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Feature

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A Serene Haven for
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Unleashing the Power of the METAVERSE in Healthcare: Multiverse Technologies Sets a New Standard

Ali Al Ahmad
General Manager, Multiverse Technologies

Medical Research

*WHO Study Reveals
Recovery of Health
Systems from the
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Event

*5th IPX Symposium 2023
Concludes with Focus on
Patient -Centered Care*



Expert Discourse

*Dr. Hassa Saif Al Mazrouei
SSMC Experience Medical Director*



Opinion

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Senior Researcher, TOHO University Japan*



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Embracing the Metaverse

In the ever-changing landscape of healthcare, staying abreast of technological advancements is paramount. Among the latest concepts capturing global attention is the Metaverse – a virtual realm offering boundless opportunities for interaction, collaboration, and exploration. Today, we delve into the potential benefits the Metaverse holds for the healthcare industry in the Middle East and beyond.

The potential of the Metaverse is staggering. Imagine healthcare professionals connecting with patients in immersive virtual environments, transcending geographical boundaries and enhancing access to quality care. Telemedicine will undergo a remarkable transformation, enabling personalized consultations, remote monitoring, and timely interventions, all within a seamless digital ecosystem.

The global extended reality (XR) market, which includes augmented reality (AR), virtual reality (VR), and mixed reality (MR), is experiencing exponential growth. In 2022 alone, the XR market reached a staggering 29.26 billion U.S. dollars. Projections indicate that this market will surpass 100 billion U.S. dollars by 2026, highlighting the immense potential and increasing adoption of these technologies across various industries, including healthcare.

Artificial intelligence (AI)-driven technologies are already revolutionizing healthcare practices. The challenge lies in transitioning from traditional methodologies to these cutting-edge advancements. With AI's analytical prowess, medical professionals can leverage vast amounts of data to make accurate diagnoses, predict disease trends, and devise tailored treatment plans. Embracing AI holds the promise of greater efficiency, improved patient outcomes, and enhanced decision-making capabilities.

Events like precision medicine conferences attract world-renowned experts who convene to share knowledge, exchange ideas, and propel the healthcare sector forward. Collaborative efforts and multidisciplinary approaches pave the way for breakthroughs in diagnostics, therapeutics, and preventive measures. These collective endeavors ensure that the region stays at the forefront of innovation, ultimately benefiting patients across the Middle East.

Additionally, it is vital to acknowledge our remarkable progress in recovering from the devastating impact of the COVID-19 pandemic. The healthcare sector has displayed unwavering resilience and adaptability. Lessons learned during this crisis have accelerated digital transformation, fostering a more interconnected and resilient healthcare ecosystem.

As we navigate through the boundless possibilities of the Metaverse, leveraging the potential of AI, and actively engaging in global healthcare initiatives, we illuminate a path towards a promising future for healthcare in the Middle East and beyond. The horizon is adorned with immense potential for transformative change. By embracing these advancements wholeheartedly, we can forge a healthcare landscape that is accessible, efficient, and ultimately paves the way for improved health outcomes for everyone involved.

Mohammed Irshad
Editor

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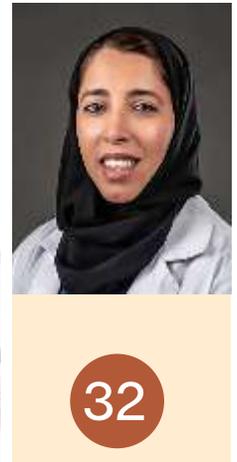
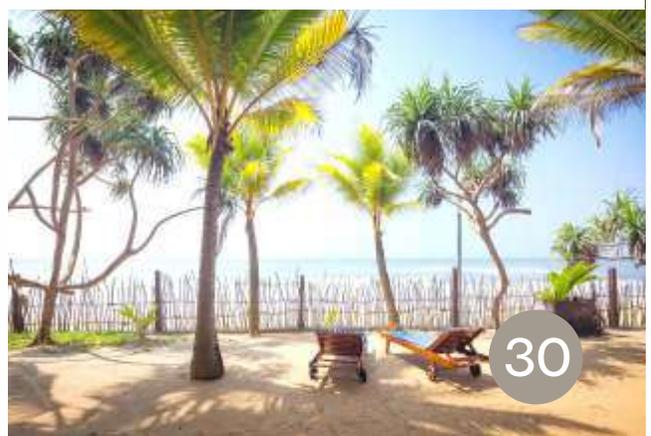
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Unleashing the Power of the METaverse in Healthcare: Multiverse Technologies Sets a New Standard

By Mohammed Irshad



The thought of being able to help others using today's technology and adapting to the advancement of our age is what really inspired us at Multiverse Technologies to create a virtual space for our patients. Our goal is to provide a safe and comfortable environment where healthcare is easily accessible.

**Ali Al Ahmad, General Manager
Multiverse Technologies**





In the rapidly evolving landscape of technology and healthcare, one company is pushing the boundaries of innovation to transform the way we access and receive medical care. Multiverse Technologies LLC, a pioneer in the field of virtual reality (VR) and the metaverse, is revolutionizing the healthcare industry with its groundbreaking platforms for medical consultation and mental health treatments. With a mission to extend the possibilities of ordinary life and create alternative universes that are as real as our imagination, Multiverse Technologies is poised to reshape the future of healthcare.

At the helm of this visionary company is Ali Al Ahmad, the General Manager of Multiverse Technologies. With a diverse team of Web 2.0 pioneers, the company brings together years of experience and a deep understanding of the possibilities and challenges of the digital age. Fueled by their belief in boundless innovation, they have set out to unlock the path to the metaverse and create a world where real life converges with the virtual in ways never before possible.

Building the Future: A Platform for Medical Consultation

Multiverse Technologies has designed the ultimate platform for medical consultation, providing seamless access to licensed healthcare professionals within the metaverse. Patients can now connect with doctors and receive high-quality medical care in the comfort of their own space. This user-friendly interface empowers individuals to take control of their health and access helpful resources such as health tips, advice on diet and exercise, mental health support, and lifestyle changes.

Brainverse: Redefining Mental Health Treatment

The company's flagship product, Brainverse, is a revolutionary virtual reality environment that offers immersive treatments for mental health and well-being. With a focus on counseling, stress management, substance abuse prevention, and personalized therapies, Brainverse provides a safe and secure space for patients to address their psychological concerns. Using avatars and tools like cognitive-behavioral therapy and mindfulness-based interventions, individuals can work towards emotional regulation and increased self-awareness, ultimately leading to a more balanced and fulfilling life.

Military Mentalverse & Military Virtual Clinic: Supporting Our Heroes

Multiverse Technologies also recognizes the unique mental health challenges faced by veterans and active military personnel. The Military Mentalverse and Military Virtual Clinic platforms provide specialized care and resources for topics such as PTSD, coping with deployments, substance abuse, anxiety disorders, and depression. These platforms offer a lifeline for those who may find it difficult to access traditional mental health services, ensuring that every individual in the military community has the support they need, regardless of time, distance constraints, or social stigma.

To gain further insights into the vision and impact of Multiverse Technologies, **Mediworld Middle East** had the opportunity to interview Mr. Ahmad. During the interview, he shed light on the company's mission, the motivation behind the virtual reality environment for mental health treatments, the development process, patient experiences, healthcare professional qualifications, accessibility, and the company's positive impact on the community.

According to Mr. Ahmad, "We have a big vision for the future ahead with our company. As a Healthcare, we always make sure to provide the best services to our clients. We have been working on a project that will truly take Healthcare to another level." Multiverse Technologies sets itself apart by leveraging the potential of the Metaverse, harnessing cutting-edge technology to enhance the healthcare system.

Discussing the motivation behind the creation of their VR environment, Mr. Ahmad explains, "The thought of being able to help others through the use of today's technology and adapting to the advancement of our age is what really inspired us to create a virtual space for our patients." The primary goal is to provide patients with a safe and comfortable space where they can access healthcare effortlessly.

Walking us through the development process, Mr. Ahmad highlights the key stages involved: "We first started with Concept and Planning, understanding the requirements of our target audience. Then we moved on to Design, followed by extensive Testing, and finally deployed the project." Overcoming challenges, Multiverse Technologies successfully ensured the functionality of their platform with Web 3.0, eliminating the need for additional applications and enabling easy access through a web link.

Describing the process from start to finish, Mr. Ahmad says, "After registering and scheduling your appointment, you will receive a link for the scheduled date. Once you click on the link, you will be directed to the virtual space. Choose your character and start your consultation with the appointed Doctor." The platform is designed to be compatible with various devices, including Oculus Quest 2, laptops, and mobile phones, ensuring accessibility for all patients.

To ensure high-quality care, Mr. Ahmad emphasizes, "The doctors on the virtual platform will deliver high-quality care to



patients, and their training qualifications are guaranteed." The company provides detailed information and qualifications of doctors to patients when scheduling their consultations, instilling confidence, and trust in healthcare professionals.

Addressing Barriers and Ensuring Universal Access

To prioritize the privacy and security of user data and medical records, Multiverse Technologies implements robust measures. Mr. Ahmad explains, "We have strong data encryption, access controls, regular security audits, and trained staff on data protection protocols. We comply with applicable privacy regulations and ensure secure storage and transmission of data, maintaining the utmost confidentiality and integrity."

Mr. Ahmad shares the company's approach to addressing potential barriers: "We've designed the platform to be compatible with different devices, ensuring a seamless experience for our patients." Multiverse Technologies strives to eliminate technical obstacles and make its services accessible to all, irrespective of patients' comfort with technology or VR.

Reflecting on the feedback received, Mr. Ahmad shares a recent success story: "At a recent conference, we showcased our platform to doctors and other individuals. The feedback we received was overwhelmingly positive, with many expressing surprise and eagerness to collaborate on future projects. The success of the showcase fuels our excitement to share the platform with the rest of the world."

