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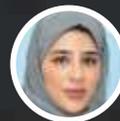


Beyond Fitness Trackers: How Wearables are Transforming Healthcare

Duphat 2024: A Platform for Economic and Academic Advancements in Pharmacy Technologies

From Research to Realities:

Gilead's Mission in the Middle East and Beyond



Exclusive

Mona Mohammad Al Ali
Head of Health Information Management Section at Rashid Hospital



Opinion

BJ Schaknowski
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A New Dawn for Healthcare

2023 witnessed remarkable progress in the region's healthcare landscape. Telemedicine initiatives blossomed, reaching remote communities and underserved populations. AI-powered diagnostics took center stage, promising faster, more accurate diagnoses and personalized treatment plans. The integration of wearable technology gained momentum, empowering individuals to become active participants in their own health journeys.

These advancements go beyond mere statistics. They represent a shift in the very paradigm of healthcare. We are moving from a reactive, disease-centric model to a proactive, preventative approach. We are embracing technology as a partner, not a replacement, for human expertise. And we are recognizing the interconnectedness of health with social determinants, environmental factors, and individual well-being.

As we step into 2024, the echoes of this transformation resonate across the globe. From the bustling metropolises of Dubai and Riyadh to the serene villages of Ethiopia and Nigeria, hope is taking root. Here are some of the exciting trends to watch:

The rise of personalized medicine: With genetic sequencing and advanced analytics becoming more accessible, healthcare will shift towards tailor-made treatments and preventative measures based on individual needs.

Telehealth takes flight: The pandemic spurred the adoption of telehealth, and this trend will continue, improving access to healthcare in remote areas and reducing the burden on traditional healthcare systems.

AI as a healthcare ally: From virtual assistants to intelligent robots, AI will play a crucial role in streamlining workflows, assisting in diagnoses, and supporting medical research.

Empowering patients: Wearable technology and smartphone apps will continue to empower individuals to track their health metrics, make informed decisions, and collaborate with healthcare providers.

Focus on mental health: Recognizing the interconnectedness of physical and mental health, we will see an increased focus on mental well-being programs and initiatives to destigmatize mental health issues.

As the vibrant lights of Dubai dim on another successful Arab Health event, anticipation already crackles for the next iteration in 2024. This annual gathering isn't just a showcase of the latest medical technology and trends; it's a crystal ball offering a glimpse into the future of healthcare for the Middle East and beyond.

While challenges remain – from ensuring equitable access to technology to navigating ethical considerations related to data privacy – the future holds immense promise. As we celebrate the successes of Arab Health 2023 and look towards 2024, let us recommit ourselves to building a healthcare system that is accessible, affordable, and effective for all.

Mohammed Irshad
Senior Editor



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Leading the
Conversation

From Research to Realities: Gilead's Mission in the Middle East and Beyond

By Mohammed Irshad

Dustin Haines
Gilead VP and GM
Middle East, Asia, Russia, Turkey



Gilead Sciences has played a pivotal role in the global fight against viral diseases, particularly in areas such as Asia, the Middle East, Russia, and Turkey. As a leading pharmaceutical company, Gilead is committed to advancing research and developing innovative treatments to tackle diseases such as HIV and viral hepatitis.

The company's approach goes beyond just developing drugs; it involves fostering partnerships with communities and advocating for public health on a global scale. This approach not only benefits patients worldwide but also contribute to the shifting panorama of disease management. With a focus on advancing research and supporting emerging faculty researchers, Gilead is at the forefront of pioneering new approaches toward treating and preventing viral diseases.

Mediworld ME had the opportunity to sit down with Dustin Haines, the Vice President and General Manager of Gilead Sciences for Asia, Middle East, Russia, and Turkey, to gain insights into the company's approach and vision for addressing challenges on a global scale.

Gilead Sciences is recognized as a global leader in developing antiviral drugs. Can you share some insights into the company's approach to tackling viral diseases on a global scale, and how this approach benefits patients worldwide?

Gilead is deeply committed to virology and our mission is to end the HIV epidemic and eradicate viral hepatitis. To achieve this goal, we know that we will need to continue bringing together scientific innovation with community partnerships and public health advocacy in all parts of the world. The nature of disease management is evolving every day, so too must we bring new approaches and voices to the discussion.

For example, in HIV, our ongoing research, including the exploration of long-acting injectables for treatment and prevention, is advancing our knowledge toward a potential cure. We are also investing in programs like the Gilead HIV Research Scholars Program, offering research grants to emerging faculty researchers.

Another example is the Zeroing In grant program that supports organizations whose programs align with 'Ending the HIV Epidemic' (coordinated by the U.S. Department of Health and Human Services) goals. The program powers impactful community-driven projects and

"In the pursuit of an HIV cure, our research explores novel strategies, including long-acting injectables. Our collaborations extend beyond medicines alone, addressing barriers to access and inequities in healthcare systems. To truly end HIV, it takes collective efforts, and our partnerships with communities globally are key to achieving this goal."

Dustin Haines
Gilead VP and GM Middle East.

coalition-led proposals that aim to move us closer to a world free from HIV.

This approach carries over to the UAE and across our therapeutic areas. In 2018 Gilead joined MOHAP's efforts to eliminate Hepatitis C by 2030 with its 'Ready to be Cured' campaign which sought to transform the eradication process through HCV cure therapies.

“We introduced treatments that offer patients a positive chance of being cured. These therapies, comprising direct-acting antivirals (DAA), represent a significant step forward, ensuring a sustained viral response and halting the progression of liver diseases like cirrhosis. Additionally, our research for an HBV cure is ongoing. Our ALL4LIVER grant program offers funding to organizations dedicated to enhancing viral hepatitis testing, strengthening connections to care, and deepening the comprehension of viral hepatitis as a pressing public health concern.”

Our current pipeline is strong and diversified. Gilead is on course to fulfill the ambitious goal we set in 2019—to deliver 10 or more transformative therapies by the year 2030. Our goals in the Middle East are in line with this approach, bringing together ambitious targets, scientific excellence, and partnerships – with community organizations, medical professionals, governments, and the wider industry – to pool our resources and expertise, and advocate to shape policies that enable patients to have access to essential treatments and that effective preventative measures are in place.

Gilead's work in developing a potential HIV cure has garnered significant attention. Could you elaborate on the progress and promise of this groundbreaking research?

Gilead Sciences has always been at the forefront of HIV research. In February 2023, we announced results from four collaborative studies that delved into novel investigational combinations and strategies for a potential cure. These studies aimed to target the HIV viral reservoir and enhance the immune response, maintaining virologic control even without the aid of antiretroviral therapy. Presented at the Conference on Retroviruses and Opportunistic Infections (CROI) 2023 in Seattle, the findings are a testament to our multi-

faceted approach in the pursuit of an HIV cure.

While this research is ongoing, we continue to innovate in medicines for treatment and prevention with the goal of reducing new HIV infections. In parallel, we know that delivery of medicines alone will not end the HIV epidemic. That's why our partnerships with community organizations around the world to address barriers to access and inequities in healthcare systems is key. We recognize it takes all of us working together to truly end HIV.

As the VP and GM of Asia, Middle East, Russia, and Turkey, you oversee diverse markets. How do you manage the varying healthcare needs and regulatory landscapes across these regions to ensure Gilead's therapies reach patients effectively and equitably?

Healthcare needs and regulatory environments vary significantly across these regions, presenting both challenges and opportunities. This diversity requires a tailored approach for each market, ensuring that our strategies are both effective and relevant. Healthcare infrastructure might not be uniform across these regions, nor within them, considering their vastness. For example, the GCC currently boasts a robust healthcare system and proactive governments which leads the way in many emerging conversations.

One of the key strategies we employ is fostering cross-regional dialogues and collaborations. By bringing together stakeholders from different countries, we facilitate a platform for mutual learning and growth. This allows us to be nimble and identify bespoke solutions rather than searching for a 'one-size-fits-all' approach.

Our discussions on hepatitis followed a similar collaborative approach. It's not always about reinventing the wheel; sometimes, it's about understanding what works in one ecosystem and seeing how it can be adapted or improved for another. Whether it's financial resources, educational initiatives, or policy advocacy, our goal is to ensure that we leverage our collective strengths to address the unique challenges of each market.

Gilead has been actively expanding its footprint in the Middle East. Can you shed light on the company's vision for further growth and collaboration in the region, and how this aligns with improving healthcare outcomes?

Gilead Sciences has been steadfast in its commitment to expanding its presence and impact in the Middle East. Since our establishment in the region in 2014, we've secured over 50 active licenses and provided treatment to nearly 96,000 patients across our core therapeutic areas. Today, our team in the Middle East comprises 55 dedicated employees spanning 12 markets.

Over the years, we have made significant strides in delivering treatments in the region for a range of diseases including HIV, HBV, and COVID-19. Additionally, we delivered a cure for HCV that public health experts believe can eliminate the disease. This is in line with WHO's goal of eliminating viral hepatitis by 2023. Through Kite Pharma, we are bringing CART therapy to cancer patients in Saudi Arabia. As Gilead continues to make headway in the field of oncology, we are eager to expand our services and reach even more patients in need in this region.

