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Healthcare-Personalized, Precise, and Powered by AI

The dawn of artificial intelligence (AI) has marked a transformative era in countless industries, and healthcare is no exception. As an editor for this esteemed healthcare magazine, it fills me with great enthusiasm to observe how AI is reshaping the medical landscape, enhancing patient outcomes, and streamlining operations in ways we could only imagine a decade ago.

AI in healthcare is no longer a futuristic concept; it is a reality. One of the most profound impacts of AI is in diagnostics. Machine learning algorithms, trained on vast datasets, have demonstrated an exceptional ability to detect diseases like cancer, diabetic retinopathy, and even rare genetic disorders with accuracy comparable to or exceeding human experts. These tools empower clinicians to make earlier, more accurate diagnoses, ultimately saving lives and reducing the burden of late-stage treatments. For instance, AI-powered imaging tools can analyze radiology scans in seconds, offering critical insights that can support timely decision-making.

Beyond diagnostics, AI is spearheading the era of personalized medicine. By analyzing a patient's genetic makeup, lifestyle, and medical history, AI algorithms can identify the most effective treatments tailored to the individual. This shift from a one-size-fits-all approach to precision healthcare not only improves efficacy but also minimizes adverse effects, ensuring a higher quality of care. Imagine a world where treatments are crafted as uniquely as the patients receiving them — that's the promise AI is beginning to deliver.

Operational efficiency in hospitals is another area where AI is making remarkable strides. From optimizing staff schedules to predicting patient admission rates, AI-driven tools are streamlining resource allocation, reducing wait times, and minimizing operational costs. Robotic process automation (RPA) is further alleviating administrative burdens, allowing healthcare professionals to dedicate more time to patient care.

While the potential of AI is boundless, its integration into healthcare does not come without challenges. Concerns about data privacy, algorithmic bias, and the need for regulatory frameworks demand our attention.

The road ahead requires a collaborative effort among technology developers, healthcare providers, policymakers, and patients to ensure AI is harnessed ethically and equitably.

Let us embrace this technological evolution and continue to work towards a future where healthcare is more accessible, efficient, and personalized for all.

Laique Khan,
Editor

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Transforming Healthcare One Algorithm at a Time

Fujairah Hospital's Path to Smarter, Sustainable Healthcare

In this exclusive interview with Mediworld Middle East, Amina Mahmood Ahmed – Head of Quality & Excellence Department, Head of Sustainability & CSR, MRI Specialist & MRI Safety Expert at Fujairah Hospital, EHS, UAE, sheds light on how Artificial Intelligence (AI) and digital innovations are redefining healthcare in the UAE.

By: Laique Khan

Amina discusses her pivotal role in driving strategic initiatives to enhance operational efficiency and patient care, while sharing highlights from her inspiring journey in healthcare.

Under her leadership, Fujairah Hospital has achieved remarkable milestones, including the adoption of telemedicine, advanced electronic health record systems, and AI-powered diagnostic tools.

She delves into how these innovations are not only transforming healthcare delivery but also addressing environmental sustainability and cost efficiency.

Amina envisions Artificial Intelligence as a cornerstone in the continuum of care, shaping everything from treatment discovery to equitable patient access. With a commitment to innovation and collaboration, she emphasizes the importance of partnerships with tech leaders to ensure a future of accessible, personalized, and high-quality healthcare.

With a focus on equitable healthcare, she highlights strategies to bridge gaps in underserved areas and outlines her vision for AI's role in fostering personalized, accessible, and innovative care across the UAE.

Can you share an overview of your role as Head of Quality & Organization Excellence at Fujairah Hospital, Emirates Health Services and your contributions to advancing healthcare quality and innovation, and your journey in healthcare so far?

As the Head of Quality & Organizational Excellence, I lead strategic initiatives designed to en-

hance healthcare quality and operational efficiency throughout our facility. My team and I are dedicated to developing systems that maintain high standards in patient care, staff training, and overall healthcare service delivery.

We are also heavily invested in implementing innovative practices that leverage technology for enhanced healthcare experiences.

My journey in healthcare began with a passion for improving patient outcomes, and over the years, I have specialized in diagnostic radiology and MSc in innovation, leadership and management from UK, which has given me the opportunity to integrate new technologies and processes into healthcare systems to elevate care quality.

What are some of the most significant milestones achieved by Fujairah Hospital in its digital transformation journey?

Fujairah Hospital has fully digitized its services. One of the most notable achievements was the introduction of our telemedicine services, which greatly improved access to healthcare, particularly during the COVID-19 pandemic. These services remain in place, driving improvements in cost efficiency and supporting environmental sustainability.

'Riyaati' program is also a significant addition in Electronic Health Record (EHR) system, which has streamlined patient data management across multiple clinics and hospitals, enabling seamless access to patient information.