Discussing accessibility and affordability, Mr. Ahmad says, "Our team has devised a platform that offers patients access at an equitable cost. Additionally, consultation timings are limited to one hour per session, ensuring efficient use of time and resources."

With their innovative platform, Multiverse Technologies aims to make a positive impact on the community and society at large. Mr. Ahmad highlights the significance of addressing mental health stigmas: "This project focuses on helping patients who suffer from mental health issues, addressing a prevalent social challenge. By providing virtual help for depression, anxiety, and other psychological problems, our services adapt to the advancement of today's society and improve the well-being of our community."

Expanding Horizons

Ahmad reveals the company's ambitious plans to expand their services beyond the UAE and introduces their upcoming metaverse platform, Gaia City. "We do have plans to expand our services beyond the UAE. We recognize the importance of addressing potential cultural and regulatory differences in other countries to ensure smooth integration and adoption of our upcoming metaverse platform, Gaia City. To navigate these challenges, we have a comprehensive strategy in place," says Ahmad.

Multiverse Technologies takes a diligent approach to understanding cultural nuances, regulatory frameworks, and business practices before expanding into a new country. Thorough market research allows them to tailor their offerings and user experience to align with the specific needs and expectations of the target audience.

"We believe in forging strategic partnerships and collaborations with local entities and experts in the target countries. By working closely with them, we gain valuable insights and adapt our platform and services, including Gaia City, to the local market effectively," adds Ahmad.

To address regulatory differences, Multiverse Technologies engages legal and compliance experts who are well-versed in the laws and regulations of the target



countries. This ensures full compliance with local requirements and the ability to navigate potential challenges related to data privacy, intellectual property rights, or financial regulations.

Community engagement and user feedback play a vital role in Multiverse Technologies' expansion plans. By involving the local community in the development process, they gain a better understanding of their needs and preferences. This feedback loop enables them to iterate and improve their platform, catering to specific cultural sensitivities.

Regarding future innovations, Ahmad shares, "We are continually exploring cutting-edge technologies to enhance our metaverse platform, Gaia City. This includes gamification, blockchain integration, artificial intelligence, virtual reality, and decentralized governance."

Gaia City aims to offer a gamified

experience where users can enter as meta-humans and explore a virtual city filled with business opportunities. Blockchain integration will enable secure and transparent transactions, while AI and VR technologies will create immersive and realistic experiences.

Multiverse Technologies is also exploring the concept of decentralized governance within Gaia City, empowering community members to have a voice in shaping the development, rules, and regulations of the virtual city. Multiverse Technologies' expansion plans involve a diligent approach to understanding cultural and regulatory differences, strategic partnerships, legal compliance, and community engagement. Their upcoming metaverse platform, Gaia City, will incorporate cutting-edge technologies to provide users worldwide with exciting business opportunities and an immersive virtual environment.

Multiverse Technologies is revolutionizing the healthcare industry by leveraging the power of the metaverse. Their visionary approach, commitment to high-quality care, and focus on accessibility and affordability make them pioneers in the field.

The journey to the metaverse has just begun, and Multiverse Technologies is taking bold strides toward a future where healthcare transcends physical boundaries, and healing becomes a personalized and immersive experience. With their innovative platforms, they are bringing hope, accessibility, and transformation to patients in need.

As we witness this new advancement in the industry, Multiverse Technologies is a true catalyst for change, propelling us into a future where technology and healthcare converge to enhance the well-being of humanity.

Contact Multiverse Technologies at: multiversetech.ae



Future of Healthcare is at Home:

Unified Health Net is transforming post-acute care to a new dimension

By Mohammed Irshad

"With our relentless pursuit of excellence, Unified Health Net (UHN) is confident in transforming healthcare delivery, empowering patients, and enabling healthcare professionals to provide exceptional care."

Mahin Noufal

Chief Operating Officer (COO)
and Managing Director (MENA)
- Unified Health Net (UHN).

Texas based Healthcare IT Company, Unified Health Net (UHN) stands as a pioneering healthcare software solutions provider, at the forefront of revolutionizing healthcare delivery for Post-Acute Care organizations, including Homecare, Long-Term care, and Rehab centers.

Guided by the visionary leadership of Chief Operating Officer (COO) Mahin Noufal, UHN embodies an unyielding dedication to enhancing care coordination and fostering seamless communication among healthcare providers, patients, and stakeholders alike. With an unwavering resolve to streamline services, minimize errors, and elevate patient outcomes, UHN envisions a healthcare landscape transformed, setting an exceptional standard for quality and efficiency.

According to Mahin Noufal, the COO of UHN, their mission is to enhance care coordination and communication among healthcare providers, patients, and other stakeholders. UHN aims to streamline healthcare services, minimize errors, and improve patient outcomes by establishing a unified network. Noufal explains that the company's overarching objective centers around creating a seamless and efficient healthcare system that significantly improves overall healthcare quality.

Cloud-based Patient Care Management and Communication Software

Noufal describes how UHN's cloud-based patient care management and communication software operates. According to him, the software functions as a centralized platform that optimizes the healthcare journey for both patients



and healthcare providers. It acts as a secure and accessible repository for patient records, consolidating essential information such as demographic details, medical history, diagnoses, prescribed medications, and other pertinent documentation. Noufal emphasizes that healthcare providers can store, update, and access patient information in real-time, regardless of their physical location, thanks to the software's cloud-based infrastructure.

Noufal highlights that the software enables efficient management of appointments, scheduling, and task assignments. It allows for assigning tasks to specific care team members, tracking their completion, and facilitating communication within the team. Moreover, secure messaging and instant communication features promote efficient collaboration and swift decision-making among healthcare professionals.

According to Noufal, UHN's software supports integration with various healthcare systems, ensuring interoperability and seamless information flow across different healthcare settings. This integration allows all relevant stakeholders to stay well-informed and involved in the patient's care journey.

Empowering Patients and Healthcare Professionals

Noufal explains how UHN's software empowers patients and healthcare professionals through intelligent tools and actionable insights. He emphasizes that the software provides patients with access to their health records, test results, prescription refills, and secure communication channels with healthcare providers. Patients can conveniently interact with their healthcare providers through a patient portal or a mobile application.

For healthcare professionals, Noufal states that the software enables the creation of personalized care plans based on individual patient needs, preferences, and medical history. Healthcare professionals can make informed decisions and deliver more effective treatments by utilizing actionable insights derived from patient data.

Supporting Healthcare Facilities in Digital Transformation

According to Noufal, UHN plays a crucial role in supporting healthcare facilities throughout their digital transformation journey. In the Middle East, telehealth and remote care solutions are poised to revolutionize healthcare delivery. These innovative approaches enable healthcare providers to remotely monitor, diagnose, and treat patients, expanding access to care and overcoming geographical barriers. Alongside this, the adoption of digital health records and patient portals empowers patients to access their health information conveniently.

The Middle East's future of digital healthcare also emphasizes health information exchange and interoperability, ensuring seamless data sharing for comprehensive patient care. Technological advancements, regulatory frameworks, and healthcare system requirements will shape the implementation and adoption of digital solutions. By leveraging technology, the Middle East can bridge healthcare gaps and provide enhanced experiences and outcomes.

The company offers comprehensive solutions, seamless integration, training and support, customization, compliance adherence, and continuous innovation. Noufal explains that UHN's software operates on a cloud-based infrastructure, eliminating the need for on-premises hardware and reducing IT maintenance costs. This allows healthcare facilities to modernize their operations, enhance patient care, improve efficiency, and remain competitive in the ever-evolving healthcare landscape.

"At Unified Health Net (UHN), our unwavering commitment is to streamline healthcare services, minimize errors, and elevate patient outcomes. We envision a transformative healthcare landscape where quality and efficiency reach exceptional heights. With a strong focus on enhancing care coordination and fostering seamless communication among healthcare providers, patients, and stakeholders, we are at the forefront of revolutionizing the industry. Through the power of technology and innovative solutions, we are dedicated to driving positive change and ensuring improved experiences and outcomes for all." - Mahin Noufal

Furthermore, Noufal highlights that UHN provides robust training and support to ensure a smooth transition and adoption of its software. The company also offers customization options to tailor the software to specific requirements and assists healthcare facilities in adhering to industry regulations and standards.

Key Benefits for Healthcare Facilities

Noufal enumerates the key benefits that healthcare facilities can expect to achieve by implementing UHN's solutions. These include streamlined workflows, enhanced care coordination, improved patient care and safety, efficient billing and documentation processes, enhanced communication, analytics-driven decision-making, adherence to compliance regulations, scalability, and reduced ongoing maintenance costs.

According to Noufal, the ultimate goal is to create a unified network of healthcare providers that collaboratively work towards delivering exceptional care and improving patient outcomes. By harnessing technology and innovative solutions, UHN aims to revolutionize the healthcare industry and drive positive change.

Noufal further elaborates on UHN's commitment to innovation & continuous improvement. He emphasizes that the company actively seeks feedback from healthcare providers and patients to enhance their software solutions. By understanding the evolving needs of the healthcare industry, UHN ensures that its offerings remain up-to-date, user-friendly, and aligned with industry standards.

Noufal also discusses the importance of data security and privacy in healthcare software. He highlights that UHN places the utmost importance on safeguarding patient information. To protect sensitive data from unauthorized access or breaches, the software adheres to stringent security protocols, including encryption, access controls, and regular audits.



In addition to data security, Noufal emphasizes the role of artificial intelligence (AI) and machine learning (ML) in UHN's software solutions. He explains that AI and ML algorithms analyze vast amounts of healthcare data to identify patterns, predict outcomes, and provide valuable insights. These insights help healthcare providers make informed decisions, personalize treatments, and proactively identify potential risks or complications.