In line with our global approach, we will be focused on not only providing



treatments but also broadening access for patients in the Middle East. This might be done with strategic partnerships with healthcare agencies and relevant governmental institutions to drive awareness and accessibility, as demonstrated by our recent Memorandum of Understanding (MoU) with the Emirates Oncology Society, and our consistent collaboration with government programs such as the Saudi National AIDS Program (Saudi NAP).

We are acutely aware of the substantial unmet medical needs within the region and remain steadfast in our commitment to enhancing health outcomes for everyone. In essence, Gilead is here for the long haul, and our vision for the Middle East is focused on making lasting impacts and ensuring that every individual in the region has access to the best possible care.

Clinical trials are crucial for advancing healthcare research. Could you highlight any specific clinical trials or research collaborations in the Middle East that Gilead is involved in, and how these initiatives contribute to advancements in healthcare in the region?

In the Middle East, Gilead has been at the forefront of numerous research initiatives. Between 2015 and 2022, we supported more than 10 medical publications in the region to share scientific knowledge across our therapeutic areas. We continue to focus our efforts in encouraging the generation of local data, which is paramount to understanding the unique healthcare needs and challenges of the region.

In addition to research publications, we have actively collaborated with key scientific societies in the Middle East. This collaboration has led to our support for over 35 conferences and the initiation of more than 30 state-of-the-art CME-accredited symposia across various countries and therapeutic areas. These platforms provide invaluable opportunities for healthcare professionals to share knowledge, discuss the latest research findings, and collaborate on future studies.

The Middle East is a diverse region with varying healthcare needs. How does Gilead tailor its approach to address the specific health challenges faced by different countries in the region?

One of the foundational pillars of our approach in the Middle East is the generation of local data. As mentioned earlier, we have supported more than 10 medical publications on HIV, HBV, invasive fungal infections, HDV, liver disease, and HCV between 2015-2022. These included forecasts on HIV challenges from the perspectives of local experts, observational studies on HBV patients, and studies on managing nonalcoholic fatty liver disease in the Middle East. This data help to ensure that our interventions are both relevant and impactful, addressing the unique challenges and needs of patients in the region.

To make sure we are truly understanding the local context, Gilead works

closely with public health officials, community advocates, and healthcare providers across the Middle East. Currently, the ongoing ALL4LIVER grant supports initiatives addressing one or more forms of viral hepatitis – HCV, HBV and HDV. By fostering these partnerships, we can bring our global scientific breakthroughs to the Middle East while ensuring they are adapted and optimized.

Could you highlight some of Gilead's key initiatives or partnerships in the Middle East that have made a significant impact on healthcare delivery or patient access to medicines?

One of our most impactful campaigns was the "Ready to be Cured" initiative, conducted in Saudi Arabia, UAE, and Kuwait. This campaign aimed to raise public awareness about Hepatitis C, emphasizing the importance of testing and supporting HCV patients in their journey towards a cure.

Gilead Sciences ME also signed a MoU with the Saudi MoH in 2022 aiming to support five priorities for the optimization of the HIV care pathway (awareness, testing, treatment initiation, patient counseling and patient data) and we are working on several workstreams in parallel to implement key initiatives in collaboration with the National AIDS Program. Furthermore, our collaboration with East Jeddah hospital ensured home delivery of HIV treatments to 1,400 patients to support continuation for HIV patients who were not able to commute to healthcare facilities during the COVID pandemic.

Gilead's ethos also extends beyond medicine; we are committed to giving back to the communities we serve. Notably, we provided a grant program to the "Sharjah Red Crescent Medical Center" in the UAE to support patients with liver diseases. In response to the global COVID-19 pandemic, Gilead donated 1.5 million doses of its approved antiviral treatment for hospitalized patients, benefiting countries in the Middle East.

Looking ahead, what are Gilead's aspirations and goals for the Middle East, and how does the company plan to contribute to the continued improvement of healthcare outcomes in the region?

The Middle East holds great potential for achieving health equity due to its rapidly growing and urbanizing population, significant economic growth, and dedication to further developing its healthcare sector. We will continue to be a collaborative partner, across all sectors, to improve health for people in the region. We are also investing in our employees to ensure we are maximizing our impact. Gilead has some of the best and brightest teams in the industry and they are critical to our collective success in the Middle East and beyond.



Albert Calet, Head of Healthcare MEA at MillerKnoll

MillerKnoll: The Power of Relationship- Based Design in Transforming Healthcare Experiences

Going beyond food, drink, and accommodation to deliver safe, comfortable, and inclusive spaces.

Today's healthcare organisations face mounting challenges attracting and retaining patients and staff. To stay competitive and enhance experiences, many providers are turning to hospitality models - but what does hospitality actually mean in a healthcare context?

At its core, hospitality is about relationships – welcoming, caring for, and valuing people. As Albert Calet, Head of Healthcare MEA at MillerKnoll explained, "It's far more than amenities and services." Our decades of research reveal that implementing a hospitality mindset rooted in caring relationships has immense power to uplift healthcare experiences for both patients and staff.

Explaining MillerKnoll's profound commitment to healthcare design innovation, Calet underscores, "MillerKnoll as a collective bring more than 50 years of healthcare design research, exploration, and problem-solving to the table. MillerKnoll is dedicated to understanding and partnering with healthcare systems to design healthcare spaces that foster meaningful relationships; are safe, secure, and functional; allow people to perform at their highest level; and show staff, patients, and visitors that they are valued."

Defining Relationship-Based Hospitality in Healthcare

Hospitality's role as a cornerstone of human civilisation is seen across history and cultures – welcoming strangers, providing sustenance and shelter, encouraging trust and compassion. In healthcare settings, the "hosting" duties shift fluidly between the organisation, staff, patients, and families in a model of "nested hosting" that allows the hospitable role to pass between groups.

As Calet emphasised, "True hospitality happens through person-to-person, needs-focused interactions. It provides comfort, fosters belonging, and nurtures connections." Thoughtfully designed spaces that enhance feelings of safety, security and calm can profoundly impact experiences.

Key Dimensions for Uplifting Healthcare Experiences

Protection: Spaces that foster safety, security and calm uplift patients, visitors, and staff. Strategies like noise reduction, private rooms, and access to nature aid relaxation.

Inclusion: Inclusive design fosters belonging for diverse populations via spaces honouring a multitude of traditions, needs and preferences.

Community: Shared communal hubs nurture human connections vital to encourage compassion and uplift spirits. As Calet noted, "Aligning physical spaces, processes and culture to support caring relationships is critical."

A Differentiator in Today's Healthcare Market

Cultivating this cultural mindset of authentic hospitality gives healthcare systems a competitive advantage attracting patients and staff. As stated by Calet, "Superficial hospitality falls short. To uplift experiences, it must be embedded across the organisation through thoughtful relationship-based design."

Optimising Specific Healthcare Settings for Enhanced Experiences

Calet further emphasizes, "At MillerKnoll, our decades of research inform how thoughtful design uplifts experiences across healthcare settings by focusing on relationships and care."

Welcoming Waiting Areas

Waiting often causes anxiety. Thoughtful waiting spaces providing calming views of nature, comfortable seating options, engaging activities and private nooks for quiet conversations or moments of repose help relax patients and visitors. Spaces designed with mindfulness of sightlines to registration and other key areas also aid in orientation and wayfinding, reducing stress.

Patient-Focused Exam Rooms

Exams can feel clinical and impersonal. Warm, welcoming exam rooms designed with patient comfort and dignity as priorities help put patients at ease. Strategies like heated exam tables, adjustable lighting, and space for families or support persons make a difference. Details communicating care like artwork, warm materials, and views to nature enhance comfort.

Comforting Patient Rooms

Overnight hospital stays disrupt normal rhythms. Designed to balance medical needs with nurturing sanctuary, patient rooms focused on emotional and physical needs enhance healing and recovery. From views of nature and circadian lighting to minimal noisy disruptions and accommodations for family members, thoughtful details communicate care. Strategic layouts allowing clinicians clear sightlines to patients while preventing feelings of exposure also aid dignity.

Uplifting Staff Spaces

Burnout threatens healthcare staff wellbeing. Yet quality spaces for renewal and connection are limited. Staff-focused spaces like lounges, quiet rooms, or outdoor seating areas allow colleagues to support one another during pressure-filled workdays, improving resilience. Spaces honouring staff contributions through artwork, celebrations, and amenities also communicate organisational commitment to nurturing a caring culture.

Transforming Healthcare Through Relationship-Based Design

True hospitality is far more than aesthetic facades and superficial perks. By embedding an ethos of

“MillerKnoll as a collective bring more than 50 years of healthcare design research, exploration, and problem-solving to the table. MillerKnoll is dedicated to understanding and partnering with healthcare systems to design healthcare spaces that foster meaningful relationships; are safe, secure, and functional; allow people to perform at their highest level; and show staff, patients, and visitors that they are valued.”



caring across spaces, processes, and culture, we can transform organisations to deliver uplifting environments focused on nurturing connections. Spaces designed to foster meaningful relationships allow healthcare systems to provide the very best care for patients and staff.

Calet concludes by underscoring, “At MillerKnoll, we understand the importance of thoughtful relationship-based design to uplift experiences. From waiting areas, to exam rooms, to private care rooms, we can help you create inclusive, calming spaces focused on relationships and care, to transform your organisation and deliver true hospitality.”



