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Opinion

*Parmjot Bains
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Editorial

The future of healthcare is here

The Middle East has established itself as a hub for the healthcare industry, even as the world confronts a range of health challenges. The region has made remarkable strides in recent years, marked by substantial investments in healthcare infrastructure, cutting-edge research and development, and significant improvements in healthcare accessibility and quality.

The Middle East is distinguished by its remarkable resilience and strength in the face of adversity. Despite frequent natural disasters and humanitarian crises, the region consistently responds with exceptional speed and efficiency, ensuring swift delivery of aid and relief to affected populations. The recent earthquake in the region exemplified this, as the Middle East sprang into action within hours, coordinating rescue and relief efforts while mobilizing essential resources to provide humanitarian aid to those in need. This swift and effective response demonstrates the region's unwavering strength and steadfast commitment to humanitarianism.

The Middle East's achievements in the healthcare sector extend beyond its exceptional response to emergencies. The region boasts world-class hospitals and clinics, cutting-edge medical technology, and highly skilled medical professionals. Distinguished events such as Arab Health and Medlab Middle East, hosted recently in the UAE, provide a prestigious platform for healthcare professionals, policymakers, and industry leaders from across the globe to convene and exchange insights on the latest trends and innovations in the healthcare sector. The success of these events underpins the Middle East's status as a preeminent hub for healthcare innovation and excellence.

One of the key contributors to this progress is the National Health Regulatory Authority (NHRA) of Bahrain. By improving healthcare standards, developing a skilled healthcare workforce, and fostering innovation, the NHRA has played a critical role in making high-quality healthcare services accessible to all. In a recent interview with Mediworld Middle East Magazine, NHRA Bahrain's CEO, Dr. Mariam Al Jalahma, discussed the regulatory body's contributions to the region's healthcare advancements.

As we look to the future of healthcare, we can draw inspiration from the Middle East's approach to healthcare and its commitment to patient-centered care. With ongoing advancements in medical technology and an ever-evolving healthcare landscape, there is still much to be achieved in promoting healthcare excellence and innovation worldwide.

At Mediworld Middle East Magazine, we provide timely and accurate updates and insights on the healthcare sector in the Middle East and beyond. Our comprehensive coverage of the latest developments in healthcare technology, medical devices, and health destinations ensures that our readers are well-informed and empowered. As we strive for excellence in our healthcare coverage, we are optimistic about the future of healthcare globally and committed to promoting healthcare excellence and innovation worldwide.

Mohammed Irshad
Editor

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Quick Dry

Active ingredient : Alcohol 80% (v/v)

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Keep out of reach of children. If swallowed, get medical help.

Directions : Place enough product on hands to cover all surfaces.

Rub hands together until dry. Supervise children under 6 years of age when using this product to avoid swallowing.

Other information : Do not store above 30°C

Avoid freezing and excessive heat above 40°C.

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Leading Bahrain's Healthcare Regulation:

The Vision and Leadership of NHRA CEO
Dr. Mariam Al Jahma

"As healthcare providers, we understand the importance of regulating the health sector. People place their trust in us to ensure that the facilities they seek for healthcare are accountable, supervised, and meet the highest standards of quality. That is why regulating the health sector is of utmost importance." Dr. Mariam Al Jahma.

By Mohammed Irshad



Have you ever wondered who regulates the healthcare sector and ensures that the quality of care provided to patients is up to par? In Bahrain, it's the National Health Regulatory Authority (NHRA), and we had the privilege of sitting down with the CEO of NHRA, Dr. Mariam Al Jalahma, to learn more about her role and the importance of regulating the healthcare industry. From discussing her journey to becoming the first female CEO of NHRA to her vision for the future of healthcare in Bahrain, Dr. Al Jalahma provides insightful and thought-provoking answers to our questions. So, let's dive into the interview and gain a deeper understanding of the vital role NHRA plays in ensuring the health and safety of Bahrain's citizens.

What motivated you to pursue a career in healthcare regulation, and how did you get started in this field?

I was fortunate to have grown up in a supportive environment that encouraged education and work for women. In Bahrain, women were given equal opportunities to pursue education and careers even before the discovery of oil. With the support of my country's leaders, I studied medicine in Egypt through a government scholarship. After graduation, I chose to specialize in Family Medicine as I believe in a comprehensive approach to healthcare that takes into account a person's physical, psychological, and social well-being, which is in line with the World Health Organization's definition of health.

Throughout my career, I worked as a family physician, a trainer, and tutor at university and the Ministry of Health. Later, I was

honored to be appointed by His Majesty the King as the Assistant Undersecretary for Primary Care and Public Health, where I served for over ten years. When the government established the National Health Regulatory Authority, I was entrusted with the responsibility of leading this independent regulatory body.

My entire career has revolved around health, and I even had the honor of being appointed as a member of the Shura Council, one of the first four women in Bahrain to achieve this milestone. Overall, my passion for promoting and regulating healthcare in Bahrain stems from the supportive environment I grew up in and the opportunities provided by my country's leadership.

What lessons have you learned about healthcare management and regulation from your previous roles, and how are you applying them as CEO of NHRA?

As a physician and former Assistant Undersecretary for Primary Care and Public Health, I learned that healthcare is a complex system with various stakeholders. As CEO of the National Health Regularity Authority, I'm developing policies and standards that strike a balance between quality care and safety. Establishing national accreditation programs and implementing rigorous standards are top priorities to improve overall healthcare quality and public trust. I am proud to say that our efforts have been recognized by ISQua International Society for Quality and Health Care, and we remain committed to enforcing high standards.

How has healthcare regulation in Bahrain changed over time, what were the challenges NHRA faced?

The National Health Care Authority (NHRA) was established in 2009 to regulate healthcare in the Kingdom of Bahrain. Before that, a small office within the Ministry of Health managed regulations. HRH the Crown Prince and

Prime Minister recognized the need for an independent regulatory health body, in line with Bahrain's Economic Vision 2030. This led to the formation of the NHRA. Bahrain's unique regulatory system centralizes all healthcare regulations under one authority. NHRA is responsible for licensing, inspecting, and accrediting healthcare facilities, as well as licensing healthcare professionals. The Authority also approves pharmaceuticals, medical devices, clinical trials, and continuous professional development programs. Additionally, it investigates medical errors and take disciplinary action accordingly. Unlike other countries, where different authorities manage licensing of professionals, hospitals, and medicines, everything related to healthcare in Bahrain falls under NHRA's jurisdiction.

Bahrain's regulatory system for healthcare facilities and investors is centralized, making it convenient to deal with one interconnected authority, the NHRA. NHRA uses online systems like "Munshaat" and "MEHAN" to match professionals' qualifications with the facility's scope of services. NHRA also regulates the import of medical devices and pharmaceuticals. Since the 70s, Bahrain has had a well-established law for regulating pharmaceuticals, and in 2016, the NHRA began regulating medical devices. The challenge was to ensure that medical devices meet quality standards as physicians used to purchase them without proper regulation. We developed a regulatory system to ensure the proper production, maintenance, and quality of medical devices.

In the future, NHRA will continue to strive towards achieving the highest standards of healthcare regulation in Bahrain. We are constantly looking for ways to improve our regulatory systems to ensure the safety and quality of healthcare services provided to the community.

How does the NHRA collaborate with other regional and international regulatory bodies, to ensure global harmonization of regulations and standards?

The NHRA works closely with other regulatory bodies at the regional and international levels to ensure global harmonization of regulations and standards. The NHRA prioritizes harmonization with the GCC. The Authority has central committees for the registration of medicines, medical devices, and food supplements, which helps us to unify our regulations and standards within the GCC. In fact, we even have a central purchasing mechanism for medications and medical devices. While there are some differences in our regulations, we have discovered that being flexible is necessary to ensure the availability of medicine, particularly in emergency situations. We follow all WHO regulations and those of other important regulatory bodies, such as the FDA and EMA. If a medicine is registered elsewhere and not available in our country, we allow it to be imported temporarily until it is registered with the NHRA. Our ultimate goal is to ensure the safety and quality of healthcare products for the people of Bahrain, while collaborating with our regional and international partners to achieve global harmonization of regulations and standards.

How does the NHRA ensure that pharmaceutical companies comply with ethical and legal standards, particularly regarding drug pricing and advertising?

NHRA is a strong advocate of regulatory compliance, particularly when it comes to ensuring ethical and legal standards are met regarding drug pricing and advertising in the pharmaceutical industry. With a well-established pharmacy law in place, We strictly monitor the importation of medication through a

pharmaceutical agent, which must provide six internationally recognized modules including full information, leaflets, clinical studies, stability studies, and quality studies. This guarantees that all medications used in Bahrain are safe and produced in compliance with the highest standards. NHRA's pharmacy law also strictly prohibits medication advertising unless it has been approved by the authority to ensure that all claims made about a medication are accurate and within the mode of action of the medicine. NHRA regulates medication pricing through its law, which stipulates a 25-35% profit margin to be added for the pharmaceutical agent on top of the CIF price, which covers Cost, Insurance, and Freight. This system guarantees regulated and consistent pricing of medication across GCC countries. In addition, NHRA works tirelessly to prevent falsified medication from entering the country by accrediting the manufacturer's site with the FDA, WHO, and GCC, or accrediting it in-house. Any manufacturer found to be non-compliant with NHRA's standards is not allowed to import their medication into Bahrain.