Integration with Existing Healthcare Systems

Noufal also discusses UHN's approach to interoperability and collaboration with other healthcare systems. He emphasizes that their software is designed to integrate seamlessly with existing electronic health record (EHR) systems, laboratory systems, and other healthcare applications. This interoperability enables efficient data exchange, reduces duplication of efforts, and ensures a comprehensive view of patient information across different care settings.

Furthermore, Noufal highlights UHN's commitment to affordability and accessibility. He explains that the company offers flexible pricing models and scalable solutions to accommodate healthcare facilities of all sizes. UHN's software is designed to be user-friendly, requiring minimal training and technical expertise for healthcare providers to start using it effectively.

UHN integrates with government Health Information Exchange (HIE) platforms (e.g., MALAFFI, NABIDH, RIAYATI, NPHIES) and other systems like laboratories, imaging, billing, and pharmacies. This integration enables smooth data flow between applications, reducing manual entry, and errors, and optimizing workflows. Unified Health Net ensures compatibility through standard protocols (HL7, XML, FHIR), APIs, and industry-standard methods, allowing healthcare organizations to leverage existing infrastructure with their software solutions.

Noufal also mentions UHN's customer-centric approach and its dedication to providing exceptional support and assistance to its clients. He explains that the company has a dedicated customer success team that works closely with healthcare facilities to ensure a smooth implementation process and ongoing support. UHN's team understands the unique challenges faced by healthcare providers and strives to address their needs promptly and effectively.

Unified Health Net (UHN), under the leadership of Noufal, is transforming healthcare delivery through its innovative cloud-based patient care management and communication software. By creating a unified network, UHN aims to enhance care coordination, empower patients and healthcare professionals, support healthcare facilities in their digital transformation, and drive positive change in the healthcare industry. With a focus on data security, interoperability, affordability, and customer satisfaction, UHN is poised to revolutionize the way healthcare is delivered and experienced.



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Dr. Ali Tinazli
CEO, Lifespin

In an era where precision medicine has the potential to transform healthcare, accessibility, and affordability remain significant challenges. However, Lifespin, a pioneering company in the field, is on a mission to change the game. I had the privilege of sitting down with Dr. Ali Tinazli, the visionary CEO of Lifespin, who shared valuable insights into the company's mission, challenges, and groundbreaking solutions. With a focus on making precision medicine accessible to primary care physicians and reducing healthcare costs, Lifespin's innovative approach, led by Dr. Tinazli, is set to revolutionize the industry.

Dr. Ali Tinazli, at the helm of Lifespin, is driving the core mission to make precision medicine accessible and affordable for everyone. Traditionally, such cutting-edge tools were only available at renowned medical institutions. However, under Dr. Tinazli's leadership, Lifespin aims to challenge this norm by empowering primary care physicians to prescribe and provide access to precision medicine tools. By doing so, Lifespin strives to reduce hospitalizations and alleviate the burden of healthcare costs, emphasizing scalability and cost-efficiency as crucial factors in achieving this ambitious goal.

Redefining Medical Testing and Patient Care through Advanced Technology

"Scalability and cost-efficiency are crucial aspects of achieving our mission," Dr. Tinazli highlights. "We aim to democratize precision medicine by making it accessible to a broader population. This means ensuring that our technologies can be implemented in primary care settings and that the associated costs are reasonable. By doing so, we can empower physicians and patients alike to benefit from the advancements in precision medicine."

Revolutionizing Healthcare with AI-Driven Diagnostics:

An Interview with Dr. Ali Tinazli, CEO of Lifespin

By Mohammed Irshad

Scalability and cost-efficiency are crucial aspects of achieving our mission," Dr. Tinazli highlights. "We aim to democratize precision medicine by making it accessible to a broader population. This means ensuring that our technologies can be implemented in primary care settings and that the associated costs are reasonable. By doing so, we can empower physicians and patients alike to benefit from the advancements in precision medicine."

Dr. Tinazli also sheds light on the challenges faced by Lifespin and the healthcare industry as a whole. The rapid influx of new technologies, such as data science, machine learning, and AI, presents regulatory and insurance complexities. While obtaining approvals and certifications is important, gaining support from insurance companies and other stakeholders is equally crucial.

"To accelerate the adoption of innovative solutions, we need transparent and understandable technologies," Dr. Tinazli emphasizes. "Building trust and educating healthcare stakeholders are vital components of overcoming barriers and driving change in the healthcare industry. We are committed to working closely with regulatory bodies, insurance companies, and healthcare providers to navigate these complexities and ensure the widespread adoption of our technologies."

One of Lifespin's groundbreaking contributions is their metabolic profiling platform, which has emerged as a game-changer in drug monitoring. Leveraging advanced scanning techniques, Lifespin captures small molecules in the blood, providing quantitative information on hundreds of metabolites, including therapeutic drugs. This approach enables precise adjustments in drug dosage, minimizing side effects, and ensuring optimal treatment outcomes.

In collaboration with hospital partners, Lifespin is on the verge of launching its first panel for therapeutic drug monitoring. This panel will cater to transplant patients and individuals receiving immunosuppressants, antibiotics, or antimicrobials. By providing accurate and real-time information on drug levels, Lifespin's platform enables healthcare providers to optimize treatment plans, reduce adverse reactions, and enhance patient safety.

As Lifespin continues its journey, driven by a passion for innovation and accessibility, the company envisions a future where precision medicine is an integral part of primary care. By bridging the gap between cutting-edge technologies and everyday healthcare, Lifespin aims to transform patient outcomes and contribute to a more equitable and efficient healthcare system.

Revolutionizing Healthcare with AI-Driven Diagnostics

In the realm of healthcare diagnostics, Lifespin stands proudly at the forefront of the revolution. With their groundbreaking Lifespin's Amino Acid Profiler (LAAP), powered by artificial intelligence (AI), Lifespin is ushering in a transformative era in medical testing and patient care. LAAP represents a pioneering leap that is reshaping the healthcare landscape, offering innovative and precise diagnostic capabilities that were previously unimaginable.

Dr. Tinazli's LAAP takes a unique approach, where most of the work is done in silico. "Let me explain our workflow as an example," Dr. Tinazli begins. "We take a patient's blood sample and convert it into serum or plasma. We then add phosphate buffer and an internal calibration standard. The sample is inserted into the instrument and scanned for a few minutes using radio frequencies in a magnetic field. The result is digital spectral information that quantitatively includes the details of hundreds of metabolites. That's it."

The key differentiator between Lifespin and traditional labs lies in the heavy reliance on algorithms developed and continually refined using their proprietary biobank. The LAAP's simplicity is striking - minimal equipment is required, including a centrifuge, an automated pipetting system, and a sample loader. This streamlined workflow not only reduces labor and chemical reagent costs but also makes the technology more accessible to a broader population.

"Our approach focuses on achieving cost benefits to ensure that as many people as possible can benefit from this technology," Dr. Tinazli emphasizes. "We actively seek the right go-to-market partners, including health systems and public health systems, to facilitate mass adoption."

While the technology itself is groundbreaking, the market's openness and willingness to embrace new technologies are equally crucial. Dr. Tinazli found the Middle East region particularly promising in this regard. "When I visited MENA for the first time, I was genuinely excited by the open-mindedness and motivation of the people here to embrace new technologies," he shares. "It's a unique and promising environment."

We delved deeper into Lifespin's operations, discussing the process of analyzing blood samples and delivering the results to healthcare providers. Dr. Tinazli explained, "We have built our proprietary Biobank, which serves as our corporate asset. Any insights obtained from these samples are exclusively owned by us. This allows us to develop proprietary algorithms that can be sold as medical devices, even though they are software-based."

The diagnostic process itself is performed in silico, enabling decentralization and operation anywhere. Dr. Tinazli envisions establishing laboratory infrastructures

locally with the help of partners responsible for sample collection, logistics, and instrumentation. These partners capture information and upload raw data to Lifespin's cloud, where it is analyzed using proprietary algorithms. The results are then imported back online, following a software-as-a-service (SAAS) model.

Introducing New Frontiers in Diagnostic Solutions

Dr. Tinazli adds, "We constantly improve our algorithms, introducing more products to the market. This year, we plan to launch three additional products." In terms of data privacy, Lifespin ensures the protection of patient identities by anonymizing all patient information. However, meta-information is utilized to understand how comorbidities or treatment plans impact health conditions, enabling better decision-making for physicians.

Furthermore, Dr. Tinazli shared a compelling anecdote showcasing the laboratory's impact. "We had an individual with unusual lab results that were difficult to understand for their physicians. They sent a sample to us, and we were able to narrow down potential indications. While we couldn't share the result due to regulatory limitations at that time, we provided information for the person to seek specific physician consultation. Eventually, the indications were confirmed by an outside lab, and the person received the appropriate treatment and recovered."

Collaboration is at the heart of Lifespin's model. The laboratory actively seeks partnerships with healthcare providers, laboratory chain companies, and other stakeholders to deliver the software algorithms that drive the diagnostics process. By enabling local partners and adhering to regulatory requirements, Lifespin aims to effectively deliver its technology and make it accessible worldwide.

Looking ahead, Lifespin has ambitious plans for further advancements and innovations in the field. "We have successfully developed a portfolio of algorithms covering various areas such as general health, inflammatory diseases, oncological, and neurological diseases," Dr. Tinazli shares. "Our ultimate vision is to create a comprehensive health assessment tool called Health Book, providing high-level screenings and the ability to delve deeper into specific diseases at the individual patient level."

The convergence of AI and diagnostics has the potential to transform healthcare as we know it, and Lifespin is at the forefront of this revolution. By harnessing the power of AI, they are empowering healthcare providers, optimizing patient care, and revolutionizing the entire healthcare industry.