We have also introduced an AI-based dashboard that predicts which appointments can be converted to telemedicine,



Amina Mahmood Ahmed

Head of Quality & Excellence Department,
Head of Sustainability & CSR, MRI Specialist
& MRI Safety Expert at Fujairah Hospital, EHS, UAE



while also calculating the associated reduction in CO2 emissions and cost efficiency.

Additionally, we are working on AI-driven diagnostic tools that assist healthcare professionals in providing more accurate and timely diagnoses. These initiatives are making healthcare more accessible and efficient for both patients and medical providers.

How do you see the role of AI evolving in the continuum of care, from treatment discovery to patient access?

AI has the potential to revolutionize the entire healthcare continuum. In the early stages, AI aids in treatment discovery by analyzing vast datasets of clinical information to identify potential drug candidates or treatment options.

In clinical practice, AI can support physicians with diagnostic tools and predictive analytics to improve decision-making. When it comes to patient access, AI helps streamline administrative tasks, reducing wait times and improving patient navigation through healthcare systems, making it easier for patients to access the right care at the right time.

At Fujairah Hospital, AI powers key areas including radiology, endoscopy, as well as various clinical and non-clinical departments.

Could you share some examples of how AI is advancing various stages of healthcare, from diagnosis to recovery?

AI is playing a crucial role in diagnostics through systems like machine learning-based imaging analysis, which can detect anomalies such as tumors or fractures with high accuracy.

During treatment, AI is used for personalized

medicine, helping tailor therapies based on genetic or lifestyle data.

In recovery, AI-driven rehabilitation tools, such as virtual physiotherapists or robotic assistants, are being used to monitor and guide patients through their recovery process, ensuring optimal outcomes and faster recovery times.

What strategies are being employed to ensure equitable patient access to these advanced treatments and technologies, particularly in remote or underserved areas?

We have focused on expanding telemedicine and mobile health solutions that can reach patients in remote and underserved areas. By providing virtual consultations, we are bridging the gap between patients and healthcare providers.

Additionally, our mobile health clinics bring specialized medical care to rural areas, ensuring that technology-driven treatments are not limited to urban populations.

We also work to educate communities about available digital health tools and ensure they have the infrastructure to use them, such as smartphones and reliable internet connections.

What are some of the biggest challenges you face when implementing AI and digitalization in healthcare services, and how do you address them?

One of the primary challenges is the resistance to change among some healthcare providers. Transitioning to AI and digital platforms requires training and a shift in mindset, which can take time. We address this by providing comprehensive

training and ensuring that all staff understand the benefits of these technologies.

Another challenge is data quality and standardization. Artificial Intelligence relies on large amounts of clean, structured data, so we have focused on improving data collection processes and ensuring interoperability between different systems.

In your view, what are the emerging trends in AI and digitalization that will shape the future of healthcare in UAE, and how is Emirates Health Services preparing for them?

One of the major trends is the increased use of AI-powered predictive analytics to anticipate patient needs and optimize resource allocation.

Additionally, the integration of wearable health devices and remote monitoring technologies will empower patients to manage their health proactively.

We are preparing for these trends by investing in AI training, building partnerships with technology innovators, and ensuring our infrastructure supports the seamless integration of new technologies.

How important are collaborations with tech companies and research institutions in driving AI innovations within Emirates

Health Services?

Collaborations with tech companies and research institutions are vital to driving innovation. By partnering with universities and tech firms, we gain access to cutting-edge AI tools and research that can significantly enhance our healthcare delivery.

These partnerships also allow us to stay ahead of the curve in terms of emerging technologies, ensuring that we can implement the best and most efficient solutions for patient care.

What is your vision for the future of AI in healthcare, and how do you see Fujairah Hospital, Emirates Health Services contributing to shaping that future?

My vision for the future of AI in healthcare is one where Artificial Intelligence serves as an indispensable tool in providing personalized, efficient, and accessible care for every patient. It will be embedded in clinical decision-making, patient monitoring, and even administrative tasks to reduce human error and improve outcomes.

Fujairah Hospital, Emirates Health Services will continue to be at the forefront of this transformation, by not only adopting AI solutions but also leading initiatives that promote their ethical use, ensuring they are accessible to all and that healthcare professionals are equipped to work alongside AI for the best patient outcomes. ❤️





Ghassan Legrand

Director of Veolia Water Technologies (Middle East Techno Products & Services Business)

Veolia Water Technologies: Leading Sustainable Innovations in Clinical Water Treatment and Waste Management

By: Laique Khan

In an exclusive interview with Mediworld Middle East, **Ghassan Legrand, Director of Veolia Water Technologies (Middle East Techno Products & Services business)**, shares insights into the company's pioneering role in providing sustainable water treatment solutions for the pharmaceutical, medical, and healthcare industries.