How does the NHRA work with other stakeholders in the healthcare sector, such as hospitals, clinics, and medical professionals, to ensure high-quality care for patients?

The NHRA has forged strong partnerships with hospitals, clinics, and medical professionals are integral to providing high-quality care for patients. The Authority prioritizes collaboration by involving them in our decision-making processes and seeking their feedback on the feasibility of our resolutions. The NHRA maintains transparency by publishing all our resolutions, announcements, and circulars on our webpage and hosting regular meetings and roundtables with stakeholders. By working together, the NHRA ensures that our standards of care and accreditation align with international benchmarks. Our dedication to innovation and problem-solving in healthcare shines through our commitment to supporting



stakeholders in overcoming the challenges they face. The NHRA is flexible in our approach and willing to work with stakeholders to address any challenges they face. The authority has a good relationship with them, not just through official channels but also through social means.. This enables us to communicate quickly and effectively, which was particularly important during the COVID-19 pandemic.

How do you see the healthcare landscape evolving in the Gulf Cooperation Council region over the next 5-10 years, and what role do you see Bahrain playing in that evolution?

The healthcare landscape in the Gulf Cooperation Council (GCC) region is constantly evolving and improving. The NHRA is fortunate to have the GCC executive council for ministers of health, which helps to harmonize decisions across the region. In the next 5-10 years, we anticipate that there will be a greater emphasis on quality standards for providing care, especially as medical tourism continues to grow in the region. The Authority has signed contracts and have good relationships with other stakeholders in the healthcare sector, such as the Central Board for accreditation in Saudi Arabia (CBAHI), the Saudi authority for healthcare professionals, and the Saudi FDA. NHRA also works closely with the UAE and communicate regularly with other GCC countries through executive board members. We are always striving to harmonize and improve the regulations related to pharmaceuticals and medical devices, and we listen to feedback from stakeholders to make the necessary improvements. The NHRA's goal is to ensure that patients receive the highest quality of care possible and that the healthcare industry in the GCC continues to grow and thrive.

What advice do you have for foreign healthcare and pharmaceutical companies looking to enter the Bahrain market?

Bahrain welcomes foreign healthcare and pharmaceutical companies to invest in the country. The government offers support and incentives for manufacturers through Tamkeen, the labor market fund authority. Tamkeen can provide up to 40% support for equipment and salaries of Bahraini employees and can assist with IT and marketing plans as well as staff training. The Economic Development Board can also help companies communicate with other entities such as the Ministry of Trade and Municipality.

It is important for companies to have a clear understanding of the regulations and requirements before investing in Bahrain. The NHRA's website provides detailed information on how to open a facility, import medication, and license medical devices. The website also publishes open data on physicians, facilities, medicines, medical devices, and their prices. The annual report of the healthcare sector provides information on the number of beds, their location, and specialties. This data can help companies identify areas where there is a need for investment. NHRA investment office is open to meet new investors and support them in their projects.

As a successful woman in a leadership role in the healthcare industry, what advice do you have for other women who are interested in pursuing leadership roles in this field?

It is important to recognize that there are no limitations for women in pursuing leadership roles in the healthcare industry. Women can certainly be independent leaders running their own facilities and have the qualifications and support necessary to succeed.

The Supreme Council for Women led by Her Royal Highness Princess Sabeeka bint Ibrahim Al Khalifa, the wife of His Majesty the King, offers various programs to support women in the workforce. It is also important to note that today, we are moving beyond the concept of equity and towards the idea of balance. Women who are healthcare workers and mothers are given additional support, such as extended maternity leave and flexible work hours for feeding, to ensure that they are able to balance their personal and professional responsibilities effectively.



Restoring Skin, Restoring Lives:

The Groundbreaking
Technology of CUTISS
AG's denovoSkin™

By Mohammed Irshad

"Be curious, be creative, and don't be afraid to take risks. If you never try anything crazy, you'll never make any headway."

Dr. Daniela Marino

Co Founder and CEO CUTISS AG

Swiss-based biotech company CUTISS AG is revolutionizing the world of regenerative medicine with its pioneering product, denovoSkin™. CEO Dr. Daniela Marino, a scientist at heart, is passionate about restoring patients' skin and improving their quality of life. In this feature story, we take a closer look at Dr. Marino's journey and the challenges CUTISS faced in its mission to help millions of patients in need.

Dr. Marino's journey from being a scientist to CEO began when she was a child, as she always wanted to be a scientist. Now, as the CEO of CUTISS, she oversees a team of 40 talented and skilled colleagues. After seeing the positive results of her product during her postdoc, she knew she had to take on the challenge of building a company and bringing it to market. Despite facing obstacles such as lack of experience and family obligations, Dr. Marino's determination and stubbornness helped her to see it through. Though it is a big responsibility, she finds it exciting and stimulating to work with scientists, medical doctors, and other experts in various fields.

"As a Biotechnology student, I became interested in skin tissue engineering during my PhD when I was introduced to skin research," Dr. Marino shared with enthusiasm. "After completing my research and discovering CUTISS' product, denovoSkin, I realized its potential to help millions of patients in need."

"CUTISS is driven by the mission to provide effective, safe, and accessible treatments for skin injuries. As the body's largest organ, skin plays a crucial role in protecting us from disease and injury. Millions of people worldwide require surgical interventions to restore skin function, such as severe burns," she



explained. "CUTISS is focused on developing bioengineered skin tissue that has shown proof of concept and safety in clinical studies. By restoring patients' skin, we can save lives and improve the quality of life for those in need."

CUTISS prioritizes its commitment to improving healthcare and helping patients over profitability, as shown in its efforts to develop a life-saving and life-changing personalized skin graft, denovoSkin. While scalability presents challenges, they have developed the world's first machine to automate its production and make it more accessible. Dr. Marino spoke with great passion when she said that "Our goal is to optimize and de-centralize manufacturing, with the vision of having such machines in all major burn centers around the world. I believe that by putting patients first and advancing scientific innovation, profitability will follow."

CUTISS' technology is unique in its approach to treating deep skin injuries with personalized, bio-engineered dermo-epidermal skin grafts. There are currently no comparable competitors in the field. DenovoSkin™ promises a superior quality of life for millions of patients, and its manufacturing process can be automated. The product is in late-stage clinical trials and has completed Phase 1 safety trials, with Phase 2 efficacy trial results expected in the first half of this year. DenovoSkin™ is a medicinal product in the European Union and a biologic in the USA.

"To ensure reliability and consistency, in 2022, CUTISS established its own onsite manufacturing facility to produce tissue-engineered products," explained Dr. Marino. "The facility received certification of compliance for Good Manufacturing Practices (GMP) and Good Distribution Practices (GDP) from Swissmedic, the Swiss Agency for Therapeutic Products. This state-of-the-art facility, covering a surface area of 150 square meters, includes several laboratories such as a biobank and a histology lab. Additionally, the company has implemented bespoke standards for transportation and logistics to deliver its products to patients. These measures have been demonstrated through ongoing clinical trials across three European sites and compassionate patient use of the denovoSkin in 2022," she added.

CUTISS is awaiting Phase 2 clinical trial results for denovoSkin, expected to have a significant impact on burn patients. Additionally, the company is set to commercialize the medical device VitiCell®, which treats skin pigmentation disorders such as Vitiligo, affecting a large population worldwide. VitiCell® enables autologous cellular grafting by a medical professional in an outpatient setting, making it easily accessible to patients.

CUTISS plans to collaborate with healthcare providers in the UAE and GCC to bring its technology and services to patients in the region. The company is seeking manufacturing and distribution partners for VitiCell® in the region.

CUTISS AG's revolutionary technology and commitment to improving healthcare and helping patients offer new hope for millions of people around the world. The company's personalized skin therapy has the potential to significantly improve the quality of life for patients with severe skin injuries and pigmentation disorders, and Dr. Marino's inspiring journey is a testament to the power of determination and innovation in transforming regenerative medicine.



Breaking the Mold: NephroCan's Unconventional Solution to Renal Maladie

Kidney disease is a growing health concern, affecting millions of people around the world. For patients with chronic kidney disease, treatment often involves dialysis, which can be time-consuming, costly, and burdensome. However, a Canadian medical devices company called NephroCan is looking to revolutionize the way kidney disease is treated, providing patients with a new, more effective, and efficient option.

By Mohammed Irshad

Delaram Hajipour
Nephrocan CEO

NephroCan's CEO Delaram Hajipour attributed the company's success to its innovative approach to renal care. By focusing on developing products that cater to patients with kidney failure, NephroCan has established itself as a one-of-a-kind fully integrated product and service provider for hemodialysis patients. Unlike other companies that only provide machine equipment or disposable devices, NephroCan produces both in-house, making it easier for healthcare providers to source all their needs from a singular partner. This unique and distinguishing factor has positioned itself as a leader in the field.

"NephroCan is dedicated to improving the lives of patients living with End Stage Renal Disease (ESRD) by providing a comprehensive hemodialysis treatment package to healthcare providers and being an all-encompassing partner. Our unique approach, which includes design, manufacture, and servicing, along with the necessary post-sales support, ensures we deliver quality and affordability at every step," Hajipour told Mediworld ME in an email interview.