Beyond Fitness Trackers: How Wearables are Transforming Healthcare

By Mohammed Irshad



In a perfect world, your heart rate, sleep habits, and even the number of steps you take each day could be the secret to transforming healthcare. This isn't science fiction, but the rapidly evolving reality thanks to wearable devices. Weaving themselves into the very fabric of healthcare, these tiny technological marvels are poised to transform the way we diagnose, treat, and manage disease.

Recently, a group of leading minds from academia, healthcare implementation, data management, and information technology gathered to shed light on the profound impact of wearables on this dynamic landscape. Their insightful discussion illuminated the challenges and opportunities that lie ahead as we harness the power of these miniature health trackers to

reshape the future of healthcare.

The quartet of distinguished speakers includes Dr. Hamzeh J. Awad, a seasoned academician renowned for his contributions to public health informatics; Dr. MD Haroon, a Healthcare Information System (HIS) specialist at Ahmadi Hospital, KOC, Kuwait, bringing frontline perspectives from one of Kuwait's leading healthcare providers; Jaleel Rahiman, Director of IT & Prime Digital at Prime Healthcare Group, a driving force in leveraging technology for healthcare solutions; and Rizwan Tufail, Chief Data Officer at Pure Health, orchestrating data strategies across a vast healthcare network.

This symposium explored the complex interactions between research and business, revealing wearables' potential to close the gap between innovative medical technology and real-world applications. As the experts offered their perspectives, the conversation went beyond the backgrounds of the speakers to the larger context of how technology affects patient care.

Public Health Informatics and Regulatory Landscape

Dr. Hamzeh J. Awad, a distinguished Senior Academician, set the stage by navigating through the landscape of public health informatics. His expertise shed light on the pivotal role academia plays in shaping the trajectory of data utilization in primary care

centers, preventive care, and the intricate operations of hospitals. Amidst this exploration, the formidable presence of regulations, notably the Health Insurance Portability and Accountability Act (HIPAA), emerged as a cornerstone. Dr. Awad articulated how robust regulations serve as the bedrock for ensuring the ethical use of patient data, emphasizing the imperatives of privacy and confidentiality.

The dialogue seamlessly transitioned to the integration of wearable technologies into public health programs. Dr. Awad envisioned a future where wearables evolve beyond mere data collectors to active contributors shaping public health strategies. The harmonious interplay between academia, regulatory frameworks, and the burgeoning field of wearable technologies hinted at a healthcare landscape poised for a profound transformation.

Challenges in Unleashing Wearable Data

Dr. MD Haroon, an HIS specialist at Ahmadi Hospital, Kuwait, provided valuable insights into the real-world challenges of incorporating wearable data into healthcare practices. The discussion navigated through the hurdles posed by the lack of synchronization among different manufacturers' platforms and the absence of a uniform governing body.

Dr. Haroon's insights stressed the importance of a cohesive framework to guarantee data consistency and reliability. The slow adoption of regulations within the swiftly evolving technological landscape emerged as an urgent call to action. The discussion also explored the necessity of establishing trust in wearable data and aligning regulations with the rapid pace of innovation.

Wearable Technology in Healthcare Ecosystems

Jaleel Rahiman, as the Director of IT & Prime Digital at Prime Healthcare Group, offered a dual perspective on wearables. He acknowledged the current challenges of diverse platforms and missing regulations, yet emphasized their potential to enrich health data for community-level analysis.

His vision, exemplified by a program using calibrated devices, paints a picture of wearables as the future of healthcare, providing real-time, personalized data to revolutionize care delivery and outcomes.

Throughout, Rahiman stressed the importance of responsible data sharing and robust regulatory frameworks to unlock the full potential of wearables while safeguarding privacy.

Transformative Initiatives at Pure Health

Dr. Rizwan Tufail, the Chief Data Officer at Pure Health, took the stage to share transformative initiatives. Operating within an integrated healthcare network across the UAE, Pure Health's endeavors extend across numerous

hospitals, labs, clinics, and health insurance services. Dr. Tufail highlighted how wearables fit into their strategy of population health management.

The launch of the Pura app marked a significant step, with a focus on empowering individuals through data. The longevity pilot, involving thousands, demonstrated the potential for behavioral change fueled by wearable data. Dr. Tufail's insights shed light on how wearables are not just data sources but tools for empowering individuals in their healthcare journey.

Dr. Tufail's role as the overseer of various data hubs provided a unique vantage point. He emphasized the challenges faced in achieving a 360-degree view of patient data. Data quality issues, interoperability challenges, and the use of different health vocabularies across the country's healthcare landscape surfaced as substantial hurdles. Despite these challenges, Dr. Tufail remained optimistic about the potential for wearables to bridge gaps in healthcare data and contribute to a more unified view of patient health.

Wearables as Catalysts for Upstream Influences on Health

The discourse shifted to the broader determinants of health, with Dr. Tufail underscoring that wearables are not just about downstream health outcomes but also about upstream influences. Behavioral factors, social determinants, and individual empowerment took center stage.

Dr. Tufail highlighted that wearable, as part of a 360-degree patient view, could potentially impact health outcomes by addressing these upstream factors. The narrative painted a holistic picture where wearables transcend their role as data collectors and become agents of positive change in individual health behaviors.

Academic Insights and Research Initiatives

The discussion seamlessly transitioned to Dr. Awad's academic insights, exploring opportunities for academia in the realm of wearable data. He envisioned academia playing a crucial role in building databases through personal health reports and electronic health records.

Dr. Awad touched upon ongoing research initiatives, showcasing a student's machine learning analysis aimed at preventive therapies. This intersection of academia and technology not only propels scientific advancements but also lays the foundation for evidence-based healthcare practices.

As the academic realm continues to bridge the gap between research and practical applications, wearable technology emerges as a vital conduit for collecting valuable data that informs medical breakthroughs.



Practical Application in Healthcare

Dr. Haroon revealed the priorities of Kuwait's leading healthcare provider, Ahmadi Hospital, concentrating on preventive health. The potential integration of wearable data into the hospital's electronic medical record system signaled a shift towards utilizing wearables as a proactive tool rather than a reactive data collector.

Dr. Haroon's insights shed light on the practical implications of incorporating wearables into established healthcare systems, envisioning a future where real-time data seamlessly informs medical decisions. This shift not only enhances patient care but also positions wearables as integral components in the evolving landscape of modern healthcare.

Challenges, Standards, and Privacy Concerns

Rahiman 's insights on challenges and standards reiterated the need for a unified approach. He emphasized the importance of evaluating wearables against standards and raised critical concerns about data privacy and awareness.

The absence of clear regulations in the industry, particularly regarding data sharing, underscored the complexity of navigating the wearable landscape responsibly. He further highlighted the delicate balance required between technological innovation and ethical considerations. As wearables become more ubiquitous, addressing privacy concerns and establishing industry standards

emerge as paramount to fostering trust among users and stakeholders alike.

The Crucial Role of Standards and Data Privacy

As the panel delved into the intricacies of wearables, a consensus emerged on the critical role of standards and data privacy. Dr. Tufail, drawing from his extensive experience, emphasized the need for standardized protocols in the realm of wearables. The absence of universal standards poses challenges in data interpretation, especially with the plethora of devices available.

The conversation expanded to encompass data privacy—a crucial aspect often overlooked. Dr. Tufail stressed the need for robust regulations to govern the sharing and utilization of wearable-generated data, striking a delicate balance between innovation and safeguarding individual privacy.

The Road Ahead: A Comprehensive Outlook

The panelists, each contributing a unique perspective, collectively outlined a roadmap for the future. A vision where wearables seamlessly integrate into personalized, proactive, and patient-centric healthcare emerged. The need for collaboration, standardization, and a patient-centric approach echoed throughout the discussion. The road ahead involves navigating through regulatory landscapes, technological advancements, and societal perceptions to actualize a future where wearables contribute not just to data collection but to holistic well-being.

In conclusion, the transformative dialogue not only unveiled the intricacies of wearables and data integration but also offered a glimpse into the future of healthcare—a future where individuals are active participants in their well-being, data is a tool for proactive care, and collaboration across sectors defines the new paradigm of patient-centric healthcare.

The narrative continues, inviting stakeholders to join hands in sculpting a future where wearables seamlessly integrate into the fabric of personalized, proactive, and patient-centric healthcare. As we reflect on this transformative dialogue, it's evident that wearables are catalysts for a paradigm shift in healthcare, transforming it from reactive to

ARAB HEALTH-2024

29 January-01 February, Dubai World Trade Center



“With 110,000 healthcare professional visits expected at the 2024 edition of Arab Health, we are committed to providing the ultimate healthcare experience by showcasing new technologies and highlighting the importance of collaboration in shaping an innovative future where patient centred care is enhanced.”



Ross Williams, Exhibition Director for Informa Markets



“Participating in this important platform annually provides an opportunity to showcase and highlight the exceptional projects that distinguish Emirates Health Services and its achievements throughout its journey. It also serves as a chance to learn about the best global practices, transfer knowledge, exchange pioneering expertise, and enhance local and international partnerships, which are fundamental pillars for improving the quality and standard of services provided by EHS.”