With Lifespin's dedication to pushing boundaries, its pioneering solutions will continue to shape a future where technology plays a vital role in enhancing healthcare outcomes for all. It is an exciting time, and we eagerly anticipate the transformative impact that Lifespin and similar visionary companies will have on the well-being of individuals and communities worldwide.

Kuwaiti Health Care Prize Recognizes Research on Elderly Care

A recently published report highlights the pressing requirement for increased research into mental health in Africa. Despite rising investments and greater awareness of mental health issues, the report emphasizes that mental health services in Africa remain neglected.

The report stems from workshops held between UK and African researchers, addressing the challenges in mental health research across the continent. With 70 participants from diverse regions, the workshops were a collaborative effort between the UK's Academy of Medical Sciences and South Africa's Academy of Science.

Participants emphasized the urgent need for additional research in all areas of mental health, despite recent progress. They called for diverse data sources to inform future studies, including information on disease burdens, priority populations, and social determinants of illness. The report also highlights the importance of interdisciplinary research and partnerships, advocating for increased collaboration at the sub-regional and international levels.



One workshop focused on the need to train more mental health professionals in Africa. The accompanying report suggests supporting researchers' personal and professional development through mentoring, technical training, leadership development, and coaching.

Tom Solomon, Vice President of International Affairs at the UK Academy of Medical Sciences, emphasized the significance of international collaboration in addressing global health challenges. The partnership between the UK Academy of Medical Sciences and South Africa's Academy of Science serves as a prime example of such collaboration, aiming to drive progress and nurture future research leaders worldwide.

The report's findings underline the urgency of prioritizing mental health research in Africa and fostering a better understanding of mental health needs across diverse populations.

Australian Government's Medical Research Future Fund Supports Breakthroughs in Medical Research and Innovation

The Australian Government's Medical Research Future Fund (MRFF) has released a report detailing its financial assistance for medical research and innovation in Australia from 2020 to 2022. The MRFF, established in 2015, aims to improve health outcomes and sustainability in the country's healthcare system.

Managed by the Australian Government Department of Health, the MRFF provides funding through competitive processes, ensuring research integrity and patient safety. According to the report, during the period of the Australian Medical Research and Innovation Priorities, the MRFF allocated over \$1.3 billion in funding to medical research and innovation projects across Australia. This funding supported initiatives like clinical trials, health services



research, and infrastructure development.

Key achievements highlighted in the report include the development of new treatments for rare diseases, advancements in cancer diagnosis and treatment, and progress in understanding mental health conditions.

The MRFF is a significant initiative of the Australian Government, providing sustained funding for priority areas of medical research. By supporting innovation and research excellence, the MRFF plays a crucial role in improving health outcomes for all Australians. The recently released report fulfills the requirements of the MRFF Act, providing updates on its operation and analysis of grants provided.

This report demonstrates the government's commitment to advancing medical research and driving innovation to benefit the health and well-being of the Australian population.

WHO Study Reveals Recovery of Health Systems from the COVID-19 Pandemic.

The World Health Organization (WHO) has released an interim report on the "Fourth round of the global pulse survey on continuity of essential health services during the COVID-19 pandemic: November 2022–January 2023." The report indicates that health systems in countries are showing promising signs of recovery after three years of the COVID-19 pandemic. While disruptions in routine health services have reduced, the report emphasizes the importance of investing in recovery efforts and building stronger resilience for the future.

Recovery of Health Services:

Among the 139 countries that participated in the survey, nearly one-quarter of services, on average, still experienced disruptions. However, in 84 countries analyzed for trends, the percentage of disrupted services declined from 56% in July-September 2020 to 23% in November 2022-January 2023. These disruptions stem from both demand- and supply-side factors, such as low healthcare-seeking behavior in communities and limited availability of healthcare resources and personnel.

Positive Progress:

The survey reveals that fewer countries intentionally scaled back access to essential health services compared to the previous reporting period in 2020-2021. This marks



a significant step toward returning to pre-pandemic levels of service delivery and overall system functioning. By the end of 2022, most countries reported partial signs of service recovery across various healthcare areas, including sexual and reproductive health, maternal and child health, immunization, communicable and noncommunicable diseases, mental health, care for older people, and traditional/complementary care.

Challenges and Backlogs:

Despite progress, service disruptions persist across countries, income levels, and service delivery settings. Countries face increasing backlogs, particularly in the screening, diagnosis, and treatment of noncommunicable diseases, leading to adverse consequences as individuals experience delayed access to essential care. These disruptions are of great concern as the adverse health effects from the disruption of essential health services can surpass the impact of the pandemic itself, especially among vulnerable populations.

Integration of COVID-19 Services:

The report highlights the integration of COVID-19 services into routine health service delivery as a crucial step toward system recovery. Most countries have made significant progress in fully integrating COVID-19 vaccination, diagnostic, and case management services, as well as services for post COVID-19 conditions, into routine care. However, some countries still face challenges in scaling up access to essential COVID-19 tools, with health workforce issues and funding constraints being the most common barriers.

Support for Recovery and Preparedness:

Countries have begun implementing lessons learned during the pandemic by incorporating innovative strategies to mitigate



service disruptions into routine health service delivery. These strategies include telemedicine approaches, home-based care, strengthening health worker capacities, improved procurement and supply chain management, enhanced community communications, and partnerships with private sector providers. Three-quarters of the countries reported allocating additional funding towards longer-term system recovery, resilience, and preparedness. Countries expressed the need for continued support from the WHO in addressing remaining challenges, such as health workforce strengthening,

monitoring capacities, primary healthcare-oriented models, and financial planning and funding.

The WHO report demonstrates positive developments in the recovery of health systems from the COVID-19 pandemic. While challenges and disruptions persist, countries are taking significant steps towards restoring essential health services and integrating COVID-19 services into routine care. Continued investment, collaboration, and support from the WHO and other stakeholders are vital to ensure sustained recovery, resilience, and preparedness for future challenges in the global healthcare landscape.

Urgent Need for African Mental Health Research, Report Urges Action

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Living a fulfilling life with multiple sclerosis

Multiple sclerosis (MS) is a chronic autoimmune disease that causes your immune system to mistakenly target healthy nerve cells and their coating in the brain and spinal cord. As a result, a patient experiences a variety of symptoms, including fatigue, muscular weakness, visual difficulties, and issues with coordination and balance. Approximately 2.3 million people worldwide are living with MS.

Dr. Anu Jacob, Staff Physician at the Neurological Institute and Director of Multiple Sclerosis and Autoimmune Neurology at Cleveland Clinic Abu Dhabi says, "MS is a long-term condition. But it is not a fatal illness. There are very highly effective disease-modifying therapies (DMTs) that control illness and slow down its progression. DMTs work by reducing inflammation and preventing damage to the myelin sheath. It is important to understand that there are multiple ways to manage MS, which can improve most of the patients' lives to normal or near normal.

If patients experience relapses even after being on DMTs, these relapses can be effectively managed by medications like corticosteroids and plasma exchange. These medications reduce inflammation and shorten the severity and duration of relapses.

Physical rehabilitation is also an important aspect of managing MS, as it can help improve mobility, strength, and coordination. Physical therapy may include exercises to improve balance, stretching to prevent muscle stiffness, and occupational therapy to help with activities of daily living.

"While managing the physical symptoms of our patients is the number one priority, our Multiple Sclerosis Program focuses on multidisciplinary care that also prioritizes their mental and emotional well-being. Mental health counseling is an important component of managing MS, as the disease can have a



significant impact on a person's emotional well-being. A diagnosis of MS can be overwhelming, and it is not uncommon for individuals with the disease to experience anxiety, depression, or other mental health issues. Counseling can help individuals cope with the emotional challenges of MS and develop strategies to manage stress and maintain a positive outlook," Dr. Jacob continues.

MS affects everyone differently, and symptoms can vary widely from person to person. Some individuals may experience only mild symptoms, while others may experience more severe symptoms, thus impacting their lives differently. Additionally, the course of the disease can be unpredictable, with periods of remission and relapse. Therefore, keeping this in mind, patients can work closely with their healthcare experts to create a personalized approach toward health management.

Here are some preliminary lifestyle changes that MS patients can make, which can have a direct impact on disease progression and their quality of life:

- **Eat healthily:** While there is no one-size-fits-all diet for MS, nutritionists recommend a balanced diet of fruits, vegetables, whole grains, healthy fats, and lean protein. Limit processed foods, added sugars, and harmful fats. Obesity worsens MS.
- **Exercise regularly:** MS can cause balance, walking, and muscular weakness. Incorporating aerobic exercise, strength training, and flexibility exercises into your routine can be beneficial.
- **Manage stress:** Stress worsens fatigue in MS patients. Consider yoga, meditation, exercise, or mental health help to manage stress.
- **Quit smoking and limit alcohol:** Smoking and excessive drinking can aggravate MS symptoms and accelerate disease progression. Quit smoking and restrict alcohol consumption to improve health.
- **A good sleep pattern controls fatigue:** A good sleep cycle comprises a regular sleep schedule, a calm sleep environment, avoiding stimulating activities before bed, and limiting the intake of coffee, cigarettes, and alcohol. Exercise and a healthy diet also promote uninterrupted sleep.

Living with MS can be challenging, but with the right support and management, individuals with the disease can lead productive and fulfilling lives.



The Second International Pharma Logistics Masterclass: A White Paper

By Mohammed Irshad

Held in Abu Dhabi from September 5-9, 2022, the masterclass was organized by Pharma.Aero, the University of Antwerp, Khalifa University, and California State University, Longbeach. The event was supported by the Belgian Embassy and provided an excellent opportunity for experts in academia and industry to discuss the latest trends and innovations in pharmaceutical logistics.