NephroCan has established its base in Vancouver, Canada, a city renowned for its technology hub and innovative spirit, often dubbed as the 'Silicon Valley of the North.' The headquarters allow NephroCan to utilize the latest advancements in design, strategy, and technology to develop safe, user-friendly, and effective healthcare products. With a focus on close collaboration with healthcare professionals, engineers, and patients, NephroCan ensures that its products meet the needs of its users. An in-house nurse also supports healthcare providers and patients in addressing their requirements.

Innovative Hemodialysis Solution

As they venture into the realm of accessible renal care, NephroCan places a significant emphasis on investing in research and development endeavors, "Our priority is to look at the future of accessible renal care," said CEO Hajipour. Specifically, for the hemodialysis machine, NephroCan collaborated with dialysis nurses, nephrologists, and engineers to create a product that's user-friendly, compact, and extremely precise. "As the industry conversation heads toward home dialysis, NephroCan has both the infrastructure and expertise to be an active participant and contributor in this shift," Hajipour added.

Established in response to the growing interest in Canadian medical devices, NephroCan conducted a detailed feasibility study to understand the industry landscape before entering the market. In 2016, NephroCan was established as a fully integrated product and service provider for hemodialysis patients. "We're allowing healthcare providers to source all their



needs from a singular partner, and this is our unique and distinguishing factor," said Hajipour.

Dedicated to delivering affordable, high-quality, and innovative hemodialysis treatment solutions, NephroCan has accomplished remarkable milestones, including building its own cutting-edge manufacturing line. "Our commitment to excellence and innovation drives us to improve and expand our existing product line, with ESRD patients at the forefront of every decision," said Hajipour. "Striving to advance patient care globally has led us to partnerships with renowned experts in the field, allowing us to push the boundaries of what's possible for hemodialysis treatment."

According to Hajipour, "our team has accomplished a lot, but we're not done yet. We're constantly looking for ways to improve and innovate in order to provide the best possible care to hemodialysis patients."

Accessible Care

NephroCan is a medical device company founded on the principle that every hemodialysis patient deserves tailored therapy. "Our range of high-quality disposable devices and machinery equipment caters to the individualized treatment needs of every patient, regardless of geographical location, facility, or quantities needed," explained CEO Delaram Hajipour.

According to Hajipour, NephroCan offers several customization options to ensure that patients receive the best possible care. "For example, we offer the ability for the dialysis chair to be paired with a patient weight scale, a modular central reverse osmosis machine, where additional filters can be added as a clinic grows to accommodate more treatments, and a hemodialysis machine that can be fitted with one, two or three pumps, depending on the recommendation of the nephrologist for patient treatment."

NephroCan has established strategic partnerships with esteemed entities worldwide, representing their products in key regions such as the European Union, the MENA region, and other areas of Africa. "By collaborating with these esteemed partners, we aim to ensure that our products and services are easily accessible to healthcare professionals, thereby fulfilling our mission of improving the lives of ESRD patients in the Middle East but also globally," said Hajipour.

The company attends and exhibits at Arab Health, the leading healthcare conference in the Middle East, where they build long-term relationships with key industry contacts. "We continue to expand our reach by working with more like-minded partners who share our vision," Hajipour added.

Hemodialysis Innovation Ahead

One of NephroCan's achievements is its ISO 13485 and CE certifications, which attest to the safety and quality of its medical devices. "These certifications enable us to sell and distribute our products not only in the European Union but also in other countries that recognize CE certification," Hajipour explained. The company's team of experienced quality managers ensures that every product meets the highest standards of consistency and precision.

NephroCan is currently working on a home care solution project, which is slated to launch within the next two to three years. The machine will be specifically designed to meet the unique needs of patients receiving treatment in their homes. "Our goal is to provide patients with greater freedom, comfort, and convenience in receiving care," Hajipour said. The company's extensive experience in the field and foundation from its current hemodialysis machine will be instrumental in designing and manufacturing high-quality equipment suitable for home treatment.

The global concern of chronic kidney disease is increasing, with an estimated 6.8% compound annual growth rate of patients requiring dialysis in the next ten years. Home dialysis is seen as a



promising solution, particularly in the wake of the COVID-19 pandemic, which has emphasized the importance of remote healthcare. NephroCan is leading the charge in designing and manufacturing equipment for home treatment, committed to improving the lives of ESRD patients and rethinking hemodialysis to make a lasting impact on the future of renal care.

NephroCan's commitment to innovation and quality has earned the company strategic partnerships with esteemed entities worldwide, with its products now utilized in key demographics such as the European Union, the MENA region, and other areas of Africa. By collaborating with like-minded partners, NephroCan is ensuring that its products and services are easily accessible to healthcare professionals, thereby fulfilling its mission of improving the lives of ESRD patients globally.

ATU Secures \$152,869 Grant to Conduct Innovative Health Research

The Accra Technical University (ATU) and the Design Thinking Ghana Hub have won a grant of \$152,869 from the Research and Innovation Systems for Africa (RISA) Fund. The grant will be used to conduct innovative research in the health sector and solve societal problems. The project will train 150 students from ATU over 10 weeks to develop prototype medical devices using design thinking analysis. The project aims to equip emerging leaders in health solutions with skills to design and deploy healthcare solutions that are tailored to local needs. The project will also translate existing research into practical commercial healthcare solutions and tools with the acceptability and support of various stakeholders.

The initiative is part of the Technical Universities Act, 2016 (Act 922), which aims to provide opportunities for technical and professional skills development, applied research, and publication. The Act also mandates the Governing Council of the Technical University to promote applied research, including the provision of technology innovations and solutions to firms and businesses, as part of the research activities of that Technical University.

The project launch was attended by Professor Samuel Nii Odai, the Vice-Chancellor of ATU, who highlighted that the university's 5-year strategic plan (2021-2025) includes a



pillar of "Impact-Oriented Research" to accomplish the goals of Act 922. Mr Gameli Adzaho, the Country Technical Lead of RISA, advised the trainees to take advantage of the opportunity to develop creative healthcare solutions to increase their chances of employment in the local and international markets.

The Director of the Design Thinking Ghana Hub, Mr Gordon Adomdza, stated that the trainees would be trained to conduct ethnographic research and understand the behavior of respondents on the field to get hands-on experience to develop and proffer solutions to the challenges. Out of the 526 institutions that applied for the grant, five came from Ghana, including two universities, ATU and the University of Ghana.

AUS Leading the Way with Innovative Drug Delivery Research for Cancer Treatment

American University of Sharjah (AUS) is making strides in cancer treatment research with its ongoing efforts to develop innovative drug delivery systems. The AUS Department of Chemical and Biological Engineering recently hosted a lecture by renowned professor Dr. Ghaleb Hussein, who presented his novel work in the area of ultrasonic drug delivery for cancer treatment as part of the College of Engineering's lecture series.

Dr. Hussein, a leading researcher in the field of ultrasonic drug delivery, is developing new drug delivery systems to minimize the side effects of chemotherapy. His work involves encapsulating the chemotherapeutic agent in a nano-sized carrier until it reaches the tumor site, allowing the body's healthy cells to avoid interaction with the cancer-fighting drugs.

The Drug Delivery Research Group, established in 2012, is comprised of AUS faculty, graduate and undergraduate students, and post-doctoral associates. The group is currently running experiments to find the most effective ultrasound parameters and has applied for a patent on the use of antibodies on the surface of nanocarriers and ultrasound in treating breast cancer.

Targeted drug delivery using ultrasound is a promising approach to reduce the side effects of chemotherapy and improve the efficacy of cancer treatment. Dr.



Hussein presented his latest findings during the lecture, indicating that targeted and ultrasound drug delivery improve in vitro delivery by 200 percent compared to the technology currently being employed in clinics. He also provided valuable information on the process of obtaining a US patent in this research domain.

As a leading university in the region, AUS has built a strong reputation as a hub for research, scholarly and creative activities. The CEN Lecture Series organized by the AUS College of Engineering is a platform for leading researchers and experts in various fields of engineering to share their knowledge and insights with students, faculty, and the broader community. The university values and supports innovative research, with AUS faculty actively making breakthroughs and discoveries in areas that impact society and the future.



Unveiling the Future of Healthcare in MENA:

Dubai Healthcare City Study Unearths Promising Trends and Opportunities in the Region's Health Industry.

Dubai Healthcare City Authority (DHCA), the governing body of Dubai Healthcare City (DHCC), has launched a major whitepaper titled “Emerging Opportunities in Middle East Healthcare”. The report provides in-depth insights into the regional healthcare sector, with a special focus on the GCC. This initiative is the latest in DHCA's mission to contribute to the development of the healthcare

sector in line with Dubai's goal to become one of the world's top 10 healthcare destinations. The whitepaper underlines the growth of the GCC and wider MENA healthcare landscape over the past decade and sheds light on the opportunities for investors.