Dr. Yousif Mohammed Alserkal, Director-General of Emirates Health Services

“Arab Health is a prominent platform and valuable opportunity to showcase DoH and ADPHC's key projects and initiatives. The event enables cooperation with current and future partners, on both local and global levels, while exploring new areas of collaboration. These efforts further cement Abu Dhabi's position as a leading destination for healthcare and reinforce the Emirate's role in combatting common global challenges while unifying efforts to create a positive impact on global healthcare sectors.”



Dr. Noura Khamis Al Ghaithi, Under-Secretary, DoH



Saudi Healthcare Leaders Propel Technological and Sustainable Care Models: Philips Future Health Index 2023

Saudi Arabia's healthcare leaders exhibit a higher likelihood of collaborating with external partners compared to the global average, emphasizing the proactive approach in addressing staffing challenges. The Saudi Arabian Ministry of Health's E-Health Initiative aims to automate up to 40% of work in the health sector by 2030, enhancing productivity and

Saudi Arabia is undergoing a revolutionary transformation in its healthcare sector, marked by a strategic emphasis on digital innovations and a concerted effort to overcome workforce challenges. The Future Health Index 2023 Saudi Arabia report by Royal Philips sheds light on the innovative strategies adopted by healthcare leaders in Saudi Arabia, focusing on technological advancements, sustainability, and strategic collaborations. This research article explores the key findings of the report, delving into the role of digital innovations in addressing workforce shortages and advancing patient-centered care. It further discusses the implications of these insights for the future of healthcare in Saudi Arabia.

Saudi Arabia's commitment to digital innovations is reshaping its healthcare landscape. The Future Health Index 2023 report serves as a guide, illuminating the path toward innovative care delivery models and enhanced patient outcomes. This article explores the pivotal role of technology in addressing workforce challenges and shaping the future of healthcare in Saudi Arabia.

Digital Innovations and Workforce Challenges:

The Future Health Index 2023 report highlights the adoption of digital innovations to navigate workforce challenges in Saudi Arabian healthcare. Leaders actively engage with external organizations, showcasing a proactive stance in addressing staffing challenges. The report underscores the increasing reliance on technology to alleviate administration burdens and enhance job satisfaction among healthcare practitioners.

Proactive Collaboration and Technology Adoption:

Saudi Arabia's healthcare leaders exhibit a higher likelihood of collaborating with external partners compared to the global average, emphasizing the proactive approach in addressing staffing challenges. The Saudi Arabian Ministry of Health's E-Health Initiative aims to automate up to 40% of work in the health sector by 2030, enhancing productivity and satisfaction among healthcare professionals.

Implications for the Future of Healthcare:

Insights from the Future Health Index 2023 report have substantial implications for the future of healthcare in Saudi Arabia. Prioritizing artificial intelligence (AI) and sustainability emerges as pivotal themes, reflecting the Kingdom's progressive approach. The commitment to deploying AI for increased efficiency underscores the transformative potential of digital innovations in Saudi Arabian healthcare.

Financial Pressures and Innovative Strategies:

The report highlights the financial pressures faced by healthcare leaders, with 93% acknowledging challenges. In response, leaders are exploring novel revenue streams and cost-cutting measures, aligning with global trends. Innovative financial strategies are crucial to sustaining and enhancing healthcare delivery in the country.

Digital Technology to Alleviate Workforce Pressure: The report identifies the use of digital health technologies by 63% of leaders, showcasing optimism. Young professionals foresee improved work satisfaction through data portability, advanced diagnostics, and AI solutions. Partnerships with health tech companies and NGOs aim to mitigate workforce impact.

AI Investments for Patient-Centric Care:

A significant 30% investment in innovative technology reflects Saudi Arabia's shift to patient-centric paradigms. Leaders and young professionals anticipate more affordable care and better value for money. The surge in AI adoption, with 96% poised to expand AI investments, aligns with the Kingdom's Health Sector Transformation Program.

Strategic Partnerships for Sustainability:

Collaboration remains a cornerstone of Saudi healthcare, with 38% planning partnerships with healthcare tech companies. Younger professionals advocate unconventional collaborations for improved patient outcomes. Addressing environmental concerns, leaders focus on sustainability targets, skilled staff recruitment, third-party collaborations, and peer learning.

Conclusion:

The Future Health Index 2023 Saudi Arabia report by Royal Philips illuminates Saudi Arabia's transformative journey in healthcare, driven by digital innovations and a commitment to overcoming workforce challenges. The proactive collaboration with external partners and strategic utilization of technology underline the Kingdom's progressive stance in shaping the future of healthcare. Through AI adoption, prioritizing sustainability, and exploring innovative financial strategies, Saudi Arabia is poised to redefine healthcare delivery, ensuring a healthier and more connected future for its citizens. These insights serve as a valuable guide for policymakers, healthcare leaders, and stakeholders as the Kingdom continues to shape the healthcare landscape, driving sustainable and transformative change in the sector. The journey toward a digitally advanced and patient-centric healthcare system in Saudi Arabia is underway, with the Future Health Index 2023 providing a roadmap for a healthier and more resilient future.

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WHO and Universidade Agostinho Neto Partner to Boost Health Education and Research in Angola

underscored the strategic importance of this partnership in shaping the trajectory of health in Angola. Emphasizing WHO's commitment to close collaboration with academic institutions globally, he stressed the necessity for dynamic engagement with academia to address evolving knowledge needs in diverse countries. The collaboration with UAN, renowned for its excellence in knowledge and innovation in Angola, aligns shared goals and aspirations, promising substantial benefits for Angola's health landscape.

The partnership with UAN will unfold a series of multifaceted activities, with a primary focus on capacity development. Additionally, WHO and UAN will organize ad-hoc lectures, drawing on the expertise of WHO professionals. This collaboration also establishes UAN as a crucial source of support and information for WHO's programs.

Recently a transformative collaboration between the World Health Organization (WHO) and Universidade Agostinho Neto (UAN) took shape with the signing of a Memorandum of Understanding (MoU). The agreement, facilitated by WHO Acting Representative in Angola, Dr. Humphrey Karamagi, and UAN's Rector, Professor Dr. Pedro Magalhães, signifies a momentous leap forward for health education, research, and the overall strengthening of Angola's health system.

As Angola's premier higher education institution, UAN's extensive network of faculties and institutes positions it as a cornerstone of knowledge and research in the country. The collaboration will encompass joint efforts in health research, aiming to develop practical solutions and interventions to enhance health outcomes in Angola.

In addressing a distinguished audience comprising Vice-Rectors, Directors, and journalists, Dr. Karamagi

This alliance represents a convergence of goals and visions, working towards propelling Angola into a future where health and education are seamlessly intertwined, contributing to the well-being and prosperity of all its citizens.



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Canadian Government Invests C\$2.1m in Microplastics Health Research

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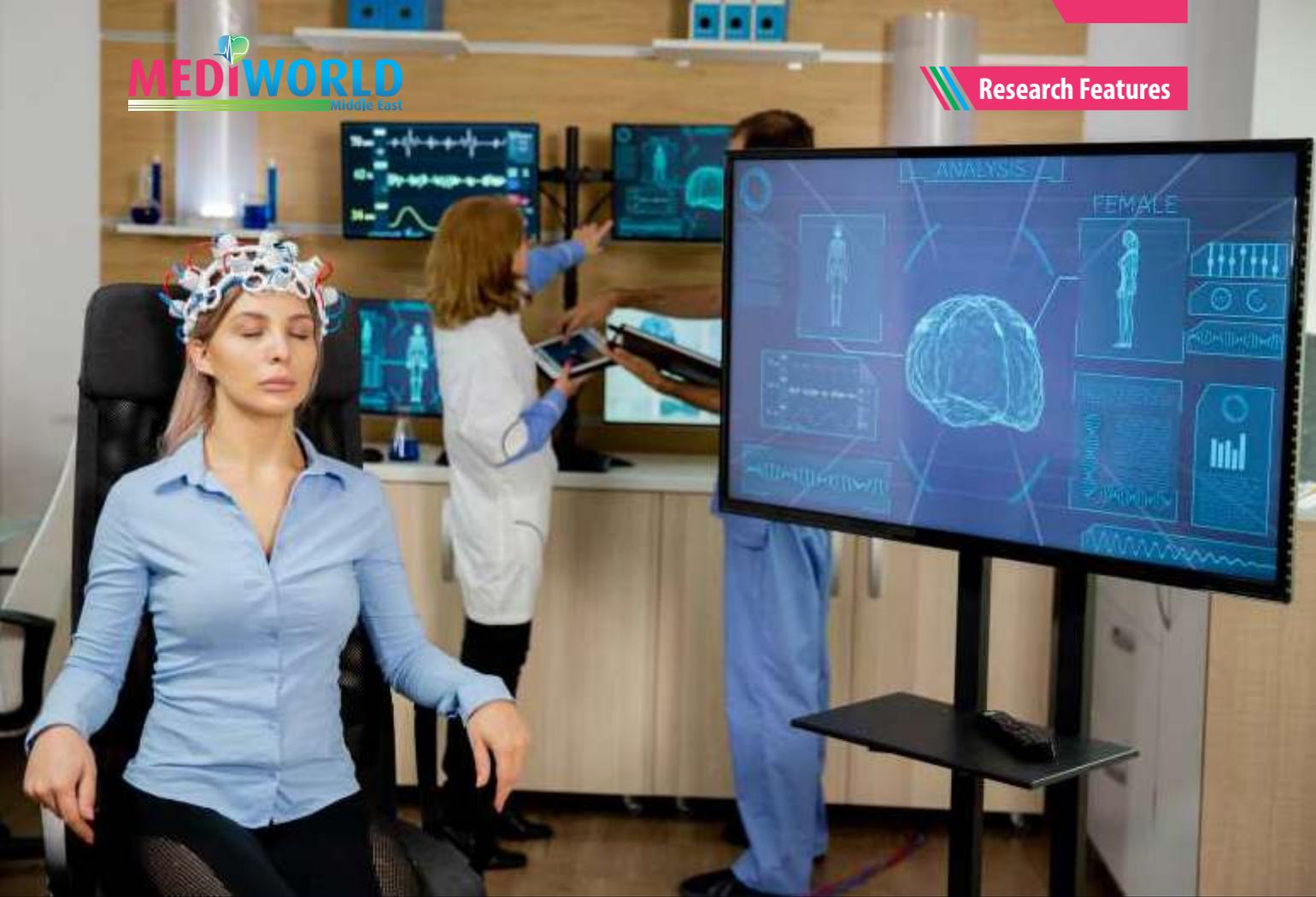
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Advancing Heart and Brain Health: Breakthroughs in Digital Technology