The White Paper of the 2022 International Pharma Logistics Masterclass has been released, summarizing the key takeaways from this unique learning event. The masterclass brought together over 120 life science supply chain logistics experts, business executives, international academics, and policymakers representing 50 companies and 5 renowned universities from 21 countries.

Held in Abu Dhabi from September 5-9, 2022, the masterclass was organized by Pharma.Aero, the University of Antwerp, Khalifa University, and California State University, Longbeach. The event was supported by the Belgian Embassy and provided an excellent opportunity for experts in



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The white paper highlights several important topics that were discussed during the masterclass. One of the key themes was digitalization in pharmaceutical logistics. The white paper notes that digitalization can help improve efficiency and reduce costs in pharmaceutical logistics. It can also help ensure compliance with regulatory requirements and improve supply chain visibility. Another important theme was sustainability in pharmaceutical logistics. The white paper notes that sustainability is becoming increasingly important for companies operating in this industry as consumers become more environmentally conscious. The white paper highlights several initiatives that are being taken to promote sustainability such as using electric vehicles for transportation and reducing packaging waste.

Temperature control during transportation was another important topic discussed during the masterclass. The white paper notes that temperature control is critical for ensuring product quality and safety

during transportation. It highlights several best practices for temperature control such as using insulated containers, monitoring temperature throughout transportation, and using data loggers to track temperature fluctuations. Regulatory compliance was also discussed during the masterclass.

The white paper notes that regulatory compliance is a major challenge for companies operating in pharmaceutical logistics due to the complex and constantly changing regulatory environment. It highlights several best practices for ensuring compliance such as maintaining accurate records, conducting regular audits, and staying up to date with regulatory changes.

The white paper also emphasizes the importance of collaboration between academia and industry for driving innovation in pharmaceutical logistics. The masterclass provided an excellent opportunity for experts in academia and industry to share their knowledge and experiences. The white paper highlights several examples of successful collaborations such as the partnership between Khalifa University and Abu Dhabi Ports to develop a smart logistics hub.

The Second International Pharma Logistics Masterclass was an excellent opportunity for experts in academia and industry to discuss the latest trends and innovations in pharmaceutical logistics. The white paper released after the event provides a comprehensive summary of the key takeaways from the masterclass. It emphasizes the importance of digitalization, sustainability, temperature control, and regulatory compliance in pharmaceutical logistics.

The white paper also highlights the importance of collaboration between academia and industry for driving innovation in this critical aspect of healthcare delivery. The success of the Second International Pharma Logistics Masterclass demonstrates the value of bringing together experts from academia and industry to share their knowledge and experiences.

Moving forward, it is important for companies operating in pharmaceutical logistics to continue to innovate and collaborate to improve efficiency, reduce costs, ensure compliance with regulatory requirements, and promote sustainability. We look forward to future events that will continue to drive innovation in this critical aspect of healthcare delivery.



5th IPX Symposium 2023 Concludes with Focus on Patient-Centered Care

Abu Dhabi: The 5th Annual International patient experience Symposium (IPX) 2023 concluded on a high note, delivering game-changing insights and emphasizing patient-centered care. The symposium, organized by the Bii world, brought together industry experts to discuss trends and challenges in the patient experience discipline.

Throughout the event, distinguished faculty members provided valuable insights to inspire and drive innovation, ultimately improving the quality of lives for patients, families, practitioners, and communities. The symposium aimed to address critical issues such as advancing discipline with excellence and ensuring a cohesive positive human experience.

The symposium attracted healthcare decision-makers and innovators committed to enhancing person-centered care delivery initiatives. Executives, physician and nurse leaders, patient experience and satisfaction professionals, patient and family advocates, marketing and community outreach representatives, quality and patient safety personnel, HR and organization development specialists, clinical education, and staff development experts, as well as patient and family advisors, were among the attendees.

The event featured thought-provoking sessions, including a patient-provider fire-side chat that highlighted the importance of listening to the patient's voice for transformational change. Keynote presentations focused on caregiver resilience and retention, and the need for speed in a globalized and accelerated world. Attendees also explored the power of patient engagement data in the era of value-based care and participated in a thought-provoking Voice of the Patient session.

The 5th IPX Symposium 2023 concluded with closing remarks by the chairperson, leaving attendees inspired and equipped with innovative strategies to prioritize patient-centered care in their respective healthcare settings. The symposium provided a platform to enrich the global dialogue on improving the patient experience, embracing disruptive innovation, fostering empathetic connections, and amplifying compassionate care at all levels.





MEPDPS 2023 Convenes Industry Experts in Dubai

Dubai: The Middle East Pharmacoeconomics and Drug Policy Summit (MEPDPS) 2023 concluded recently, bringing together a diverse array of industry leaders and experts in Dubai. The two-day event focused on key themes such as Pharmacoeconomics, value-based healthcare, evidence-based medication, and Health Technology Assessment (HTA).

The summit served as a strategic meeting point for regulatory authorities, Pharmacoeconomics, health economists, health technology assessment specialists, payers, healthcare providers, and representatives from the pharmaceutical industry. The discussions centered on enhancing decision-making processes, improving access to life-saving medications, and ensuring the affordability of essential drugs.

MEPDPS 2023 featured prominent speakers and thought leaders, including Ahmed Al Jedai, Founding President of the Saudi Society of Clinical Pharmacy (SSCP), who chaired the summit. Attendees gained valuable insights into future opportunities and challenges within the healthcare and research economy of GCC countries.

With its focus on value assessment, cost-effective healthcare solutions, and evidence-based practices, the summit aimed to foster collaboration and pave the way for advancements in the healthcare industry across the Middle East region.

MEPDPS 2023 offered a platform for exchanging ideas, exploring the latest research, and driving innovation in healthcare delivery. This gathering of experts will undoubtedly contribute to the enhancement of healthcare decision-making, leading to improved patient outcomes and increased accessibility to essential medicines.





PrecisionMed Exhibition & Summit 2023 Promotes Advancements in Precision Medicine in the Middle East

Dubai, the PrecisionMed Exhibition & Summit (PMES) 2023, the leading event dedicated to the advancement of precision medicine in the Middle East, concluded with a strong focus on knowledge sharing and collaboration. The two-day event, held on 23rd and 24th May at the Dubai World Trade Centre, brought together key figures in the field of precision medicine.

explore the practical application of precision medicine and encourage clinical adoption. Engaging discussions, insightful presentations, and interactive exhibits showcased the latest breakthroughs and technologies in precision medicine.

Supported by the UAE's Ministry of Industry and Advanced Technology (MoIAT), Ministry of Health and Prevention (MoHAP), Department of Health (DoH) Abu Dhabi, and the Dubai Health Authority (DHA), PMES 2023 attracted renowned speakers and experts in the field. David Stradling, Managing Director of PMES, highlighted the growing demand for genetic screening in the Middle East



and North Africa, making the region a significant opportunity for companies in the precision medicine sector.

The summit focused on the adoption of precision medicine, with informed presentations and debates highlighting real-world applications of genetics and genome-based systems. The event featured leading healthcare providers, companies, and organizations showcasing cutting-edge technology in precision medicine, driving progress in personalized healthcare solutions.

PMES 2023 successfully contributed to advancing precision medicine in the Middle East, fostering collaborations, and showcasing the latest innovations in personalized healthcare. The event's comprehensive program left attendees inspired and equipped with valuable insights to drive further advancements in precision medicine across the region.



◀
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 General Manager at
 P&G Health, Middle East



▶
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 a Consultant Physician &
 Endocrinologist at Emirates
 Hospital and
 Dubai Diabetes Centre



Global Health Experts Convene at P&G's 'Demystifying Neuropathy Forum' to Tackle Rising Concerns of Peripheral Neuropathy

Procter & Gamble (P&G) Health recently hosted the 'Demystifying Neuropathy Forum' as part of Neuropathy Awareness Week 2023. The forum brought together over 6000 healthcare professionals and renowned global health experts from Asia, India, the Middle East, and Africa to tackle the rising prevalence and challenges associated with Peripheral Neuropathy (PN).

During the event, alarming statistics were revealed. It was found that 1 in 101 people and 1 in 2 diabetics suffer from Peripheral Neuropathy, yet a staggering 80% of patients remain undiagnosed. Experts emphasized the significant impact of PN on individuals' quality of life, with symptoms including numbness, tingling, and burning sensations in the hands and feet.

Prominent experts shared their valuable insights on the diagnosis and treatment of PN. Prof. Rainer Freynhagen, an expert in pain medicine, highlighted the high prevalence of neuropathic pain and the challenges involved in managing the condition. Dr. Jalal Nafach, a consultant physician and endocrinologist, emphasized the importance of early diagnosis and comprehensive treatment to mitigate the consequences of PN.

Dr. Anka Coetzee, an endocrinologist, stressed the role of primary care physicians in diagnosing PN through simple sensory tests and laboratory examinations. Dr. Inna Eiberger, Global Medical Director at P&G Health Nerve Care Franchise, presented the positive effects of neurotropic B vitamins, such as B1, B6, and B12, in supporting nerve health and recovery.

P&G Health's ongoing campaign, 'Put Life Back in Your Hands,' aims to raise awareness about PN and its impact on daily activities. The campaign highlights the importance of early diagnosis and comprehensive management for individuals affected by PN.

The 'Demystifying Neuropathy Forum' organized by P&G Health served as a vital platform for global health experts and healthcare professionals to address the growing public health concern of Peripheral Neuropathy. By emphasizing the need for increased awareness, early diagnosis, and comprehensive treatment, the forum aimed to improve the lives of individuals affected by PN.

The efforts of P&G Health and the insights shared by experts during the forum are crucial steps toward combating Peripheral Neuropathy and ensuring better healthcare outcomes for those affected by this chronic condition.