Key Findings:

- The study forecasts that healthcare spending in the GCC will grow at a CAGR of 4.9% to reach USD 99.6 billion in 2023 from USD 86.2 billion in 2020, with the UAE and Saudi Arabia commanding approximately 80% share of the total spending.
- The report highlights a renewed focus on healthcare as a holistic rather than a symptomatic issue, further amplifying opportunities in the preventive medicine sector, especially as governments are increasingly aligned with the World Health Organization's approach.
- Additionally, the whitepaper acknowledges recent regulatory changes in



Dubai's healthcare sector to improve efficiencies, and an increasing focus on private-public partnership projects, which Dubai Healthcare City is leading the way on, as a primary enabler of industry growth.

- In the wider Middle East and North Africa (MENA) region, the healthtech start-up ecosystem is valued at over USD 1.5 billion, a 22x increase since 2016.
- Latest research estimates that the combined digital health market in Saudi Arabia and the UAE is likely to reach USD 4 billion by 2026.
- With manufacturing as an area of focus, the UAE's medical device market is forecast to grow to USD 1.5 billion by 2025 at a CAGR of 4.4% from 2020.

Resilience of Dubai's Healthcare Sector:

Despite pandemic-related restrictions on global travel, Dubai doubled the number of health tourists in 2021, with international visitors spending nearly USD 198 million on healthcare. This demonstrates the resilience of Dubai's healthcare sector. DHCC is a key contributor to the emirate's diverse economic growth, and the paper

revealed that the freezone contributed AED 2.8 billion to Dubai's GDP in 2021. This figure is expected to reach AED 3.4 billion by 2030. DHCC has emerged as a catalyst for the healthcare job market, as it has now facilitated the creation of 15,760 jobs in Dubai.

Private-Public Partnership Projects:

In addition to regulatory changes, the whitepaper highlights private-public partnership projects as a primary enabler of industry growth. Dubai Healthcare City is leading the way on this front. In 2021, it launched the Al Jalila Children's Specialty Hospital, a joint venture with the UAE Ministry of Health and Prevention. DHCC is also the home to the Mohammed Bin Rashid University of Medicine and Health Sciences and the Mohammed Bin Rashid University Hospital. These institutions are helping to create a medical education hub in the region.

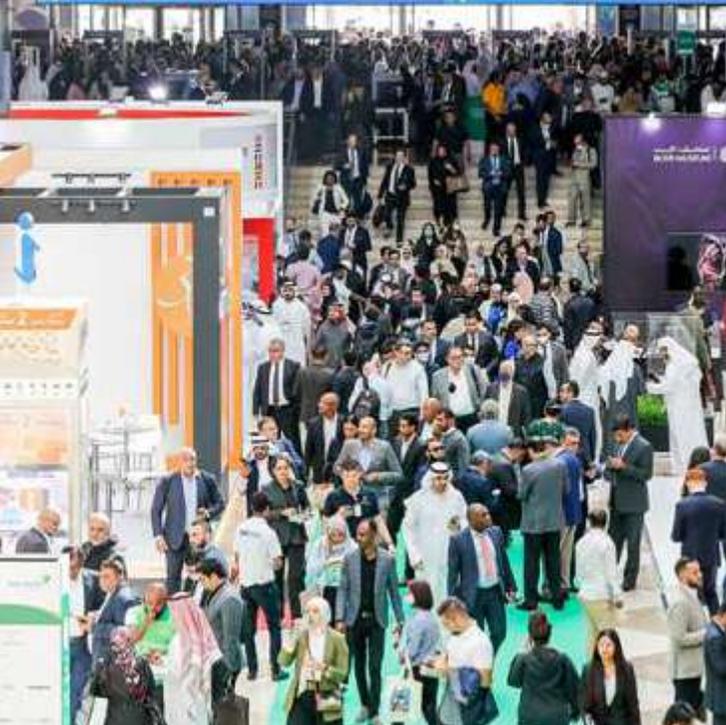
Emerging Opportunities in Middle East Healthcare:

The study identifies emerging opportunities in the Middle East healthcare sector. The focus on preventive medicine is creating new opportunities for investors. According to the whitepaper, there is a need for

more outpatient clinics, wellness centers, and home healthcare services. There is also a growing demand for digital health services, telemedicine, and remote monitoring. The report highlights several other emerging opportunities, including:

- **Elderly care and assisted living facilities**
- **Health insurance and medical tourism**
- **Medical device manufacturing**
- **Health tech startups**
- **Medical research and development**

Dubai Healthcare City's whitepaper highlights the opportunities in the MENA region's healthcare sector and underlines the need for a renewed focus on healthcare as a holistic issue. The study demonstrates that private-public partnership projects are key enablers of industry growth, and Dubai Healthcare City is playing a leading role in driving the industry's growth. The resilience of Dubai's healthcare sector in the face of pandemic-related restrictions on global travel is further proof of the emirate's commitment to becoming one of the world's top 10 healthcare destinations.



Arab Health 2023: Driving Innovation and Sustainability in Healthcare

The Arab Health Exhibition and Congress 2023 featured a diverse array of exhibitors showcasing their innovative products and services. The event hosted 44 country pavilions, including first-time participants such as New Zealand, Singapore, Tunisia, Indonesia, and Estonia showcasing the latest developments in nine product sectors for healthcare industry experts, innovators, decision-makers, and stakeholders. Exhibitors ranged from pioneering startups to mammoth multinational corporations.

By Mohammed Irshad

The 48th Arab Health Exhibition and Congress, the largest healthcare event in the Middle East, was held from January 30 to February 2 at the Dubai World Trade Centre, with a focus on "innovation and sustainability in healthcare". The event brought together over 3,358 exhibitors from 76 countries and featured 320 regional and international speakers, delivering keynote speeches, scientific lectures, and industry briefings. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, officially inaugurated the event and visited various stands, including the Emirates Health pavilion, under whose umbrella the Ministry of Health and Prevention (MoHAP), Dubai Health Authority (DHA), and Abu Dhabi's Department of Health (DOH) showcased innovative healthcare technology systems. The Arab Health Exhibition and Congress 2023 attracted over 51,000 healthcare professionals, serving as a platform for high-level discussions and peer-to-peer networking to drive the healthcare industry forward.

Exhibitors Floor:

The Arab Health Exhibition and Congress 2023 featured a diverse array of exhibitors showcasing their innovative products and services. The event hosted 44 country pavilions, including first-time participants such as New Zealand, Singapore, Tunisia, Indonesia, and Estonia showcasing the latest developments in nine product sectors for healthcare industry experts, innovators, decision-makers, and stakeholders. Exhibitors ranged from pioneering startups to mammoth multinational corporations. Notable exhibitors include Siemens, GE Healthcare, and Philips, who introduced innovative products and services. Emirates Health Services (EHS) was a significant presence at the event, showcasing groundbreaking healthcare projects, including the world's first non-surgical Microbubble Treatments for Children program and the Robotic Spine Surgery Suite. EHS also launched two advanced technology projects, Care AI and Digital Twin. These projects align with the UAE's National Strategy for Wellbeing 2031 and demonstrate EHS's commitment to shaping the future of healthcare. Medtronic and Roche were also notable exhibitors.

UAE Introduces Tatmeen and Ghaiath Apps

The UAE has launched the "Tatmeen" national drug tracking system, a state-of-the-art platform designed to track and trace pharmaceutical products. Unveiled by the Ministry of Health and Prevention, the Department of Health-Abu Dhabi, and the Dubai Health Authority during Arab Health 2023, the system provides electronic tracking services for medicines and medical products. It connects federal and local authorities, factories, distributors, pharmacies, and consumers in a seamless electronic network, enhancing control over all medicines in the country. Meanwhile, Emirates Health Services (EHS) has unveiled the Ghaiath project at Arab Health 2023. The smart digital system links EHS' health resource data to monitor vital processes, forecast risks, and ensure business continuity.





NAFFCO Unveils UAE's First Electric Ambulance at Arab Health 2023

NAFFCO, a prominent GCC-based provider of safety solutions, debuted the inaugural electric ambulance in the UAE at the Arab Health 2023 conference. With sophisticated communication technologies, the ambulance offers medical practitioners a comprehensive synopsis of patients' medical conditions, thus facilitating live communication with off-site healthcare professionals. This ambulance represents a major stride towards the UAE's zero-emissions objectives, promoting sustainable operations within the sector.

Intelligent Health Pavilion

Arab Health 2023 featured the Intelligent Health Pavilion created in partnership with the Intelligent Health Association. The pavilion showcased the integration of various technologies to improve patient experiences and highlighted the benefits of a seamless data environment. Visitors experienced live demonstrations of a digital ICU, an intelligent operating room, and a revolutionary emergency room. The pavilion also featured new technologies such as wearable finger sensors, advanced digital stethoscopes, and a newborn infant protection solution that uses Real-Time Location System (RTLS). The Intelligent Health Pavilion provided valuable insights into the integration of various technologies in the healthcare industry and showcased the latest advances in sustainable healthcare technology.

Future Health Summit & Future Dr Showcase

Arab Health 2023 hosted the second edition of Future Health Summit, which focused on the potential of the Metaverse in healthcare. Industry leaders explored emerging trends and opportunities in integrating technologies such as AI, AR, and VR to revolutionize the industry, which is predicted to reach a value of US\$ 5.37 billion by 2030.

In addition, Arab Health launched the Future Dr Showcase, providing students with a platform to present their research on healthcare topics and engage with healthcare professionals. The event offered valuable exposure to cutting-edge developments in healthcare and proved to be a significant success.