The latest special issue of the Journal of the American Heart

Association showcases the remarkable progress made by ongoing research projects aimed at revolutionizing heart and brain health globally.

These initiatives, funded with over \$14 million in scientific grants through the American

Heart Association's Strategically Focused Health Technologies and Innovation Research Network in 2020, are harnessing digital technology to create scalable and engaging solutions. The goal is to bridge gaps in healthcare, ensuring the inclusivity, relevance, and ease of use of technological solutions for people across the socioeconomic spectrum.

Research Highlights:

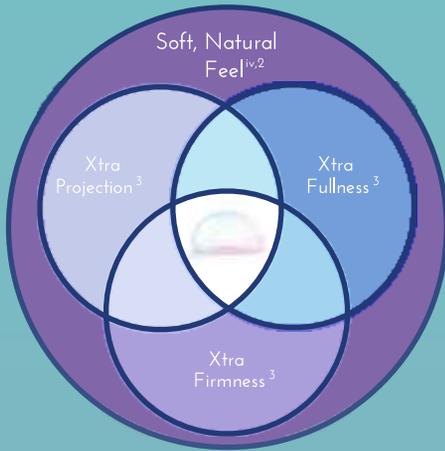
1. **Quantifying Induced Nystagmus Using a Smartphone Eye Tracking Application (EyePhone) - The Johns Hopkins University School of Medicine led a project developing "EyePhone," a smartphone application to aid in stroke diagnosis. The technology demonstrated accuracy comparable to standard devices, offering a non-invasive and accessible solution for detecting stroke symptoms.**
2. **Acceptability of a Text Message-Based Mobile Health Intervention - The University of Michigan explored ways to enhance communication and motivation for individuals undergoing cardiac rehabilitation. The study found that a mobile text message-based intervention was well-received but suggested the need for more personalization and clinical support to maximize effectiveness.**
3. **Comparing Cognitive Tests and Smartphone-Based Assessment - Tulane University investigated the use of smartphone-based cognitive assessments to identify dementia, finding that the app performed similarly to traditional tests. This supports the potential for smartphone-based assessments to facilitate cognitive screening for Alzheimer's disease across diverse populations.**
4. **Deployment of Point-of-care Echocardiography among American Indians - Researchers at Cincinnati Children's Hospital developed a point-of-care approach to echocardiography, improving access to cardiac screening for American Indian populations in remote settings. The study showed that clinicians unfamiliar with echocardiography could be successfully**

trained to provide point-of-care screening echocardiograms.

5. **Utilizing Artificial Intelligence for Rheumatic Heart Disease Detection - Children's National Hospital in Washington, DC, investigated the use of machine learning to detect and analyze mitral regurgitation for early detection of rheumatic heart disease. The findings suggest that AI has the potential to detect rheumatic heart disease as accurately as expert cardiologists, increasing access to echocardiography screening.**
6. **Resource Requirements for Participant Enrollment in a Mobile Health Study - Researchers at Northwestern University explored the resources needed to overcome barriers in enrolling racially and economically diverse participants in a study focusing on mobile health intervention for high blood pressure. The study highlighted the importance of tailored recruitment approaches, including text messages and additional staffing.**
7. **Patient Representativeness with Virtual Enrollment in the PRO-HF Trial - Stanford University investigated virtual enrollment methods for heart failure trials, finding that virtual clinical trials enable efficient enrollment of diverse populations. The study emphasized the need for multiple recruitment avenues to achieve diverse representation in clinical trials.**

As the first published collection of work from the Strategically Focused Health Technologies and Innovation Research Network, these breakthroughs demonstrate the transformative potential of digital technology in healthcare. The diverse range of projects addresses critical issues in heart and brain health, showcasing innovative solutions that have the potential to revolutionize patient care globally. The American Heart Association's continued investment in research networks underscores its commitment to advancing cardiovascular health and stroke prevention through cutting-edge technology and interdisciplinary collaboration. While the long-term impact and commercial applications are yet to be fully realized, early successes, such as the creation of a digital startup by Johns Hopkins University, indicate promising prospects for sustained and scalable solutions beyond the funding period.

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iv. Mentor Consumer Preference Market Research Report July 2017.

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Duphat 2024: A Platform for Economic and Academic Advancements in Pharmacy Technologies



Dubai: The 29th edition of the Dubai International Pharmacy Technologies Conference and Exhibition, Duphat 2024, concluded with the sealing of trade deals worth AED8.5 billion (\$2.31 billion). Dr Ali Al Sayed Hussain, Chairman of Duphat, emphasized the event's role in economically and academically supporting the pharmaceutical industry by fostering partnerships among stakeholders and professionals.

Duphat 2024 played a pivotal role in fortifying the UAE economy, contributing significantly to the retail and tourism sectors. Dr AbdulSalam AlMadani, Executive Chairman of Duphat, highlighted the event's alignment with the UAE's vision of becoming a premier destination for commerce and tourism. The achieved deals underscore the industry's ambition and place Dubai in the Global City Strength Index.

The event facilitated crucial deals and meetings, connecting participants with customers, suppliers, and manufacturers in the pharmaceutical and technology realms. The positive outcomes have reinforced participants' commitment to ensuring their presence in the forthcoming years.

The closing ceremony acknowledged poster presenters for their research contributions and recognized stand designs that creatively highlighted new technologies in the pharmaceutical industry.

Duphat, organized annually by Index Conferences and Exhibitions, is supported by prominent entities like Dubai Health Authority, American Society of Health-System Pharmacists, International Society for Pharmacoepidemiology, European Federation for

Pharmaceutical Sciences, European Society of Clinical Pharmacy, Society of Hospital Pharmacists of Australia, and the European Society of Oncology Pharmacy. The event continues to be a key platform for advancements in pharmacy technologies, fostering innovation and collaboration within the industry.



MoHAP announces results of the 100 Days of challenge to prevent Diabetes



Dubai: The Ministry of Health and Prevention (MoHAP) has surpassed its goals in the 100-day challenge, conducting over 12,000 diabetes tests across the nation, doubling the initial target of 5,000 tests. The achievement is part of MoHAP's groundbreaking national campaign for early detection of type II diabetes, focusing on prevention and reducing prevalence. The successful campaign, organized in collaboration with strategic partners, marks the first phase of an integrated program encompassing screening, treatment, and follow-up for prediabetes cases.

Achievements Unveiled at Dubai Event

The remarkable achievement was announced during an event in Dubai, attended by key figures including His Excellency Dr. Salem Al Darmaki, Advisor to the Minister of Health and Prevention, Dr. Nada Al Marzouqi, Director of the Public Health Department, and Dr. Buthaina Bin Belaila, Head of the Noncommunicable Diseases and Mental Health Section at the Ministry.

Strategic Collaborations

The success was made possible through collaboration with partners such as Merck Gulf, Ibn

Sina Pharmacies, Manzil Medical Care Services, and du Integrated Telecom. The campaign involved primary healthcare clinics, workplaces in government and private sectors, providing digital questionnaires, glycated Hemoglobin (HbA1c) screening, medical consultations, and remote counseling support.

Promoting Awareness and Prevention

H.E. Dr. Salem Al Darmaki emphasized the significance of the achievement in reducing diabetes prevalence. The Ministry is dedicated to raising awareness about early detection, fostering collaboration between public and private sectors to enhance health programs. Dr. Al Darmaki praised the efforts of medical teams and the fruitful partnership with the private sector.

Dr. Buthaina Bin Belaila highlighted the success as part of continuous efforts to improve public health, emphasizing the importance of integration between federal and local government agencies, private sector, and non-governmental institutions.

Ahmed Abou El Fadl, General Manager of Merck Gulf, expressed commitment to supporting MoHAP's efforts in combating type II diabetes, aligning with the National Wellbeing Strategy 2031 and improving residents' quality of life.