Sri Lanka: A Serene Haven for Health and Wellness

By Mohammed Irshad

Nestled in the embrace of nature and steeped in centuries-old traditions, Sri Lanka beckons those in search of rejuvenation and holistic healing. This exotic island nation has emerged as a leading destination for health tourism, drawing visitors from far and wide who seek solace in its Ayurveda treatments and transformative yoga retreats. With its rich heritage and abundant natural resources, Sri Lanka offers a tapestry of experiences that captivate the senses and nourish the soul. However, as this burgeoning industry flourishes, the need for sustainable and exceptional medical tourism experiences becomes paramount.

Exceptional Service and Diverse Offerings

Envisioning a vibrant future, the Sri Lankan government recognized the potential of medical tourism and proactively declared health purposes as a distinct category for visitors. This visionary step demonstrates Sri Lanka's commitment to promoting itself as a global health destination, with a steadfast focus on attracting discerning travelers seeking medical treatments and wellness sojourns.

The cornerstone of any successful medical tourism venture lies in the delivery of impeccable service quality. A thorough study, exploring the domain of Ayurveda wellness retreats, revealed that the tangibility, responsiveness, and empathy of these establishments play an integral role in the contentment of medical tourists. While Sri Lanka's Ayurveda resorts have garnered acclaim, this study also emphasizes the need for continuous enhancement of service quality to ensure sustainable medical tourism in the country. By placing a premium on exceptional service, Sri Lanka endeavors to create a nurturing environment where every visitor's journey is infused with delight and serenity.

"In history, the unique knowledge of indigenous medicine was well preserved and passed down to the most trustworthy person or the next of kin of the predecessor," explains Mr. Asoka Hettigoda, Chairman and Managing Director of Siddhalepa Group, a renowned firm in the Ayurveda field. He further adds, "Sri Lanka's indigenous medicine, referred to as 'Hela Osu,' has a history exceeding 5000 years. The knowledge of Hela Osu was passed down exclusively to the next



generation mostly through family bloodlines. The treatment was not offered against financial benefits and the service was highly regarded and considered as an honorary service to society."

According to Mr. Hettigoda, one such famous physician who contributed to preserving the knowledge of indigenous medicine was Dr. Hendrick De Silva Hettigoda. He was a kidney specialist in Ayurveda and an erudite scholar from the fourth generation of the Hettigoda family. He utilized his vast knowledge of Hela Osu and treatment inherited from his ancient family to serve a large number of patients.

Dr. Hendrick De Silva Hettigoda initiated Siddhalepa Ayurveda and played a vital role in preserving traditional medical remedies. "Today, Siddhalepa Ayurveda remains the only Sri Lankan traditional Ayurveda company to produce a wide range of Ayurveda medicines while maintaining a full-scale Ayurveda Hospital, a dedicated Ayurveda Health Resort, and a city hotel with Ayurveda as well. Furthermore, Siddhalepa Ayurveda is the only Ayurveda company of its kind in Sri Lanka to be headed by an Ayurveda Physician," states Hettigoda proudly.

Wellness Beyond Ayurveda and Yoga

Exploring the resplendent shores of Sri Lanka's south coast reveals a treasure trove of health resorts dedicated to Ayurvedic therapies. Here, one can luxuriate in the embrace of ancient healing practices, harmonizing body, mind, and spirit. The south coast's

idyllic settings and a myriad of Ayurveda health resorts make it an enticing haven for those seeking solace and renewal. From the moment you arrive, you are enveloped in an ambiance that is equal parts tranquil and transformative, promising an experience that transcends the ordinary.

"Presently, Siddhalepa Ayurveda Health Resort has attracted visitors from all parts of the world," shares Hettigoda. "The treatments are offered not only for relaxation but also for body illnesses such as orthopedic issues, including arthritis, nerve disorders such as Parkinson's and paralysis conditions, abnormalities in the digestive system, hemorrhoids, depression, and certain other psychological disorders. All therapies and medicaments are provided using 100% natural ingredients."

However, Sri Lanka's wellness offerings go well beyond Ayurveda and yoga retreats. Embrace the luxury of spa treatments that cater to your every desire, enveloping you in a sanctuary of pure bliss. Wander along nature trails that meander through breathtaking landscapes, beckoning you to immerse yourself in the revitalizing wonders of the great outdoors. Sri Lanka's dedication to holistic well-being is evident in the wide array of wellness activities it provides, catering to the distinctive needs and preferences of everyone.

Harnessing Ancient Wisdom for Well-being

Central to Sri Lanka's reputation as a beacon of healing is its wealth of natural herbs, which form the backbone of Ayurveda and Yoga practices. Among these treasures, turmeric, with its potent anti-inflammatory properties, emerges as a potent force in combating ailments and promoting overall wellness. Ashwagandha, known for its stress-reducing properties, offers respite from the burdens of modern life, allowing visitors to reconnect with their inner selves. Sri Lanka's bountiful reservoir of natural herbs exemplifies its commitment to providing holistic treatments that resonate with ancient wisdom.

"Siddhalepa grows a large number of scarce herbs on its own lands while maintaining an organized fertilizer plant, product manufacturing plant, and a scientific laboratory under its own roof, making the company's best efforts to be self-sufficient in Ayurveda," explains Hettigoda. "Furthermore, the company conducts island-wide programs to encourage Sri Lankan students to grow more and more rare herbs and to teach them the emphasis of preserving the herbs."

A Journey of Rejuvenation

Sri Lanka unfurls as an enchanting arena of health and wellness, a sanctuary where



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visitors find solace amidst the chaos of modern living. To ensure the longevity of its medical tourism industry, Sri Lanka strives for continuous improvement in service quality, ensuring that each guest's experience surpasses expectations. By promoting a broader spectrum of wellness activities beyond Ayurveda and yoga, Sri Lanka can cater to the diverse aspirations of health-seeking travelers. Embark on a journey of rejuvenation, where the allure of Sri Lanka's heritage and the serenity of its landscapes intertwine, weaving a tapestry of well-being and tranquility.

Navigating the Digital Era of Patient Experience:

Dr. Hassa Saif Al Mazrouei's Insights



Dr. Hassa Saif Al Mazrouei
SSMC Experience Medical Director

Amidst the whirlwind of digital advancements and technological breakthroughs, the landscape of patient experience has witnessed a remarkable metamorphosis. Dr. Hassa Saif Al Mazrouei, the esteemed Medical Director of Patient Experience and Director of the Internship Program at Sheikh Shakhbout Medical City in the UAE, shared her invaluable insights during the illustrious 5th International Patient Experience Symposium 2023. As a distinguished Obstetrics and Gynecology Physician, Dr. Al Mazrouei delved deep into the various facets of patient experience, shedding light on its dynamic changes, and underscoring the imperative for a comprehensive cultural shift to meet the ever-evolving expectations of patients.

Dynamic Change in Patient Experience

With the advent of digital platforms and telemedicine, patients now have easier access to medical resources, information, and remote care. Dr. Al Mazrouei emphasized how these advancements empower patients to play a more active role in their own care, enabling them to make well-informed decisions and actively manage their health. However, she also acknowledged that this digital transformation poses new challenges, including data security and privacy concerns, as well as the digital gap that hinders access to resources and technology for some patients.

Culture-Wide Change and Measurement

Looking ahead, Dr. Al Mazrouei stressed the need for patient experience strategies to focus on culture-wide change that can be measured and analyzed. Healthcare organizations must adopt a holistic approach, considering not only the clinical aspects of treatment but also the overall patient experience. Advanced analytics tools can help measure patient satisfaction and identify areas for improvement. A patient-centered approach, personalized treatment plans, improved patient engagement through technology, and a culture of continuous improvement is crucial for achieving measurable improvements in patient experience.

Remarkable Changes in the Healthcare Sector

Dr. Al Mazrouei identified several functions within the healthcare sector that are likely to undergo remarkable changes to meet patient expectations and improve their experience:

Hospital Infrastructure: Hospitals will need to redesign their facilities to create a more comfortable and welcoming environment for patients, including private rooms and modern equipment. Infection control measures will also be prioritized to ensure patient and staff safety.

Medical and Healthcare Equipment: User-friendly and intuitive medical devices and equipment will become more prevalent. Personalized treatment options tailored to individual patient needs will be emphasized.

Feedback and Diagnostic Services: Gathering patient feedback and using it to improve care quality will become increasingly important. Investment in advanced diagnostic tools will enhance accuracy and speed in diagnosis.

Telemedicine and Medical Accessibility: Telemedicine is expected to become a standard part of healthcare delivery, making medical care more accessible and convenient for patients.

Medical Information and Data Management: Advanced data management systems will be crucial for improving the accuracy and accessibility of patient records, leading to more personalized care, reduced errors, and increased patient satisfaction.

eHaaS (Electronic Health as a Service): The popularity of eHaaS is expected to grow, allowing healthcare providers to access advanced health technologies and services without significant capital investments. This enables better care at a lower cost, ultimately improving patient experience and outcomes.

Benefits for Caregivers and Support Groups

Patient experience strategies have significant benefits for caregivers and support groups. Online support groups provide opportunities for engagement and community building, connecting patients and caregivers who share similar experiences. Such platforms offer emotional support and valuable information in a safe environment, alleviating feelings of isolation and fostering a sense of belonging. Moreover, prioritizing communication and collaboration between healthcare providers and caregivers can enhance patient care quality by ensuring their preferences and needs are considered, leading to stronger patient-provider relationships.

The 5th Annual International Patient Experience Symposium

Dr. Al Mazrouei concluded by highlighting the benefits of attending the 5th Annual International Patient Experience Symposium for healthcare professionals. The symposium offers a platform for participants to gain knowledge and skills, network with peers, stay updated with the latest trends, enhance professional development, and find inspiration and motivation to improve patient experience in their own work.