Transfo



Arab Health's Innov8 competition

iSono Health has won Arab Health's Innov8 competition, which featured 24 leading healthcare start-ups presenting innovative solutions in prevention, management, operations, and diagnostics. Finalists included Fitmedik, Lazarus 3D, Robot Dreams, and Sky Medical Technology. The panel of judges, including investors, entrepreneurs, and medical experts, selected iSono Health's ATUSA scanner as the winner. The AI-driven portable and automated 3D breast ultrasound scanner captures the entire breast volume, allowing for repeatable imaging at the point of care without a trained operator.



Conclusion

Overall, Arab Health 2023 was an excellent platform for showcasing the latest innovations and advancements in the healthcare industry, the atmosphere was described as inspiring and motivating, and the staff received positive feedback for their professionalism and helpfulness. The event also inspired a focus on sustainability in the healthcare industry and attendees left feeling energized and excited for the future Arab Health remains a key event in the healthcare industry, and many look forward to attending the next year's exhibition.

Medlab Middle East Showcases the Latest Innovations in Laboratory Technology and Patient Care

Dubai: Medlab Middle East, the MENA region's largest medical laboratory exhibition and congress, showcased a range of cutting-edge technology and innovative solutions in the laboratory industry. The event featured over 700 exhibitors from 40 countries, providing professionals with the opportunity to learn about the latest innovations in the laboratory industry while driving patient care to the next level.

One of the highlights of the event was the introduction of the fastest Strep A testing technology by Abbott. The ID NOW Strep A 2 test provides molecular results in as little as two minutes, allowing healthcare professionals to test and, with a positive result, treat during the patient's visit. This new technology is faster than other molecular methods and more accurate than conventional rapid tests, delivering results within an actionable time frame and allowing real-time clinical decisions to positively impact patient care.

In addition to Strep A testing, the event showcased new advancements in blood collection technology. Greiner Bio-One revealed the latest technology in blood collection



with the winged needle, specifically developed for one-handed use, utilizing a semi-automatic click mechanism that protects users from the risk of needlestick injuries and makes the daily task of blood collection easier. The ultra-sharp needle tip ensures patient comfort.

Z Biotech Inc showcased a range of pet tests that can identify everything from Coronavirus to Leukemia within 10 minutes, addressing the US\$802 million Veterinary Rapid Diagnostic Tests Market. Furthermore, Swiss company 1drop is showcasing an in-vitro diagnostic medical device that utilizes the camera/flash function on a smartphone to measure different biomarkers of the body. With single membrane technology, plasma separation, and enzyme reactions occur simultaneously, so one drop of blood provides an insight into a user's health.

The exhibition underscored the importance of Medlab Middle East in providing professionals from the industry with the opportunity to learn about the latest innovations that enhance the laboratory industry globally, driving patient care to the next level.

Moorfields Eye Hospital Hosts Successful Event Promoting Eye Health and Comprehensive Care Services

Dubai: Moorfields Eye Hospital Dubai recently held an exciting event that brought together a team of doctors, influencers, and media. The event aimed to debunk common myths about eye health, conduct eye exams, and take eye photos for guests to take home. Business Development and Marketing Director, Maha Aboughali, expressed her excitement about the event, highlighting the hospital's commitment to quality eye care and their focus on innovative technologies, evidence-based treatments, and a patient-centric approach to care.

Moorfields Eye Hospital Dubai, the first overseas branch of Moorfields London, provides high-quality pediatric and adult eye care services across the UAE and the Middle East. The hospital is undergoing continuous development to become one of the finest eye hospitals in the region. They offer a wide range of specialized services, including retina, uveitis, cornea, cataract, refractive surgery, glaucoma, pediatric, and cosmetic eye surgery, among others.

The hospital's team of highly trained and experienced ophthalmologists, optometrists, orthoptists, and allied health professionals ensure that all patients receive the best possible treatment and care for their eye health needs. Moorfields Eye Hospital Dubai's Chief Medical



Officer, Dr. Ammar Safar, emphasized the hospital's commitment to providing the highest quality eye care and treatment to improve the quality of life for every patient, regardless of age.

The hospital's commitment to delivering superior patient outcomes and utilizing advanced treatment methods has earned it a reputation as a top-tier eye care provider in the region. Its state-of-the-art facilities and skilled medical professionals make it a valuable addition to the healthcare landscape.

StratHealth Pharma Sheds Light on Women's Sexual Health at Women's Wellness Event

StratHealth Pharma, a healthcare company affiliated with CCL Life Sciences, recently organized a women's wellness event that focused on women's sexual wellness and health. The event was held at the American Academy of Cosmetic Surgery Hospital in Dubai, UAE, and featured presentations by health experts, including Dr. Nadia Buhannad, a psychologist at the hospital, Dr. Manal Ibrahim, the head of obstetrics and gynecology at Gargash Hospital, and Chanda Lokendra, the CEO of Lizzom. The presentations covered topics such as female sexual dysfunctions, gynecological aging, and psychological aspects of women's sexual health-related issues.

Dr. Manal Ibrahim stressed the importance of discussing sexual dysfunctions, which are more common in women than men, yet often go unaddressed. She encouraged women to seek help if they experience sexual dysfunction, as 30-60% of women may face this issue. Dr. Nadia Buhannad emphasized that sexual drive is about more than just sex; it's also influenced by one's thoughts, emotions, and lifestyle. She noted that there are many



psychological reasons why some women may not have a high libido.

Chanda Lokendra shared insights on gynecological aging, stating that menopause, sexual dysfunction, and urinary incontinence are key issues associated with it. She emphasized the importance of taking care of one's sexual and mental wellness and encouraged women to address these issues openly.

The event aimed to provide a holistic understanding of women's sexual health and to help women feel good about themselves. Afrin Emamsha, the marketing manager for StratHealth Pharma, highlighted the importance of educating women about their sexual health and addressing issues that affect their well-being, and while women's sexual health is often regarded as a taboo topic, it is crucial for women to be educated and informed. The event was attended by key women wellness professionals.

Global Robotic MedTech Forum showcases latest advancements in robotic surgery in Middle East

The first Global Robotic MedTech Forum was recently held in Dubai, attracting key stakeholders in the medical industry. The event featured renowned experts and surgeons who discussed the latest developments in robotic surgery, which is revolutionizing the way surgeries are performed. The event was organized by the US Society of Robotic Surgery and Crescent Healthcare and was attended by UAE ministers and deputy ministers, government officials, and healthcare professionals.

The event kicked off with a presentation by Hamid Jafar, Chairman of the Crescent Group. He said: "The Global Robotic MedTech Forum is an important platform that brings together industry leaders and innovators to exchange knowledge and ideas and drive meaningful advancements in the healthcare sector. We are pleased to host this event and look forward to enabling the sharing of insights and exchange of knowledge in this exciting field."

The forum featured presentations, keynote speeches, panel discussions, and the unveiling of the XCath endovascular system, which is set to revolutionize endovascular procedures. The event was attended by 27 speakers who provided insights into the benefits of robotic surgery for patients, healthcare systems, and the global healthcare sector. The forum was seen as a significant platform for industry leaders and innovators



to exchange knowledge and ideas, drive meaningful advancements in the healthcare sector, and showcase their latest technological innovations. The event was welcomed by medical professionals and stakeholders, who expressed their excitement for the latest advancements in robotic surgery and highlighted the potential of the technology to improve patient outcomes and enhance the efficiency of healthcare delivery.

A woman with long dark hair, wearing a white long-sleeved shirt and white pants, is sitting in a meditative pose on a sandy dune. She is looking towards the right, where the sun is setting or rising, creating a warm, golden glow. The background shows a vast, open desert landscape under a clear sky.

Discover the Healing Power of India: A Journey to Wellness

Reports suggest that the Indian economy could add USD 9 billion by 2026 by leveraging traditional medicine, Ayurvedic therapy, yoga, and wellness, combined with exercise that focuses on the curative aspects of healthcare. Globally, the MVT market is projected to grow from USD 13.98 billion in 2021 to USD 53.51 billion in 2028, with a CAGR of 21.1% during the forecast period 2021-2028. These projections indicate the potential for India's MVT market to help catapult the country's economy in the coming years.

By Mohammed Irshad



India has emerged as a major player in the Medical Tourism industry, attracting millions of people from all over the world for affordable surgical treatments. The country's rapidly growing medical tourism industry has put Delhi, Chennai, Mumbai, and Kochi on the global map, and in 2023, Medical Value Travel (MVT) is expected to see a significant boost. In the 2020-21 Medical Tourism Index (MTI), India ranks 10th out of 46 destinations globally, and in the top 20 wellness tourism markets, it ranks 12th worldwide and 5th in the APAC region. What sets India apart in the medical value travel market is the unique position it holds in holistic healthcare, thanks to complementary treatments in Ayurveda. The country's healthcare system is known for its affordability, making it an attractive destination for those seeking world-class clinical treatments, energy, and rejuvenation.