The achievement reflects the effectiveness of government initiatives and collaborations in tackling noncommunicable diseases, particularly diabetes, promoting a healthier lifestyle, and preventing chronic diseases.

COP28 Health Recap: Where Green Meets Healthy



COP28 UAE



Dubai: COP28, held in Dubai, etched a historic chapter by prioritizing health in the battle against climate change. From groundbreaking discussions to collaborative endeavors, the event underscored the paramount importance of health, offering a ray of hope for a sustainable and healthier future. Here's an in-depth recap of the key highlights:

Health Day & Climate-Health Ministerial: A milestone for COP, these pivotal gatherings convened health ministers, experts, and civil society to outline a roadmap toward climate-resilient healthcare systems. Discussions ranged from heat stress prevention to the construction of green hospitals, resulting in actionable commitments and collaborative initiatives.

WHO & Wellcome Trust Health Pavilion: This vibrant hub buzzed with activity, hosting debates, workshops, and exhibitions unraveling the intricate links between climate change and health. From

addressing rising infectious diseases to highlighting mental health impacts, the pavilion became a focal point for knowledge sharing and the initiation of new partnerships.

Alliance for Transformative Action on Climate Change and Health (ATACH): Spearheaded by WHO and partners, ATACH achieved significant progress. Countries pledged to build climate-resilient health systems, enhancing preparedness for future challenges. The alliance's concrete action plan charts a course toward a healthier world on a greener planet.

Empowering Negotiations with Health Expertise: To empower negotiators as health champions within climate talks, WHO updated its online course on "Climate Change Negotiations and Health." This initiative ensures seamless integration of health considerations into all aspects of future climate action.

WHO Leads by Example: Throughout COP28, WHO actively participated in negotiations, submitting statements and advocating for health priorities. This proactive approach ensured that the health voice resonated clearly, influencing key decisions and shaping the future of the climate-health agenda.

Beyond the Headlines: COP28's health focus extended beyond speeches and promises, sparking a global conversation. It inspired individuals and communities to take action, promoting sustainable healthcare practices and advocating for climate-friendly policies. The ripple effect of COP28's health agenda is poised to transform our world for the better.

The road ahead is long, but COP28 marked a pivotal turning point. By placing health at the heart of the climate conversation, we've paved the way for a future where a healthy planet and healthy people go hand in hand.



Exploring the Oasis of Wellness:

Bahrain's Emergence as a Premier Health Tourism Destination

Nestled in the heart of the Persian Gulf, the Kingdom of Bahrain is not just a jewel in the region's crown for its rich history and culture but is fast becoming a beacon for those seeking exceptional healthcare services. This island kingdom, with its 51 natural and 33 artificial islands, is not only a picturesque destination but has also emerged as a robust hub for medical tourism. In this exploration, we delve into Bahrain's healthcare landscape, its rise as a medical tourism destination, and the myriad reasons that make it an attractive choice for global health seekers.

By Mohammed Irshad

Bahrain's sun-kissed shores aren't just for leisure anymore. The pearl of the Arabian Gulf is turning heads as a medical tourism magnet, weaving together world-class healthcare with wallet-friendly prices that eclipse even Europe's offerings. The country boasts a growing number of modern private medical centers that offer a spectrum of medical services, ranging from general surgery and cardiology to orthopedics and dentistry. The healthcare system in Bahrain is not just about treatments; it's about smart practices, innovative medical approaches, and accessibility to the latest drugs and technologies.



In addition to well-equipped public hospitals, Bahrain hosts several private clinics, contributing to the comprehensive nature of its healthcare system. The medical services extend beyond conventional treatments, encompassing advanced diagnostics like CT scans and MRIs. Even in rural areas, traditional medicinal practices coexist, reflecting the diversity and richness of healthcare options available.

Bahrain in the Global Medical Tourism Index

Bahrain's ascent into the elite league of medical tourism destinations, claiming its place among the 46 global giants in the 2020-2021 Medical Tourism Index, is more than just a notch on the belt. This highlights the country's prominence and expertise in healthcare.

Historical and Cultural Nuances in Bahrain's Medical Landscape

While Bahrain may not have an extensive historical connection to medicine, its rapid modernization reflects a forward-thinking approach. The country's investment in medical infrastructure, training, and research has been instrumental in elevating its healthcare standards to global norms. Bahrain's cultural emphasis on hospitality and patient care complements its openness to embracing medical technology and international best practices.

Bahrain's cultural tapestry adds an enriching layer to the medical tourism experience. As a predominantly Muslim country, respecting local customs and etiquette is paramount. This includes dressing modestly in public spaces and using appropriate titles when addressing medical professionals. While Arabic is the official language, English is widely spoken, facilitating seamless communication in medical settings.

Health seekers in Bahrain can indulge in a variety of cuisines, including Western, Asian,



and local delights. The capital city, Manama, emerges as a popular area for accommodations, offering proximity to major medical facilities within a 10-20 minute drive. Bahrain's well-developed public transportation system, along with readily available taxis and ride-sharing services, ensures convenient travel.

Reputation in Medical Tourism

Medical tourists are casting their nets wider, and Bahrain is emerging as a dependable catch - a consistent provider of quality care that builds trust with every suture. The government's proactive steps to promote medical tourism include establishing a robust regulatory framework, ensuring quality and safety. Accredited hospitals, high standards of care, and a commitment to medical research and development have collectively propelled Bahrain into the international spotlight as a reputable healthcare destination.

Accessibility and Comforts for Medical Tourists

Strategic location is a key advantage for Bahrain as a medical tourism hub. Situated at the crossroads of Europe, Asia, and Africa, the country is easily accessible. Bahrain International Airport facilitates direct flights from various international locations, streamlining the journey for medical tourists. The country's excellent public transport and diverse accommodation options, ranging from budget to luxury, further enhance its appeal as a convenient and comfortable choice for medical travelers.

Bahrain stands out in the array of medical procedures it offers. From orthopedic and cosmetic surgery to cardiac procedures, dental treatments, ophthalmology, and wellness and preventive care, the country caters to a diverse range of healthcare needs. Notably, Bahrain's healthcare system embraces cutting-edge technologies such as robotic surgery and telemedicine services, positioning itself as a pioneer in delivering state-of-the-art medical treatments.

Pillars of Excellence: Top Hospitals and Clinics

The healthcare landscape in Bahrain is adorned with renowned institutions dedicated to providing top-notch medical services. Hospitals like The Royal Bahrain Hospital, Bahrain Specialist Hospital, American Mission Hospital, and King Hamad University Hospital exemplify the country's commitment to healthcare excellence. Reputable international organizations have recognized many of these institutions, demonstrating their compliance with international standards.

Bahraini hospitals not only boast state-of-the-art equipment but have also received recognition for their excellence in healthcare services. Specialized centers within hospitals, focusing on fields such as orthopedics, cardiology, and neurology, further highlight the

commitment to providing specialized and high-quality care.

Bahrain sets a high bar for medical standards, aligning itself with international best practices in healthcare. Medical professionals undergo rigorous training, often abroad, ensuring that they bring back internationally recognized expertise to enhance the country's healthcare landscape. Stringent regulatory frameworks, both local and international, safeguard the quality and safety of healthcare services in Bahrain.

Safety is a top priority in Bahrain's hospitals, evident in robust infection control protocols, patient privacy policies, and clearly outlined patient rights charters. These measures ensure a secure and protected environment for patients seeking medical treatments in the country.

Post-Treatment Relaxation

For those seeking post-treatment relaxation, Bahrain has much to offer. From the Al Areen Wildlife Park and the Bahrain National Museum to the numerous beaches and shopping malls, the country provides diverse options for recuperation.

Bahrain's emergence as a premier health tourism destination is evidence to its dedication to healthcare excellence, cultural sensitivity, and innovative medical practices. As the island nation continues to welcome health seekers from around the globe, its unique blend of modern medical services and cultural richness is poised to make Bahrain a perennial favorite in the arena of medical tourism. Whether it's the allure of advanced medical procedures, the warmth of hospitality, or the beauty of its landscapes, Bahrain stands as an oasis of wellness, beckoning those in pursuit of health and healing.

Technology is key to improving the healthcare crisis

BJ Schaknowski, CEO symplr

America's healthcare system is on the brink. Cracks exposed by the COVID-19 pandemic nearly four years ago have grown and multiplied. Many healthcare systems are operating at a loss, causing hospitals to limit their services or even close, with these lapses in healthcare availability hitting rural and underserved communities the hardest. Healthcare worker staffing shortages are causing declines in care quality and availability nationwide, contributing to an increasing sense of job dissatisfaction and career flight for healthcare workers. And the public trust in healthcare continues to wane as patients are growing more and more frustrated with the challenges of navigating their healthcare systems to access care.

This crisis in healthcare is painfully visible to anyone who works in the field, from a CEO to individual healthcare professionals. These healthcare workers are truly heroes working tirelessly to ensure the American public can receive quality healthcare when and where they need it. But they are working in a complex and often antiquated system. Each part of America's healthcare system knows it must improve how healthcare operates, but their perspectives on the crisis vary. At times, it seems as if key players in the discussion around saving the American healthcare system don't even have a shared understanding of what is wrong and why.