Dr. Hassa Saif Al Mazrouei's insights shed light on the dynamic changes in patient experience brought about by digital transformation and the need for culture-wide change within the healthcare sector. By embracing technology, adopting a patient-centered approach, and fostering a culture of continuous improvement, healthcare providers can meet patient expectations, drive better health outcomes, and create a positive and measurable patient experience.



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Author:

Dr. Subrina Jesmin MD, Ph.D

Senior Researcher, TOHO University Japan

Dr. Subrina Jesmin, MD, Ph.D., D.Litt, FRCP, is a highly accomplished researcher and medical professional. With expertise in cardiology and global health, she holds positions at esteemed institutions including the University of Tsukuba, TOHO University, and Ibaraki Prefectural University. As an official representative for Grameen Health in Japan and a Research Coordinator for Grameen Health in Bangladesh, Dr. Jesmin actively contributes to improving healthcare access and outcomes in underserved populations. Driven by a passion for advancing medical knowledge and improving global health, Dr. Subrina Jesmin is dedicated to addressing the challenges posed by non-communicable diseases and making a positive impact in the field of healthcare.

Globally, non-communicable diseases (NCDs) are the primary cause of illness and death. These diseases encompass a range of conditions such as diabetes, cancer, chronic respiratory diseases, and cardiovascular disorders. They affect individuals of all ages and socioeconomic backgrounds, but their impact is particularly pronounced in developing countries.

The burden of NCDs on mortality is substantial, accounting for 71% of global deaths, with developing nations experiencing 85% of these fatalities. In 2019 alone, 41 million individuals worldwide lost their lives to NCDs, with 15 million of them passing away before reaching the age of 70. The World Health Organization predicts that by 2030, NCDs will be responsible for 75% of all deaths in emerging nations.

In 2019, NCDs claimed the lives of 17.9 million people, with cardiovascular diseases being the leading cause of mortality. Cancer followed closely behind, causing 9.6 million deaths that year. Diabetes and chronic respiratory diseases also had significant impacts, resulting in 1.5 million and 3.9 million deaths, respectively.

Prevalence and Impact:

NCDs, including diabetes, cancer, chronic respiratory diseases, and cardiovascular disorders, are major contributors to morbidity and mortality worldwide. Developing nations face a higher prevalence of these diseases, resulting in a substantial impact on all age groups

A Call to Action: Battling Non-Communicable Diseases in Developing Nations

and socioeconomic strata. In 2019 alone, NCDs claimed the lives of 41 million individuals globally, with 15 million dying prematurely before the age of 70. Such alarming statistics necessitate urgent action.

Risk Factors:

Several modifiable risk factors contribute to the burden of NCDs in developing nations. Smoking, poor diet, sedentary lifestyles, alcohol abuse, and air pollution play significant roles. Strategies to reduce tobacco consumption, promote healthy diets and physical activity, limit alcohol use, and improve air quality are essential in mitigating the prevalence of NCDs. Tailoring these measures to the specific needs of each country is crucial.

Financial Implications:

The economic burden of NCDs is substantial, particularly in emerging nations. Direct costs, encompassing medical expenses and lost productivity, are projected to exceed \$7 trillion between 2011 and 2025. Additionally, indirect costs related to caregiving and income loss due to premature mortality are estimated to reach \$16 trillion over the same period. Limited access to healthcare, including essential medications and quality care, further exacerbates the financial strain on underdeveloped healthcare systems.

Preventive Measures:

Effective prevention strategies are key to alleviating the burden of NCDs in developing nations. Implementing tobacco control measures, such as increasing prices, enacting smoke-free laws, and banning tobacco advertising, has shown promise in reducing smoking rates. Promoting healthy lifestyles through access to nutritious foods, physical activity facilities, and education is crucial. Addressing problematic alcohol use through regulations and tariffs can also make a significant impact. Additionally, improving air quality through clean cooking fuels and emission control legislation is essential in reducing NCD prevalence.

Conclusion:

Non-communicable diseases represent a significant challenge for developing nations, both in terms of health and economics. The adoption of preventive measures targeting modifiable risk factors can help alleviate this burden. By implementing tailored interventions to reduce smoking rates, improve diets and physical activity levels, address alcohol abuse, and enhance air quality, the impact of NCDs can be reduced. It is imperative for policymakers, healthcare professionals, and communities to work together to prioritize these preventive measures and improve the overall health and well-being of individuals in developing nations.



Dr. Asiya Nabi

Assistant Medical Director & General Practitioner,
Prime Healthcare Group LLC

The Hidden Dangers of Passive Smoking on Genes!

Passive smoking, or secondhand smoke, can harm our genes through epigenetic modifications like DNA methylation. These alterations can lead to asthma, COPD, cardiovascular issues, and cancer. Raising awareness and promoting smoke-free environments can protect our genetic integrity/hereditary purity and create a healthier future.



Let's strive for a smoke-free world.



Dr. Nour Jalaeddine

Postdoctoral, Research Fellow

Did you know that tobacco smoking is the leading cause of preventable death. Did you know that several studies have associated it with different comorbidities such as lung diseases, heart diseases, cancer, and diabetes. In lieu, did you know that it's easy to quit smoking? As a molecular biologist experienced in noncommunicable diseases, I believe that the main cure for any disease is "Prevention and Awareness". Today, on the "World No Tobacco Day", I highlight the importance of maintaining a healthier lifestyle, which will consequently lead to a healthier environment. As a young scientist and through my research, my mission is to impact the lives of our community towards new therapeutic interventions.

Let's Tobacco-Free.

Dr. Mohamed Warda

Founder & CEO, CoatConnect

World No Tobacco Day (WNTD) is an important reminder of the negative consequences of smoking on the pulmonary, cardiac, and overall health of the world's global population. Not only that, it also raises awareness on global crop production.

The world needs more food, not tobacco!





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Aviv Clinics Dubai Appoints Craig Cook as CEO, Accelerating Growth, and Innovation in Healthcare

Aviv Clinics Dubai, a subsidiary of DP World specializing in the Hyperbaric Oxygen Program, has appointed Craig Cook as its new Chief Executive Officer (CEO). With over 30 years of international leadership experience in healthcare and hospitality, Cook is well-equipped to lead the clinic into its next phase of growth and development.

Prior to joining Aviv Clinics Dubai, Cook served as the Executive Director for International Operations at Cleveland Clinic. Having held executive positions in renowned healthcare and hospitality organizations across the Middle East, Asia Pacific, the Caribbean, and the United States, Cook has established himself as an expert in healthcare strategy, service delivery, and top-tier concierge and VIP medicine. He is also known for his successful leadership of multicultural teams, resulting in exceptional patient and caregiver engagement.

Aviv Clinics Dubai, now entering its third year in the UAE, sees the appointment of Craig Cook as CEO as an exciting new chapter for the clinic. With Cook's extensive leadership experience and expertise in healthcare strategy and service delivery, the clinic is



poised for continued growth and success. Committed to upholding the highest standards of healthcare and providing cutting-edge treatments tailored to each patient, Aviv Clinics Dubai aims to remain at the forefront of the healthcare industry in the UAE and the wider GCC region.

Supported by DP World, Aviv Clinics Dubai seeks to enhance the quality of lives of its patients through ongoing innovation and a dedication to excellence. With Craig Cook as CEO, the clinic is confident in pushing the boundaries of what is possible in healthcare and solidifying Dubai's reputation as a world-class destination for medical technology and innovation.



World Health Organization

WHO Urges Governments to End Tobacco Farming Subsidies

Geneva: The World Health Organization (WHO) is calling on governments worldwide to stop subsidizing tobacco farming and redirect their support to sustainable crops. On World No Tobacco Day, Dr. Tedros Adhanom Ghebreyesus, WHO Director-General, highlights that tobacco is responsible for 8 million deaths annually, while governments continue to invest millions in tobacco farms. Ending subsidies for tobacco farming would prioritize health, protect ecosystems, and strengthen food security.

With over 300 million people facing acute food insecurity globally, it is alarming that more than 3 million hectares of land across 120 countries are dedicated to growing lethal tobacco. The "Grow food, not tobacco" report by WHO emphasizes the harms of tobacco farming and the benefits of transitioning to sustainable food crops. The report exposes the tobacco industry for trapping farmers in debt and lobbying through farming front groups.

Tobacco farming poses risks not only to public health but also to farmers themselves, who are exposed to



chemical pesticides, tobacco smoke, and high nicotine levels. Over 1 million child laborers work in tobacco fields, missing out on education opportunities.

While Asia and South America have long been tobacco hotspots, Africa is now witnessing an increase in tobacco farming, with a nearly 20% expansion since 2005. To address this issue, WHO, along with the Food and Agriculture Organization and the World Food Programme, supports the Tobacco Free Farms initiative, assisting farmers in Kenya and Zambia to transition to sustainable food crops.

The recognition on World No Tobacco Day goes to Ms. Sprina Robi Chacha, a Kenyan farmer who successfully switched from growing tobacco to high-protein beans and has trained other farmers to do the same, creating a healthier community.

To fulfill their commitment to the WHO Framework Convention on Tobacco Control, which promotes alternatives for tobacco workers and growers, governments must end tobacco farming subsidies and promote healthier crops.

By ending tobacco farming subsidies, governments can prioritize public health, protect the environment, and improve food security for their populations.

Saudi Arabia's National Medical Care Company Integrates Wolters Kluwer Technology to Enhance Patient Safety

Saudi Arabia's National Medical Care Company (NMCC) has integrated Wolters Kluwer clinical decision support and drug data technology to enhance patient safety. Through the integration of UpToDate's HL7 Infobutton into the hospital's electronic medical record (EMR) system, NMCC aims to improve patient outcomes and increase clinician satisfaction.