In a recent interview with Business World, Sunil Talati, Chairman of the Services Export Promotion Council (SEPC), highlighted that India's healthcare system offers a holistic approach to wellness and health, in addition to affordable mainstream healthcare, good infrastructure, and ease of communication, making it a unique destination for Medical Value Tourism (MVT). With an 18% share of the global medical tourism market, the outlook for 2023 is to become one of the leading choices for MVT, he added. Reports suggest that the Indian economy could add USD 9 billion by 2026 by leveraging traditional medicine, Ayurvedic therapy, yoga, and wellness, combined with exercise that focuses on the curative aspects of healthcare. Globally, the MVT market is projected to grow from USD 13.98 billion in 2021 to USD 53.51 billion in 2028, with a CAGR of 21.1% during the forecast period 2021-2028. These projections indicate the potential for India's MVT market to help catapult the country's economy in the coming years.

The Contribution of Industry Players to Medical Tourism (MVT)

Business World reported that industry players in the medical tourism sector are adopting various strategies to increase the value and quality of their services to remain competitive. These strategies include investing in state-of-the-art healthcare infrastructure, expanding their expertise in specific medical specialties, forming close partnerships with hospitals and healthcare organisations, and incorporating technology and precision medicine.

Rajeev Taneja, Founder, and CEO of Global Care, emphasized that the Indian government, industry players, and other stakeholders are actively promoting medical tourism in India. The provision of the Ayush Visa by the government has enabled overseas patients to access medical and wellness treatments in India, including Ayurveda, naturopathy, Unani, homeopathy, and other forms of wellness. Taneja added that organizations are working together to develop a brand for India as a wellness destination, strengthen the ecosystem for medical and wellness tourism, enable digitalization through online medical tourism portals, enhance accessibility, and improve governance and institutional frameworks.

Govt's Efforts to Attract Medical Tourists

India is making significant strides towards becoming a premier destination for medical tourism, with the government taking an active role in promoting the country's healthcare services to a global audience. One initiative that's gaining traction is the "Heal In India" campaign, launched by the health ministry to position India as a leader in healthcare and boost medical tourism.

Under this campaign, the government is working towards providing international patients with an end-to-end medical journey in India through a digital portal called Medical Value Travel. This portal will offer global visibility to Indian healthcare facilities and professionals, while also helping international patients access quality healthcare services in the country.

To further promote the initiative, the government is also planning to



standardize processes and treatment packages for foreign nationals, so that patients are not overcharged for the same procedure in different hospitals across the country. Additionally, there will be a certified central grievance redressal mechanism for international patients, addressing a gap that has long existed in the Indian healthcare system.

As part of the "Heal In India" campaign, the government is also exploring ways to create a dedicated logo that represents the initiative's foundation and reflects its mandate to a global audience. While over a thousand logo designs have already been received from the public, the focus is on creating an artistic arrangement in the national tricolor that can promote the campaign worldwide.

India is a sought-after destination among overseas patients, thanks to the country's highly trained doctors, state-of-the-art diagnostic equipment, and affordable treatment costs. Patients from abroad come for cancer treatment, organ transplant surgeries, plastic surgery, and more. With the government's commitment to promoting medical tourism, India is poised to become a leading destination for healthcare services in the years to come.

India has recognized the significance and potential of medical tourism in the global market. The sector is seeing an emerging public-private partnership, driven by several incentive schemes for healthcare providers and promotion at international events. This, along with cost benefits and localized resource advantages, is positioning India as a high-potential hub in the medical tourism market.

Discovering India's Top Medical Tourism Destinations

From the bustling city of Mumbai to the tranquil shores of Chennai, India offers a wealth of options for medical tourists seeking top-notch care. Chennai, known as the "health capital of India," boasts a high standard of medical care and attracts thousands of foreign patients annually for procedures ranging from hip replacements to alternative therapies. Mumbai, with its rapidly expanding medical tourism industry, is home to a variety of super-specialty hospitals, renowned research, and diagnostic centers, as well as popular Ayurvedic and cosmetic surgery centers. New Delhi, the nation's capital, offers excellent private hospitals with specialized packages for foreign patients seeking general surgery, heart care, neurosurgery, and eye surgery. Ahmedabad, a rising star in medical tourism, offers top-notch facilities and amenities, while Bangalore, with its abundance of highly skilled medical professionals and Western-trained doctors, provides quick access to medical care and advanced treatments. These cities are leading the way in India's growing medical tourism industry, offering unparalleled care and treatment options to visitors from around the world.

India's unique blend of traditional and modern healthcare, combined with its rich culture and natural beauty, makes it an irresistible destination for those seeking to improve their health and well-being. Whether you're looking to try ancient Ayurvedic treatments or cutting-edge medical procedures, India has something to offer. Plus, with its diverse and colorful cities, awe-inspiring landscapes, and warm and welcoming people, India offers a healing experience unlike any other.

So, what are you waiting for? Pack your bags and get ready for an unforgettable journey to India, where you can experience the power of holistic healthcare in a truly magical setting. Imagine indulging in delicious and healthy cuisine, practicing yoga in serene surroundings, and discovering the secrets of Ayurveda from expert practitioners. Whether you choose to explore the bustling markets of Delhi or relax on a pristine beach in Goa, India is sure to leave you feeling rejuvenated and transformed.

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Prof. Al-Shamsi is a renowned oncologist and the director of oncology services at Burjeel Holding UAE and Burjeel Oncology in GCC, president of the Emirates Oncology Society, and lead of the Gulf Cancer Society. He is a full professor of oncology at the University of Sharjah and the first Emirati to receive this promotion in oncology in the UAE. He has published over 100 peer-reviewed articles in prestigious journals and has authored two books, one of which is the first book about cancer research in the UAE and the Arab world. He has received numerous awards for his exceptional leadership, research, and volunteering.

Prologue

Cancer health literacy is crucial for the early detection, prevention, and successful management of cancer in any population. In the United Arab Emirates (UAE) and the broader Arab region, improving cancer health literacy is essential to address the growing cancer burden. This article sheds light on the concept of cancer health literacy, its causes, and the necessary steps to enhance cancer health literacy in the UAE and the Arab region.

Understanding Cancer Health Literacy

Cancer health literacy refers to an individual's capacity to obtain, process, and understand basic cancer-related information and services to make informed decisions about their health. This encompasses knowledge about the various types of cancer, risk factors, prevention methods, screening, and treatment options. High cancer health literacy empowers individuals to take an active role in their health, leading to better health outcomes and reduced cancer-related mortality.

Causes of Low Cancer Health Literacy in the UAE and the Arab Region

Limited access to reliable information: The availability of accurate, culturally-sensitive, and easily understandable cancer-related information in the Arab region is scarce. Many people rely on informal sources, like friends and family, leading to the spread of misinformation and misconceptions.

Cultural barriers: Cultural norms, beliefs, and stigma often prevent open

Cancer Health Literacy in the UAE: Understanding, Causes, and the Road to Improvement

discussion about cancer in Arab societies, resulting in misinformation and delayed help-seeking behavior. Taboos surrounding certain types of cancer, such as breast and cervical cancer, hinder awareness and early detection efforts.

Language barriers: Most of the health information is available in English, making it difficult for non-English speakers to access and understand vital medical information and services.

Key Strategies to Enhance Cancer Health Literacy

To improve cancer health literacy in the UAE and the Arab region, a multi-faceted approach is necessary to address the various challenges and barriers that exist. The following strategies can be employed to enhance cancer health literacy:

Culturally-sensitive health education: Tailoring health education materials to the local culture, language, and context can help make the information more accessible and engaging for the target population. This includes developing content in Arabic and incorporating culturally-specific examples and imagery. Educational campaigns should target not only patients but also the general public, family members, and caregivers.

Community outreach programs: Collaborating with community leaders, religious institutions, and non-profit organizations can help bridge the gap between healthcare providers and the community. These partnerships can facilitate culturally-sensitive health education programs, support groups, and awareness campaigns, which can be vital in breaking down cultural barriers and stigma surrounding cancer.

Training healthcare professionals: Healthcare providers play a crucial role in disseminating accurate and timely cancer-related information to patients and their families. By improving their communication skills and cultural competence, healthcare providers can better support individuals in understanding complex cancer-related information and making informed decisions about their health.

Utilizing digital platforms: The widespread use of smartphones and the internet in the Arab region presents an opportunity to leverage digital platforms for cancer health education. Developing mobile applications, websites, and social media campaigns in Arabic can help reach a larger and more diverse audience and increase awareness and knowledge about cancer prevention and treatment.



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Parmjot Bains is Pfizer's Gulf Cluster Country Manager with 18 years of experience in medicine, international relations, and pharmaceuticals. She has worked in leadership roles in the US and Asia Pacific, with expertise in Pharmaceuticals, Strategy, Business Development, Marketing, Biotechnology, and Management. She received the US-based Healthcare Business Association Rising Star Award in 2022.

The potential to improve patients' outcomes exists through digitalization – digital records, apps to connect patients to the right lifesaving and life-changing medication, constant medication alerts and reminders, and machine-learning platforms to create better tracking and reporting systems. What is exciting for us is how we can continue to push the envelope further with technology to anticipate a patient's needs and deliver services on time, while also implementing digital systems that support physicians and their workflows.

Our effort to enhance access powered by technology comes in the form of patient support programs, which — though constrained by matters of eligibility — provide a crucial steppingstone in our endeavor to deliver the right patient care.

