during the conference, with more than 20 speakers from different IVF centers in the UAE. The conference includes more than 20 presentations, as well as three workshops targeting physicians, embryologists, lab specialists and genetics experts. It has gathered healthcare providers from different public and private fertility centers in the UAE."

Gulf Medical University Student Volunteers Join Fight against COVID-19



Total 26 students from the clinical years, from various colleges and programs of GMU, of 12 different nationalities join the frontlines in the battle against the global pandemic

"I consider it my duty as a UAE citizen and a healthcare professional, to provide whatever assistance I can in the fight against COVID-19. As soon as the MOH asked final year students of medical professions to volunteer, my University immediately contacted us and encouraged us to volunteer. Since my first day at GMU, I've been trained on the proper and correct use of PPE, so I am confident of being able to take all the precautions to keep myself and others safe. By volunteering, I hope to help my colleagues by taking some of the load off them, as they work hard to render selfless services for the society."

Ms. Salwa Ali
(UAE national), 4th Year BBMS.



Students of Gulf Medical University (GMU), Ajman, have volunteered their services to support the fight against the global pandemic COVID-19. 26 student volunteers registered for participation, and the volunteers include students from the clinical years of various programs under the College of Medicine, College of Health Sciences and College of Nursing. They represent 12 different nationalities, viz., UAE, Egypt, Jordan, Yemen, UK, South Africa, India, Pakistan, Bangladesh, Russia, Kyrgyzstan and Comoros Islands.

Commenting on the student volunteers, Prof. Hossam Hamdy, the Chancellor of GMU said, "We are not surprised by the eagerness of students to volunteer

"My inspiration for volunteering are the doctors and nurses all over the world who are working every day to fight this pandemic. I believe that these are the kind of times we take our oaths for, and that we need to help in whatever way we can. GMU has encouraged us and given us a wonderful opportunity and I feel lucky to be able to avail this opportunity. I am very happy to be doing this and it feels like one of the best experiences ever."

Ms. Palwasha Javed
(Pakistani national), 4th Year MBBS.



"I never miss an opportunity to help people and make them happy, and this trying time is the best opportunity. GMU has given me the chance to volunteer to serve the community and has made sure that sure I do so in a safe manner. I hope to do everything I can in order to fight this pandemic and help whoever might need it."



Mr. Mohammed Rayan
(Indian national),
4th Year MBBS.

their services, irrespective of the risks involved, as the world battles the pandemic. Commitment to the medical profession is something we imbibe in our students. GMU students volunteer regularly at medical and health camps for the benefit of the general public. Furthermore, for the students, providing support to the medical professionals at the frontlines will be an invaluable experience and learning opportunity."

Driven by their desire to help the community, the students said that they are happy to volunteer during tough times, putting their medical skills to good use. Many of them feel that this is a chance to make a difference. As for the risk factor, they feel that it entails only an ordinary risk in the medical profession. "Being at the frontlines is part of our profession. Ever since we decided to pursue career as health

"I believe that doctors are meant to help during tough times, and as an aspiring doctor, this has been my inspiration to volunteer. GMU has supported our desire to volunteer by informing us about the opportunity and encouraging us. It feels great to be helping the medical professionals at the frontlines of this fight against COVID-19, and has made me realize the amount of work and effort healthcare professionals put in every day."



Ms. Priya Rani
(Bangladeshi national),
4th Year MBBS.

Gulf Medical University



"Even though I am a fourth year medical student and still a 'doctor-in-training', I feel it is my duty to help in any way I can during this pandemic. GMU has been instrumental in supporting and encouraging us, the students, to volunteer. The skills I have learnt from GMU up to this point have been invaluable and have enabled me to help the best I can. I hope to help ease some of the burden that the doctors and nurses have on their shoulders, during this tough time."



Ms. Alyssa Fourie
(South African national),
4th Year MBBS.

professionals, we have been aware and willing to serve the people who need our help," one of them said.

Gulf Medical University is ensuring that the student volunteers are supported with the necessary trainings, safety gear and supervision. All volunteers will be trained on hygiene procedures for health professionals, teaching them the right way of disinfecting and using protective gear.

The student volunteers will be deployed at the various academic hospitals under the Thumbay Hospital network in the UAE and if needed in other hospitals in UAE. They will be tasked with assisting senior doctors and nurses in all ways possible.