NMCC, established in 2003, operates two hospitals in Saudi Arabia: Riyadh Care Hospital and National Care Hospital. The integration of UpToDate's Infobutton into their EMR system allows clinicians to retrieve evidence-based content related to diagnosis, medication, clinical pathways, and patient education.

The use of Health Level Seven (HL7) standards enables the seamless management, integration,



exchange, and retrieval of electronic information across different healthcare systems. Garry Edwards, Vice President EMEA for Clinical Effectiveness at Wolters Kluwer Health, emphasized the importance of HL7 in achieving interoperability in healthcare. The integration of UpToDate within the EMR empowers clinicians to access relevant content with a single click, saving time and improving decision-making.

Engr. Ibrahim Alammari, Chief Information Officer at NMCC, expressed gratitude for Wolters Kluwer's support in delivering tailored training and implementation plans based on the hospitals' unique needs. The collaboration aims to position NMCC at the forefront of healthcare by providing high-quality care and improving the well-being of the community.

Wolters Kluwer Health is dedicated to providing trusted clinical technology and evidence-based solutions that support effective decision-making and positive outcomes in healthcare. Their solutions encompass clinical effectiveness, learning and research, clinical surveillance and compliance, and data solutions.

Ajman Tourism and Thumbay Group Join Forces to Boost Medical Tourism



Ajman: Ajman Tourism Development Department has signed a memorandum of understanding (MoU) with Thumbay Group to strengthen the medical tourism sector in Ajman. The partnership aims to enhance Ajman's position as an ideal destination for wellness and therapy by facilitating knowledge exchange and collaboration.

The MoU was signed by Mahmood Khaleel Alhashmi, Director General of Ajman Tourism Development Department, and Dr. Thumbay Moideen, Founder and President of Thumbay Group. Under this agreement, both entities will work together to organize medical events and conferences, launch promotional campaigns, participate in health-related exhibitions and workshops, and share expertise and medical information.

Ajman has gained prominence in the medical tourism landscape, attracting individuals seeking specialized treatments and high-quality healthcare services. The successful establishment of ZOYA Health & Wellbeing Resort, the first five-star health resort in the Middle East and Africa, has further bolstered Ajman's reputation in the industry.

Mahmood Khaleel Alhashmi expressed the emirate's commitment to positioning itself as a leading medical destination in the region. He emphasized the importance of the partnership with Thumbay Group in driving the growth of the medical tourism sector. Together, they aim to attract visitors seeking diverse and innovative health services, superior medical facilities, and exceptional experiences in Ajman.

Dr. Thumbay Moideen expressed his honor in partnering with Ajman Tourism and highlighted the group's long-standing presence in the emirate. He emphasized the collective efforts required to showcase Ajman on a global platform and contribute to its economic prosperity and development.

The collaboration between Ajman Tourism and Thumbay Group is poised to unlock new opportunities and further elevate Ajman's standing in the medical tourism sector. By combining their strengths, they aim to attract more visitors and ensure the provision of outstanding medical experiences, making Ajman a preferred destination for those seeking top-notch healthcare services.

Healthvarsity Launches as the GCC's Premier Online Medical Education Platform



Dubai: Healthvarsity LLC, the largest online learning platform for healthcare professionals in the GCC region, has been launched in Dubai. The platform, which utilizes artificial intelligence (AI) and blockchain technology, aims to enhance the careers of healthcare professionals by providing access to well-defined programs. Founded by Dr. Thumbay Moideen, the platform offers over 200 courses, which can be paid for using cryptocurrency.

Healthvarsity seeks to expand the reach and accessibility of educational programs catering to doctors, nurses, pharmacists, physiotherapists, and aspiring medical students. The platform plans to introduce AI-based features such as a Virtual Instructor, Virtual Mentor, and Virtual Assessor in the future.

At the official launch ceremony held at the Palazzo Versace Hotel in Dubai, Dr. Moideen introduced the platform to 200 stakeholders and guests. Distinguished guests included Dr. Richard Grose, Dean for Global Engagement and Professor of Cancer Cell Biology at Queen Mary University of London, and Mrs. Wendy Palmer, Director of Global Studio at Deakin University, Australia. These experts were part of an international panel that contributed to the development of the platform's audio-visual courses and curriculum.

Dr. Moideen emphasized that Healthvarsity embodies an engaging and interactive learning experience, catering to the evolving healthcare landscape. The platform aims to foster better career outcomes through the utilization of the latest technologies.

Healthvarsity courses are available in English for users at different levels of education and professional experience. The platform offers diploma courses, advanced certificate courses, master classes, and self-study programs. Upon course completion, learners receive blockchain-based certificates to ensure security and authenticity.

The platform offers various course styles, including recorded webinars, guided tours, case studies, test preparation, demonstrations, and leaders' insights. Mrs. Wendy Palmer expressed pride in partnering with Healthvarsity, highlighting the platform's accessibility and its potential to bring together renowned academics worldwide for research, innovation, education, and collaboration.

Healthvarsity employs a robust and forward-looking economic model for fee structures and revenue generation. Through partnerships with local banks and payment gateways, the platform offers flexible payment methods, such as "Learn now and pay later," to enhance accessibility and sustainability in healthcare education.

Dr. Richard Grose expressed excitement about collaborating with Healthvarsity to equip healthcare professionals with essential skills for improved career outcomes. He emphasized the increasing popularity of online learning and the importance of partnerships with medical education and research pioneers to deliver transformative and relevant learning experiences.

The panel responsible for designing Healthvarsity's courses and curriculum included experts from renowned institutions worldwide, including the University of Arizona, Medi-AI, Skills for Health (UK), and Gulf Medical University (UAE), among others.

Healthvarsity, headquartered in Ireland, aims to make healthcare education accessible and beneficial to people globally. Thumbay Group, founded by Dr. Thumbay Moideen, is a diversified international conglomerate with operations spanning education, healthcare, research, hospitality, and more. With its launch, Healthvarsity is poised to revolutionize medical education in the GCC region and beyond, offering healthcare professionals the opportunity to advance their careers through flexible and cutting-edge online learning experiences.

UPCOMING EVENTS



**MENA Hospital
Project Forum**

**08-09 June
Dubai, UAE**



**Medical Device
Regulations In The
Middle East 2023**

**13-14 June
Dubai, UAE**



**Int'l Conference on
Medical, Medicine &
Health Sciences
(ICMMH)**

**14 June
Georgetown
United Kingdom**



**DPC Summit
Conference**

**15-18 June
Minneapolis, US**



**International
Healthcare
Conference**

**19-21 June
Dubai, UAE**



**6th Digital Health
Conference**

**14 June
KSA**



**Florida
International
Medical Expo
(FIME) 2023**

**21-23 June
Florida, USA**

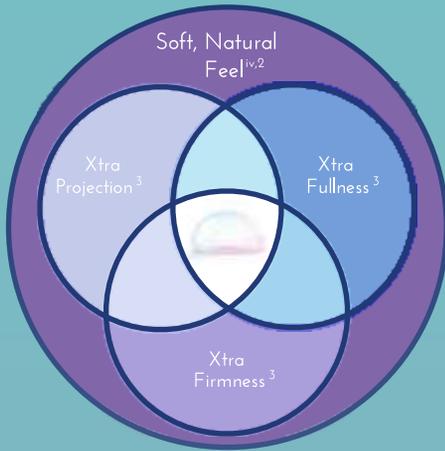


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Virology 2023**

**10-11 July
Abu Dhabi, UAE**



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iv. Mentor Consumer Preference Market Research Report July 2017.

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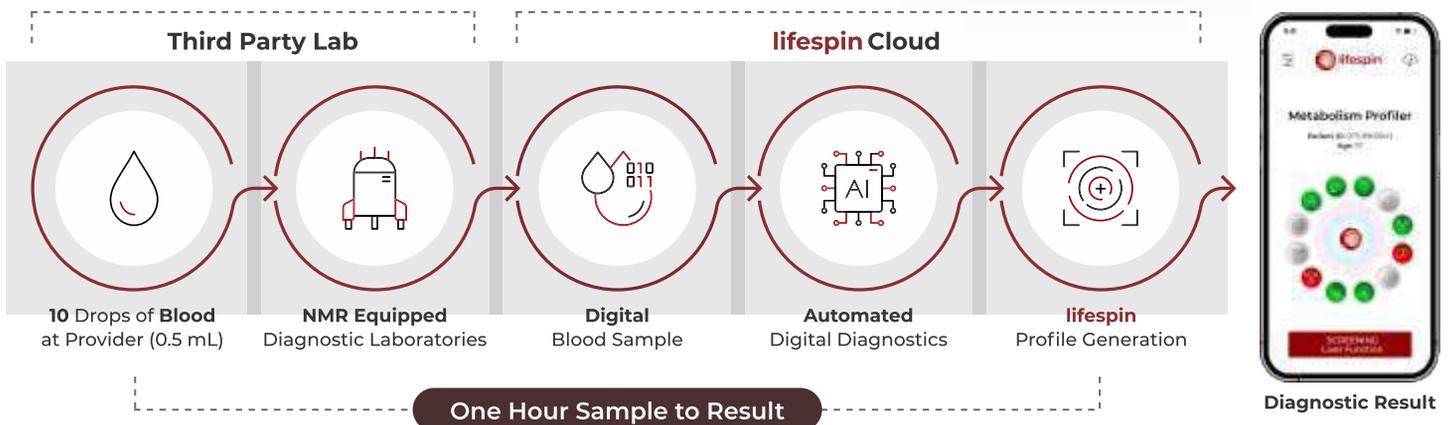
Sterling Professor of Cell Biology, Yale University
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