As such, these programs hold considerable power in moving us closer to the goal of providing equitable access to healthcare, irrefutably making them the main target for innovation in the field. Therefore, moving forward, we need to better integrate technologies available to us, and modernize our support programs to ensure we're narrowing the accessibility gap patients face

Digital Innovation holds the key to more robust patient support programs

We can better leverage today's technologies to improve patient support, helping us to bridge the gap between patients and their access to medication



even further.

We are excited to launch the IUdo App in Qatar, a digital app that aims to address the patient accessibility barrier through digitizing and streamlining patient enrolments and ensuring appropriate support for patients enrolled in the patient support program.

Understanding the barriers to access

Concerns associated with high co-pays or out-of-pocket expenditures represent a significant barrier preventing patients from seeking care.

In the Gulf, besides hurdles associated with treatment costs, many patients face

significant difficulties navigating complex healthcare systems and understanding what treatment and financial options are available. Moreover, mobility-related challenges in getting to and/or from appointments and filling prescriptions, combined with a stronger dependency on family and social support, often affect the path to effective disease management, reiterating the need for robust support programs.

Support program enhancement

Patient support programs (PSPs) are designed to make access to medication easier for eligible patients, enabling them to receive much-needed (and often life-altering) innovative medication they may not otherwise have access to.

Programs of this kind require that we are as diligent as can be when enrolling and

supporting our patients. Not only do we need to ensure that the patients meet the criteria set through our appointed third parties, but we also need to guarantee that the medication they need reaches them as easily and as swiftly as possible. Aside from that, we need to make sure that it is safe for them, which involves a strict safety protocol that requires high levels of communication with the patients involved.

With that in mind, Reducing the margin of error in patient support programs, especially errors due to human factors, is key to improving their effectiveness and overall system performance.

The digital infrastructure now available to us provides a massive opportunity for growth and change toward an increasingly patient-centric approach in



the industry. It is therefore imperative that we better leverage these technologies in order to move closer to a better future for healthcare.

That future is already approaching, as Pfizer's newly developed IUdo app is bringing innovation to the equitable access landscape. Designed to make it easier for patients on selected patient support programs to access Pfizer medications, the mobile app improves both the patient and healthcare professional's experience by speeding up program enrolment; providing seamless access to support treatment plans; increasing the scale and reach of programs to patients and allowing the entire support program journey to be managed directly from their phones. The app will soon be launched in the UAE and the region.

In recognition of the fact that barriers to medical access aren't just about the price of treatments, innovation of this kind efficiently addresses identified gaps in the patient journey. It does this by leveraging the digital mobile technologies and paperless solutions at our disposal to introduce scalable solutions that facilitate all steps involved in joining a patient support program, from enrolment to ongoing support.

An added advantage is the potential

for faster, more accurate troubleshooting processes through the enhanced communication these technologies can offer. As a result, we anticipate accelerated uptake of our medications, potentially creating faster impact and, most importantly, increased safety for patients in a shorter period.

Moving forward

As it stands, the field of healthcare continues to face many challenges surrounding the availability of medication to everyone who needs it — especially those at high risk. By innovating and combining our resources, experience, and commitment to partnership, we can make leaps and bounds ensuring equitable and affordable access to medication across the region is achieved.

As a science-driven and patient-focused organization Pfizer will continue to steer its digital transformation journey further towards utilising innovations like IUdo to deliver breakthroughs that change patients' lives.

As we look ahead, there is no denying that dynamics are shifting, and that making use of the technologies of today is the best way to ensure that our patients continue to be well cared for now and in the future. If there is ever a time to effectively digitize our scope of work, systems, and programs, it would be now.

30th March
UAE National Doctors' Day



Dr. Fatih Mehmet Gul

CEO, Fakeeh University Hospital

"As a physician and hospital CEO, I am honored to recognize the incredible dedication and tireless efforts of my fellow doctors on this National Doctors Day in the UAE. Your exemplary resilience, even in the face of adversity such as pandemics, strengthens the very foundation of our healthcare system. Together, we continue to provide exceptional care and embody the hope and strength our community relies on. Thank you for your unwavering commitment to healing and saving lives"

Tugan Tezcaner

Associate Professor of General Surgery, Valiant Clinic and Hospital

"As a general surgeon in Dubai, UAE's National Doctors Day fills me with immense pride and honor. It is an extra special day that recognizes the relentless efforts and unwavering dedication of healthcare professionals. This day reminds me of to be a part of the medical community and motivates me to continue to serve and make a difference in the lives of my patients. On this day, I celebrate my fellow doctors and our collective commitment to serving the community with compassion, integrity, and excellence".



Dr. Shaza Mohammed

Family Physician, UAE

"Happy Doctor's Day to all my colleagues out there. To have a day to celebrate Doctor's Day is remarkable and leaves us feeling appreciated. In spite of all the hardships, long working hours, and the nonstop learning process I can't see myself doing or being anything else. It was never easy to be a doctor as I have to think of my patients before myself. To all my colleagues I would like to remind, you are not just a doctor, you are a friend and a guide. And as Carl Jung said "Medicines cure diseases, but only doctors can cure patients."

Dr. Mohamed Niaz

Specialist Neurology, Aster Hospital, Sharjah

"Medicine is one of the noblest professions in the world. Everybody who comes into this profession is committed to society and strives to help people who are in need of a healing touch. In this advancing world, doctors play an indispensable role in making the lives of people better. For all doctor's who have dedicated their life, knowledge, and expertise for the good of people, I wish them a happy doctor's day".





Medcare Orthopaedics and Spine Hospital Launches UAE's First Integrated Cerebral Palsy Clinic

clinic provides patients with the tools and services necessary to successfully manage their disorder. The specialists and super specialists at the clinic provide integrative healthcare by experts from multiple disciplines at the same time, under one roof. Patients can now receive integrated care in one visit by as many as six different medical experts. The Medcare Cerebral Palsy Clinic allows parents to book one appointment for their child for an interdisciplinary consultation involving multiple pediatric specialists, including a pediatric neurologist, neurosurgeon, pediatric orthopedic & spine surgeon, and expert physiotherapists. The clinic's launch was made realizing that better resources and healthcare infrastructure is needed in the UAE to address cerebral palsy cases. The clinic's specialists cumulatively design the best surgical or non-invasive management plans that focus on enhancing the quality of life of patients.

Dubai: Medcare Orthopaedics and Spine Hospital has launched the UAE's first integrated cerebral palsy clinic, providing patients with multidisciplinary care to effectively manage their condition. Cerebral palsy is a group of disorders affecting a person's movement and posture, caused by brain injury before, during, or after birth.

The Medcare CP clinic offers a customized approach to management as the cause and effect of cerebral palsy vary from patient to patient. The



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"Caring Like Family" Healthcare Awards Launched by Saudi German Health UAE, Offering AED 500,000 Prize Money

Dubai: Saudi German Health UAE has announced the launch of the 'Caring Like Family' healthcare awards, with a cash prize of AED 500,000 (\$136,000) to be awarded to winners across three categories. The awards aim to acknowledge the contributions of healthcare professionals who have been working tirelessly to provide care to their patients and families across the UAE. The categories of the awards include the Best Healthcare Professional, Best Healthcare Initiative, and the Batterjee Award for Influential Healthcare Leader.

The Best Healthcare Professional Award will honor physicians, dentists, nurses, midwives, pharmacists, physiotherapists, laboratory and radiology technicians, academic teachers, hospital administrators, quality, human resources, finance, and health informatics professionals. The first three winners will be awarded gold, silver, and bronze, with cash prizes worth AED 40,000, AED 20,000, and AED 10,000, respectively.

The awards are instituted under the patronage of the Dubai Health Authority, Ministry of Health and Prevention, and Department of Health. Nominations for the awards will be accepted from March 1 from all healthcare organizations across the UAE, except Saudi German Health, and the winners will be announced in



September. The awards have already been launched in Egypt and will soon be launched in Saudi Arabia as well.

Sobhi Batterjee, Chairman and Founder of Saudi German Health, said that "Caring Like Family" is not just a company slogan, but a way of living at Saudi German Health. Dr. Reem Osman, Regional CEO, Saudi German Health, added that the awards would be a small contribution to acknowledge the efforts of healthcare professionals who have touched human lives in the country.

Dr. Osman also stated that the group would have external judges to choose the winners and that nominations would be accepted through the website of Saudi German Hospital Awards. She encouraged other organizations and professionals to implement the motto of caring like family and said that the employees of Saudi German Health would not be considered for the awards.

KFSH&RC Makes Medical History with Successful Cesarean for Woman with Artificial Heart Pump in Middle East

Riyadh: The King Faisal Specialist Hospital and Research Center (KFSH&RC) in Riyadh, Saudi Arabia, has performed a successful cesarean surgery for a 32-year-old woman who is living with an artificial heart pump, marking the first case of its kind in the Middle East. The woman was referred to KFSH&RC for treatment after suffering from severe weakness in her heart muscles, which required an artificial auxiliary pump to be implanted. A multidisciplinary medical team of seven specialties closely monitored the patient's condition, ensuring she was healthy enough to undergo the surgery in the 32nd week of her pregnancy. After the procedure was completed without complications, the mother was transferred to intensive care,



while the baby was placed under the supervision of the neonatal intensive care team. Physicians usually advise against pregnancy in patients who have received an artificial heart-assisting pump implant due to the potential complications for both the mother and the fetus, including pump malfunctions that could endanger their lives. This achievement is a testament to the expertise, dedication, and tireless efforts of the KFSH&RC team, highlighting the hospital's commitment to delivering exceptional healthcare services and advancing medical research and education.