Different perspectives on the problem

On some level, it makes sense that the crises a healthcare CEO sees might not be the same crises for which a nurse, doctor, or patient will demand action. While improving patient outcomes is a shared goal in healthcare, the processes, data points, and labor that go into achieving that goal are plentiful and complex. Our inability to have a clear, integrated view of healthcare operations hinders our ability to create the efficiencies needed to better serve our patients.

Recently released data, along with my discussions with members of the healthcare industry, have made one thing clear: Slow progress in adopting new technologies and incorporating the input of all relevant stakeholders is actively contributing to the crises facing the healthcare industry today. Better, smarter tech adoption enables staff to more easily and quickly manage the processes needed to do their job, enabling them to then focus on their core responsibilities. Integrated technology can also create a unified view of how a healthcare system is operating, facilitating operational changes and adjustments that cut costs, decrease patient wait times, improve workforce management for overworked employees, and ultimately improve the bottom line, while also increasing job satisfaction and improving patient care.

Technology can improve providers' workloads

Senior healthcare leaders acknowledge that staffing crises are one of the main issues facing the industry today. symplr's 2023 Compass Survey of Health Systems found that senior healthcare leaders feel that clinician burnout and workforce challenges are the top threats facing healthcare organizations heading into 2024. More than two-thirds of clinicians surveyed believed that their organization had "a difficult user experience for individuals working across healthcare operations software," while eight in 10 respondents said that working across multiple IT systems complicates their ability to do their job. As it stands today, we have a healthcare system where technological drawbacks are preventing providers from prioritizing patient outcomes over paperwork. This must change. Software should not make it harder for healthcare workers to



improve the lives of their patients.

The Compass Survey isn't alone in its assessment of what ails the healthcare system. A March 2023 study on the same topic by McKinsey found that 45% of inpatient nurses said they were likely to leave their role in the next six months. Among those nurses, the second highest reason for intending to leave was an unmanageable workload. That study also showed that automation and increased task delegation to software could free up to 15% of nurses' time. This suggests that one critical step in minimizing the healthcare workforce crisis is connecting the right people with the right technology—and making sure there is a minimal learning curve.

Moving forward, the healthcare industry needs to double down on its efforts to invest in technology that eases workloads, creates operational efficiencies, and ultimately cuts costs. We certainly can't accept the status quo in which 70% of healthcare providers were still exchanging medical information by fax as recently as 2021. Both clinical leaders and IT experts feel that changing this backwards way of working will benefit them—55% of health systems are using more than 50 software solutions for healthcare operations, and 84% want to consolidate those operations however they can, per the symplr Compass Survey.

Across sectors, tech adoption has provided some of the highest returns on investment for organizations. It enables cost-cutting efficiencies, increases employee productivity, and improves visibility across the organization, facilitating better strategic decision-making and operational adjustments. It also lets workers prioritize the creative and operational elements of their work over paperwork, replacing drudgery with the parts of their job that inspire passion. We owe it to every element of our healthcare system, from workers to patients, to provide the necessary tools to emerge from this current crisis stronger.



Mona Mohammad Al Ali
Head of Health Information
Management Section at Rashid Hospital

In an exclusive interview with Mediworld, Mona Mohammad Al Ali, Head of Health Information Management Section at Rashid Hospital, shares key insights into the hospital's digital transformation journey. Covering strategies to overcome challenges, the impact on patient experience, and crucial performance indicators, this article explores the comprehensive approach Rashid Hospital has taken towards digitization.

Overcoming Resistance: Mona acknowledges the expected resistance and fear of change during the initial stages of digitization. To address these challenges, the hospital implemented strategic approaches:

Stakeholder Engagement: Workshops and regular meetings were conducted to actively involve employees, management teams, and external partners. This created a sense of involvement, reducing resistance.

Executive Support: Top management's involvement played a crucial role in easing communication and motivating employees at all levels to embrace change.

Advancing Healthcare Through Digital Transformation:

Insights from Mona Mohammad Al Ali

Effective Communication: Stakeholder involvement throughout the phases ensured staff awareness of the strategic direction, fostering informed decision-making aligned with transformation goals.

Impact on Patient Experience: Mona emphasizes the direct impact of digitization efforts on improving the patient experience within the hospital. Electronic Health Records (EHRs) have streamlined processes, allowing quick access to medical history and reducing wait times. Online appointment scheduling and telemedicine options contribute to patient convenience, empowering them with greater control over their healthcare. These advancements signify a shift towards a patient-centric approach, fostering better communication, accessibility, and overall satisfaction.

Key Performance Indicators (KPIs) for Evaluation: Considering the multifaceted goals of digitization, Rashid Hospital uses various KPIs to gauge the effectiveness of digital technologies:

Patient Engagement: Assessing the level of patient involvement through digital platforms, indicating the success of communication and shared decision-making.

Clinical Decision Support (CDS): Evaluating how digital tools aid healthcare professionals in making accurate diagnoses and treatment decisions.

Health Information Exchange (HIE): Gauging the ability to securely share patient information across healthcare networks for comprehensive care.

Readmission Rates: Monitoring the frequency of patient readmissions, as effective digitization contributes to improved post-discharge care and reduced readmission.

Telehealth Utilization: Tracking the adoption and usage of telehealth services to measure accessibility and convenience for patients.

Patient Satisfaction Scores: Gathering feedback from patients regarding their experience with digital tools, focusing on user-friendliness and overall satisfaction.

Clinical Outcomes: Evaluating patient health outcomes, assessing whether digitization positively impacts treatment effectiveness and overall wellness.

Through the analysis of these KPIs, Rashid Hospital comprehensively assesses the impact of digital technologies on coordination, diagnoses, treatments, and patient outcomes. Mona emphasizes the success of these programs, measured by their ability to sustain and scale solutions beyond the initial funding period. Positive indicators, such as the creation of a digital startup by Johns Hopkins University, show promising prospects for continued success in advancing healthcare through digital innovation.



Egypt prepares new public health initiative

Cairo: Minister of Health and Population, Khaled Abdel Ghaffar, has unveiled a comprehensive plan for an upcoming public health initiative. This initiative is a crucial component of the state's broader strategy to achieve holistic health integration, encompassing both physical and psychological well-being. Mental health stands out as a key focus within this initiative. Structured into three sub-initiatives, the plan addresses early detection of autism spectrum disorders, tackles the issue of excessive internet and e-games usage, and emphasizes efforts in combating and treating addiction. This multifaceted approach reflects Egypt's commitment to enhancing overall public health and well-being.

Middle East Healthcare Announces Sukuk Issuance Plans on Riyadh's Tadawul Exchange

Riyadh: Middle East Healthcare, a prominent entity listed on Riyadh's Tadawul exchange, declared its intention to issue sukuk in a statement released on Tuesday. The company disclosed that the issuance amount will be determined at a later date, contingent on prevailing market conditions.

The sukuk, set to be issued in a specified denomination of SAR 1,000 as outlined in Middle East Healthcare's prospectus, is part of the company's strategic financial plans. The proceeds from this offering will be allocated for general corporate purposes, contributing to the firm's continued growth and stability.

Al Rajhi Capital, a reputable financial institution, has been appointed by Middle East Healthcare to serve as the agent, financial advisor, sole arranger, and dealer for this sukuk issuance. The collaboration



with Al Rajhi Capital underscores the company's commitment to securing experienced and knowledgeable partners to facilitate the successful execution of this financial initiative.

Middle East Healthcare's decision to tap into the sukuk market aligns with the broader trend in the region, showcasing the growing importance of Islamic finance instruments. The issuance is expected to garner interest from investors keen on participating in ethical and Sharia-compliant financial instruments.

As Middle East Healthcare moves forward with its sukuk issuance, the company remains attuned to market dynamics, with the final issuance amount subject to assessment based on evolving market conditions. The successful collaboration with Al Rajhi Capital positions Middle East Healthcare for a strategic and well-executed entry into the sukuk market.

Aster Pharmacy Achieves Zero-Plastic Milestone, Incorporates 7.4 Million Paper Bags Annually

Dubai: Aster Pharmacy, a key player in the GCC retail landscape and a part of Aster DM Healthcare Group, proudly declares its successful transition to zero-plastic usage over the last three years. In harmony with the UAE's Green Agenda 2023, Aster Pharmacy's pioneering initiative involves the integration of 7.4 million paper bags annually, supporting the nation's commitment to combat plastic pollution.

Launched in 2020 as part of Aster DM Healthcare's Green Choices initiative, Aster Pharmacy positioned itself as a trailblazer among pharmacy retail chains in the UAE by eliminating plastic usage. This commitment aligns with the broader UAE goal to reduce emissions to less than 100 kilowatts-hours, aligning with global sustainability objectives.

With a footprint of over 230 stores and an annual customer base of 8.7 million, Aster Pharmacy has actively embraced eco-friendly practices. Over the past five years, the company strategically



introduced sustainable and recyclable materials in store interiors, culminating in the complete replacement of plastic bags with 7.4 million paper bags annually—a substantial step towards reducing plastic waste.