GMU and its network of academic Thumbay Hospitals, Thumbay Labs & Thumbay Clinic play a key role in UAE at this juncture of the crisis.

One of the key pillars of our university has always been community engagement, and GMU is currently the only university in the UAE that has given students the opportunity to help as volunteers, to utilize our training for the better good.



I am well aware of the risks associated in these times, but I am grateful for being under the supervision of senior doctors. There is no greater honor than doing your duty when called upon.

Mr. Sajadhossein Bazrafshani
(UK national), 5th Year MBBS.

External Counter Pulsation therapy (ECP) an innovative solution for a healthy heart



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

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

Angel Eye launches Smart Glasses for visually impaired

Angel Eye has launched world's first smart glasses which are powered by the computer vision and artificial intelligence technology to assist the visually impaired people to perceive the world and travel.

The smart glasses are highly compact in size and this makes them light weight (100 grams). Despite being compact they boast of a powerful battery which lasts from 6-8 hours. The binocular stereo camera is used to stimulate the human eye to convert the visual information into the auditory signals. As a sensory extension of the visually impaired people these glasses assist them seeing the world and the same time travel safely.

These glasses have high technical intelligence which makes them report obstacle position by different warning tones and voice in real time. Not only this they understand the distribution of the objects in the front while avoiding obstacles. Their high intelligence makes them recognize bank note denomination and auxiliary reading of text on the surface of the objects such as books and product names.



Condor Rotex Table, a perfect solution for hip arthroscopy

Rotex Table by Condor is a perfect solution for hip arthroscopy. Hip arthroscopy is a technically difficult procedure. During surgery, the surgeon needs to get an overview of the joint structures in order to be able to make a diagnosis on one hand and be able to work precisely on the other hand.

Extensive rearrangement and adjustment of the position of the patient during hip arthroscopy is essential. With this invention, the surgeon can, for the first time, adjust all substantial leg positions during hip arthroscopy and also receives feedback on tissue tension. Retroactively minimizing the risk of fractures and intraoperative dislocation tests are possible for the surgeon.

The advantages of this table is that it provides optimal conditions for hip arthroscopy, hip arthroplasty or trauma treatment, electric height adjustment via hand or foot switch for optimal adjustment, integrated safety shutdown prevents lowering under extension, essential positioning of the leg or hip during a hip arthroscopy, for example, possible, adjustment and easy handling: set up in under 2 minutes, use of various surgical instruments: Intraoperative X-ray inspection without visual obstruction, use on all standard operating tables and attractive part is that it uses minimal storage space with only 90cm². For more information please contact: www.condor-med.de



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Life seat is your one-stop solution for powered toilet lifts they allow disabled people to toilet independently or with reduced care.

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As a world leader in manufacturing and delivering advanced hearing solutions Starkey high tech breakthroughs has revolutionized the way world hears. The company has introduced Livio AI which is the only hearing device in the world with artificial intelligence. Not only this it provides you with superior sound quality and has the ability to track body and brain health. The device comes with integrated sensors and artificial intelligence, it can detect if you've fallen and act as an assistant.

The device aids you to listen comfortably in challenging environments or in even the noisiest environments, comfortable in loud settings and quiet in quiet settings, and allows you to enjoy newly enhanced speech clarity. Its superior technology makes sure that you get 24 hours of superior hearing in one charge. In this age of connectivity this new technology provides consistent wireless performance through your smartphone while streaming cell phones, TV, music or other media.

For more information please contact: www.starkey.com



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Topolino Smart 2x by Reinecker has come out an innovative product for the people suffering with low vision problems. If your vision declines considerably at an old age or as a result of an eye diseases, Topoline series has wide range of assertive devices that can help you manage your every day life.

The product is particularly used in education for the people with who suffer from low vision because they need to read and write at the same moment. They need to take the notes and look at the black board which is at a distance. The device is fitted with 60 HZ camera progressive scan, system resolution of up to 2048 x 1280 pixels in distance viewing mode. It comes loaded with autofocus to be switched On and Off. The device is compatible with windows 7,8, and 10 and has a battery life of up to 3 hours.

For more information please contact: www.reineckervision.com



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