Prime Healthcare Group acquires advanced cancer treatment technology for upcoming cancer center in Dubai

Dubai: Prime Healthcare Group has acquired advanced cancer treatment technology from Varian, a Siemens Healthineers company, for the upcoming Marie Curie Cancer Institute (MCCI). The Dubai-based cancer center will provide comprehensive care, including medical, surgical, and radiation oncology. The newly acquired Truebeam® radiotherapy system and Bravos® afterloader system will be used to treat cancer patients at the center. Dr. Jamil Ahmed, Managing Director of the Group, announced the strategic collaboration during the Arab Health 2023 conference, stating that the Prime Healthcare Group had extended its long-term partnership with Siemens



Healthineers in the region.

Laurent Amiel, President Radiation Oncology Solutions EMEA at Varian, expressed pride in expanding access to high-quality cancer care and emphasized the importance of supporting the entire cancer care pathway, from screening to survivorship, to improve the care experience for patients and clinicians. The partnership builds upon the existing relationship between Prime Healthcare Group and Siemens Healthineers. The two entities have worked together to equip and service the radiology department of Prime Healthcare Group facilities in Dubai. Ole Per Maloy, Zone Head MESA, SHS EMEA MESA, expressed delight in partnering with Prime Hospital and joining forces to address the complete cancer care continuum, ultimately paving the way for intelligent cancer care. The Marie Curie Cancer Institute (MCCI) will be a part of Prime Healthcare Group's multi-specialty hospital, which is currently under construction in Dubai's Healthcare City district.



Olayan Saudi Holding Company and VAMED to Open Rehabilitation and Long-Term Care Hospital in Riyadh

Riyadh: Olayan Saudi Holding Company (OSHCO) and VAMED Group, an Austria-based healthcare provider, have announced a joint venture to open a new rehabilitation and long-term care hospital in Riyadh, Saudi Arabia. The facility will have a 150-bed capacity and will provide state-of-the-art medical and non-medical services to insured patients, government-referred patients, and cash patients. The hospital is the first of several planned under OSHCO's strategy to expand its healthcare investment portfolio. The facility will begin operations in the second quarter of 2024 and offer rehabilitation and post-acute long-term care. The partnership follows the establishment of a medical investment partnership between OSHCO and VAMED Group last month. OSHCO and VAMED will jointly establish, operate, and manage hospitals in the Eastern and Western regions of Saudi Arabia,

as well as various cities in the Middle East/GCC.

Eng. Uwaidh Alharthey, CEO of OSHCO, said that the healthcare sector in Saudi Arabia offers promising opportunities with increasing demand for quality healthcare. He added that several hospitals are in the pipeline to address this gap and maximize opportunities while contributing to the objectives of the Health Sector Transformation Program of Saudi Vision 2030. Dr. Thair Salim, VP of Health & Personal Care of OSHCO, stated that the new hospital would leverage OSHCO's local market knowledge and VAMED's international expertise to provide exceptional patient experiences and high-quality services. The partnership aims to transfer knowledge and best global practices to the Kingdom, develop innovative services, and play a leading role in the development of the local and regional healthcare sector.

TruDiagnostic and NADMED Partnership Launches CE-Marked NAD+ Blood Diagnostic Test in the US

TruDiagnostic, a health data company, has entered a partnership with Finnish NAD diagnostic company, NADMED, to launch a new NAD+ blood diagnostic test in the US. The Q-NADMED Blood Kit is claimed to be the only CE-marked NAD+ testing product and can measure NAD+ and NADH from a small blood sample for several clinical applications. NAD+ and NADH are crucial metabolites related to ageing and several other diseases, and abnormal levels of these metabolites have been linked to improper immune function, metabolic disease, dementia and neurodegeneration, and heart disease.

NADMED testing kits are designed to enable precise and quantitative detection of metabolites in a sample, based on knowledge of standards for NAD preparation and preservation. The kits use an extraction technique that is suitable for all blood samples and apply a safe detection method. The partnership between TruDiagnostic and NADMED anticipates a fruitful collaboration to continuously develop business and service models to meet the needs for NAD testing of the varied customer base.

TruDiagnostic has expertise in understanding and interpreting the fluid epigenome and is involved in various clinical trials that assess the effectiveness of products that claim to provide anti-ageing benefits. The company is also engaged in research projects to create and validate other algorithms for tracking ageing and disease.

The launch of the Q-NADMED Blood Kit is expected to provide significant value to the healthcare industry in the US. Clinicians can use the NAD+ testing product for multiple clinical



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applications, including the management of metabolic diseases, age-related conditions, and neurodegenerative disorders. The partnership between TruDiagnostic and NADMED is a significant milestone in the healthcare industry, and the two companies are committed to improving patient outcomes and providing innovative solutions to healthcare challenges.

The launch of the Q-NADMED Blood Kit marks a significant step in the advancement of NAD+ testing products. The partnership between TruDiagnostic and NADMED is expected to provide clinicians with the tools they need to better manage metabolic diseases, age-related conditions, and neurodegenerative disorders. The product launch is expected to pave the way for further research and development in the healthcare industry, with the ultimate goal of improving patient outcomes and providing innovative solutions to healthcare challenges.

UPCOMING EVENTS



**2nd Int'l Conference
on Probiotics,
Nutraceutical, and
Food Science**

**13-15 April
Dubai**



**LogiPharma
2023**

**25-27 April
France**



**Brain & Pain
Summit 2023**

**27-30 April
Scottsdale,
Arizona, USA**



**International
Conference on
Medicine, Nursing
and Healthcare
(ICMNH)**

**01 May
Singapore**



**19th Emirates
Critical Care
Conference**

**12-14 May
Dubai**



**Abu Dhabi
Trauma & ECMO
Conference 2023**

**22-23 May
Abu Dhabi**



**PrecisionMed
Exhibition &
Summit 2023**

**23-24 May
Dubai**



**9th Abu Dhabi Int'l
Conference In
Dermatology &
Aesthetics -
AIDA 2023**

**26-28 May
Abu Dhabi**





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Cooling range -18°C/ +25°C
- Bulk trailers 2500Kg / 14m³ capacity.
Cooling range 0°C/ +18°C





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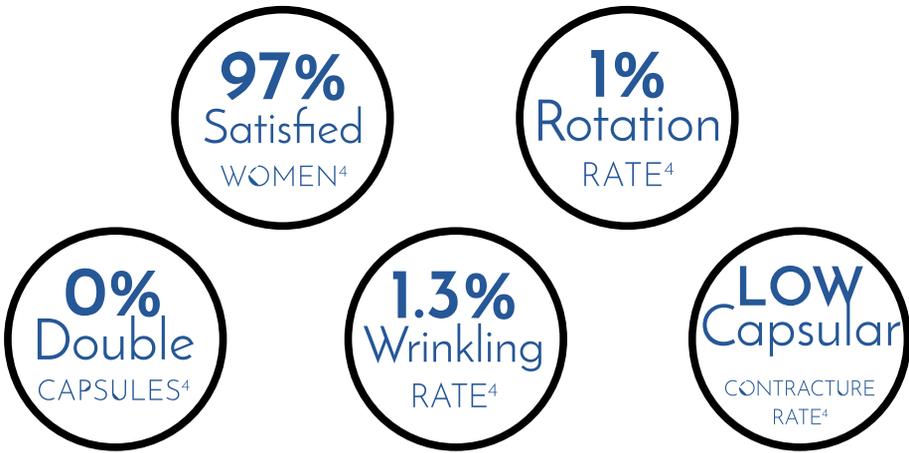
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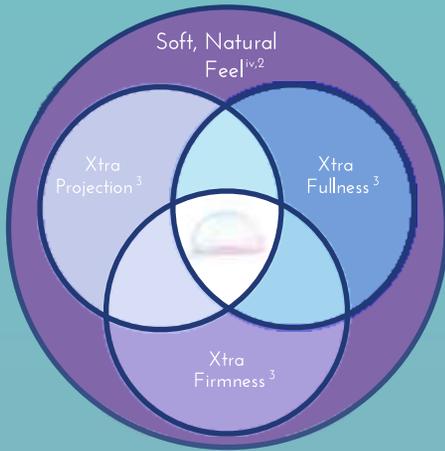
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Mentor® MemoryGel® Breast Implants in Primary Augmentation Patients
What does The Mentor® Level 2 Core Study Say at 10 years?



³ Based on patient survey at 10 years in the Mentor® MemoryGel™ Breast Implant 10-Year Core Gel Clinical Study Final Report.
⁴ Head-to-head testing according to industry standard ASTM D412 test method for rubber properties in tension (v. 0901) between MemoryGel® (n=10) and Natrelle Inspira (n=10)

Why MemoryGel™ Xtra Breast Implants?¹



iv. Mentor Consumer Preference Market Research Report July 2017.

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