Dr. Azad Moopen, Founder & Chairman of Aster DM Healthcare, underscores the company's sustainability commitment, integrating 10 UN Sustainable Development Goals (SDGs) into core operations. In FY'23 alone, the company achieved a remarkable reduction of 6,824 tCO₂e in net greenhouse gas emissions. Recognized for ESG efforts, Aster holds the highest ESG ranking among listed healthcare companies in India, earning a 'Strong' rating from CRISIL.

Waste recycling initiatives at Aster include managing 76,555 kilograms of plastic waste, 446,977 kilograms of paper waste, and 5,506 kilograms of e-waste in the past year. The company prioritizes waste segregation at the source for efficient recycling.

PureHealth Holding Enjoys 76% Surge in Remarkable Market Debut

Abu Dhabi: PureHealth, the Middle East's largest healthcare platform, experienced a stellar debut on the Abu Dhabi Securities Exchange (ADX). Shares opened at Dh5.5, a significant 76.07% increase from the IPO price of Dh3.26 per share, closing the day at Dh5.74.

The company offered 1.11 billion shares, representing 10% of its share capital worth Dh3.62 billion. The subscription process saw remarkable demand, with oversubscription levels reaching 54 times for professional subscribers and an astonishing 483 times for retail investors. A day before the market debut, PureHealth announced co-founder Shaista Asif as the new CEO. The leadership transition, coupled with the strong market debut, positions PureHealth as a significant player in the healthcare sector.

Abdulla Salem Alnuaimi, CEO of ADX, welcomed PureHealth to the ADX family,

expressing confidence in its contribution to the healthcare services sector in the UAE and beyond.

PureHealth's global footprint includes operations in the United States and the United Kingdom. Farhan Malik, founder and managing director, highlighted the company's commitment to transforming healthcare and announced plans for international expansion. The PureHealth IPO rounds out a robust year for ADX, featuring notable listings such as ADNOC Gas, ADIB's Dollar-denominated sukuk, and the IPO of Presight AI. PureHealth's successful market debut solidifies its position as a key player in the healthcare sector, with plans for continued transformation and global expansion.



UAE's Gulf Islamic Investments acquires stake in Saudi healthcare firm for \$160mIn



Dubai's Gulf Islamic Investments Group (GII) has successfully acquired a minority stake valued at \$160 million in Abeer Medical Company, a prominent healthcare entity in Saudi Arabia. This strategic move by GII not only contributes to its ongoing

expansion plans into new markets but also aligns with Saudi Arabia's Vision 2030 strategy, aiming to attract private sector investments into the healthcare sector. With a 25-year legacy, Abeer Medical currently operates nearly 50 healthcare facilities encompassing hospitals, pharmacies, and clinics in both the kingdom and the broader Gulf region. This investment is poised to strengthen both entities, fostering growth and innovation in the healthcare landscape.

Hosted by



14th Annual Emirates Cardiac Society Conference

November 24-26, 2023
Intercontinental Hotel, Festival City
Dubai, UAE

Dr. Parmjot Bains Assumes Leadership as ImpediMed's Interim CEO



ImpediMed (ASX:IPD) undergoes a transformative leadership change, announcing Dr. Parmjot Bains as the Interim CEO and Managing Director effective January 8, 2024. The Board expresses its enthusiasm in welcoming Dr. Bains, a seasoned healthcare executive renowned for her strategic prowess and extensive experience across diverse global markets, including the US, Asia, Middle East, and Australia.

Dr. Bains' arrival marks a pivotal moment for ImpediMed, aligning with shareholder endorsement for change during a recent General Meeting. Her impressive background includes key roles at Pfizer, where she served as Gulf Cluster Country Manager, overseeing strategic alignment, team capabilities, reimbursement initiatives, and robust sales and marketing activities across multiple therapeutic areas.

With a track record of success, Dr. Bains led a large team spanning six countries and successfully achieved significant growth in diverse markets, particularly in breast cancer therapeutics. Her earlier roles encompass joint CEO and Chief Operating Officer at Neuren Pharmaceuticals (ASX: NEU) and CEO of Perseis Therapeutics, focusing on monoclonal antibody candidates against breast cancer targets.

As Dr. Bains assumes leadership, her immediate emphasis will be on developing and executing a robust commercial strategy, with a strong focus on sales and marketing initiatives. This strategic move positions ImpediMed for dynamic growth and operational efficiency under Dr. Bains' expert guidance.

PureHealth appoints co-founder Shaista Asif as Group CEO

PureHealth, a prominent player in Abu Dhabi's healthcare sector, has named co-founder Shaista Asif as its Group CEO. The announcement precedes the company's highly anticipated debut on the Abu Dhabi Securities Exchange (ADX). Asif, recognized among Forbes Middle East's top 10 in the 2023 list of the 100 Most Powerful Businesswomen, brings over 22 years of expertise to her new role, with 16 years dedicated to the healthcare industry. Under her leadership, PureHealth has successfully executed significant acquisitions, solidifying its position in the market. The impending Initial Public Offering (IPO) details a fixed share price of AED 3.26, constituting 10% of the total issued share capital. As PureHealth continues to make strategic moves, Asif's appointment reflects the company's commitment to navigating the evolving landscape of healthcare in the region.



NEW PRODUCT

Axxess Launches Axxess Connect, a Revolutionary Interoperability Solution for Enhanced Healthcare Connectivity

Dallas: Axxess, the global leader in healthcare technology for home care, has unveiled its latest innovation, Axxess Connect. This groundbreaking interoperability solution is set to transform the connectivity landscape for Axxess users, facilitating seamless data sharing with healthcare providers and specialists. The introduction of Axxess Connect aims to elevate care coordination, improve patient outcomes, and pave the way for future care models and value-based healthcare.

Tim Ingram, Executive Vice President of Interoperability at Axxess, expressed the significance of Axxess Connect, stating, "This sets a new standard for healthcare interoperability. Teaming up with our partner, Kno2, allows us to securely accelerate health information exchange across any network. Clients will now have streamlined

access to a wider range of providers, enhancing data sharing and referral efficiency."

As a Kno2 Connected™ solution, Axxess Connect ensures the secure and effortless exchange of patient information among patients, providers, payers, and HIT vendors. The interoperability solution adheres to data security and compliance requirements, including HITRUST and HIPAA regulations. This guarantees that patient data remains interoperable, secured, and



protected when shared across different systems.

Initially available to Axxess Palliative Care clients, Axxess Connect will eventually be rolled out across the entire suite of Axxess solutions for home health, hospice, and home care. The launch marks a significant stride towards a more interconnected and efficient healthcare ecosystem.



France: HORIBA Medical has introduced the CE-IVDR approved HELO 2.0 high throughput automated hematology platform, with pending US FDA approval, marking a significant advancement in the field. Building on the success of its predecessor, HELO 2.0 is a state-of-the-art hematology solution designed in consultation with customers to address the diverse needs of mid to large-scale laboratories. The platform offers a flexible and efficient modular system, fully scalable with various configurations.

Equipped with advanced technologies embedded in the Yumizen H2500 and Yumizen H1500 hematology analyzers, HELO 2.0 ensures high-quality analytical performance. Notable features include 360-degree sample mixing without premixing, efficient data management, tube handling, waste disposal, blood smear, and digitalization capabilities. The platform optimizes turnaround time (TAT), floor space, and reagent storage, addressing pre-, post-, and analytical requirements. An accreditation assistance program aligns with ISO-15189 certification standards.

HORIBA Medical Launches HELO 2.0

HELO 2.0 presents three standard configurations applicable to single or multi-site labs, standalone, or integrated with a tracking system. Its track-based system enables continuous loading from multiple points, enhancing sample workflow management. The platform's automation includes the distribution of samples and quality control

tubes, reflex blood smear rules, and support for six analyzers and slide preparation systems on one track.

An innovation in HELO 2.0 is the clinically relevant 8 Part Differential (DIFF) leukocyte results, providing a comprehensive blood count (CBC) and DIFF results from a single blood sample. Additionally, the platform introduces Nucleated Red Blood Cell count, three new fluorescence-free large platelet parameters, and 11 new parameters across quality controls.

Recognized with the 2023 Medical Device Network Excellence Award in the Environmental category, HELO 2.0 emphasizes eco-friendliness by reducing reagent use and waste. The Yumizen H2500, a component of the platform, requires only six reagents compared to the industry standard of 8-15, showcasing a commitment to sustainability.





UPCOMING EVENTS



Global Orthopedic Summit (GOS)

05-06 February
Dubai



Medlab Middle East 2024

05-08 February
Dubai



Health 2.0 Conference

20-22 February
Dubai



7th UAE Int'l Conference on Antimicrobial Resistance (ICAMR) 2024

23-24 February
Dubai



Dubai World Dermatology and Laser Conference & Exhibition (Dubai Derma)

05-07 March
Dubai



GCC Regulatory Affairs Pharma Summit 2024

22-23 April
Dubai



Precision Medicine Exhibition & Summit 2024

08-10 May
Dubai



Healthcare Expo 2024

21-23 May
Pakistan



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SCAN FOR
UPDATES



HI-CARE PROTECTION Feels Good



2
WHO Recommended
Formulation



4
kills 99.99%
of bacteria



5
Effective against
viruses



Quick Dry



Non Sticky



2
Soft On Hands



1
80% Ethanol



3,5
Multipurpose



For Surfaces