With over 80 years of experience, Veolia combines cutting-edge technologies with a commitment to environmental responsibility.

Legrand discusses the company's approach to innovation, highlighting key products like the Medica range and Purelab systems, which cater to the growing demand for high-quality, efficient water solutions while supporting global sustainability goals.

Can you provide an overview of Veolia Water Technologies' mission and role in the pharmaceutical, medical, and healthcare industries, and what sets it apart from competitors?

With more than 80 years of expertise in the industry, Veolia Water Technologies is committed to designing, servicing, and supporting systems that ensure high water purity, which is vital for accurate laboratory and clinical results. The company works alongside leading laboratory instrument manufacturers to create customized solutions that address specific requirements. Sustainability is a key priority, with products crafted to reduce environmental impact, aligning with Veolia's overarching mission to assist customers in overcoming their environmental and sustainability challenges.

Veolia sets itself apart through its deep knowledge, innovative technologies, and a comprehensive global service network that provides prompt support and maintenance. Its dedication to customer satisfaction and service excellence makes it a reliable partner in the industry, combining decades of experience with a strong emphasis on innovation and sustainability.

Could you provide an overview of the products Veolia develops for the pharmaceutical, medical, and healthcare industries and how they meet the growing demand for sustainable and efficient water technologies?

Veolia Water Technologies offers a diverse range of products specifically designed for the pharmaceutical, medical, and healthcare industries. The Purelab range, including the Flex series recently launched in the Middle East region, provides ultrapure water solutions tailored to meet the precise needs of laboratory research and clinical diagnostics. These systems are renowned for their reliability, efficiency, and user-friendly design, offering features like real-time Total Organic Carbon (TOC) monitoring, eco-mode for reduced environmental impact, and ergonomic, flexible operation.

The Medica range, on the other hand, that will be launched during Medlab 2025 is designed to supply Clinical Laboratory Reagent Water (CLRW) essential for accurate clinical diagnostics. These systems incorporate advanced purification technologies such as deionization, ultraviolet purification, and ultrafiltration to ensure high water quality and compliance with international standards. The Medica BIOX system further addresses ecological challenges by treating clinical analyzer wastewater, reducing microplastic release, and enhancing environmental protection.

Veolia ensures these solutions meet the industry's



increasing demand for sustainable and efficient water technologies by integrating innovative features that minimize waste, reduce energy consumption, and optimize resource use.

Could you elaborate on the R&D efforts behind your pharmaceutical, medical, and healthcare products?

Veolia's R&D teams work closely with industry experts and stakeholders to understand the evolving needs of the pharmaceutical and healthcare sectors. This collaboration ensures that the company's products are not only compliant with current regulations but also anticipate future industry trends and challenges. By focusing on sustainability, Veolia aims to reduce energy consumption, minimize waste, and incorporate environmentally friendly materials and processes into its products.

Can you share more about Veolia's Medica 150 and Medica BIOX solutions, and how they benefit the pharmaceutical, medical, and healthcare industries?

Veolia Water Technologies will unveil the new MEDICA range, including Medica 150 and Medica BIOX, at Medlab Middle East, both designed to address ecological and environmental issues while enhancing clinical operations in the pharmaceutical, medical, and healthcare industries. The Medica 150 is a high-efficiency clinical lab water system that ensures a constant and reliable supply of Clinical Laboratory Reagent Water (CLRW), which is crucial for accurate clinical diagnostics. This system is designed with sustainability in mind, featuring a compact, integrated unit that includes automated recirculation through deionization, ultraviolet purification, microfiltration, and ultrafiltration components. It optimizes environmental impact through features like Electrodeionization (EDI) options, high-efficiency water recovery, and reduced single-use plastics, all while maintaining outstanding uptime and cost-effectiveness.

The Medica BIOX, on the other hand, focuses on treating clinical analyzer liquid wastewater,



addressing the significant environmental challenge posed by plastic waste in clinical diagnostics. It treats plastic at the source of production, directly from clinical analyzer wastewater, and includes biohazard neutralization through UV oxidation of microorganisms. This system reduces the release of microplastics through ultrafiltration, enhancing environmental protection and reducing the volume of wastewater sent for external treatment. Both products are designed to support high-efficiency diagnostic workflows, ensuring compliance with regulatory standards and improving the sustainability of clinical operations.

What role does customer feedback play in shaping the development of new technologies like Medica 150 and Medica BIOX?

By actively engaging with customers, Veolia Water Technologies gains a deep understanding of the operational conditions and requirements of clinical diagnosis labs. This feedback informs the design and functionality of their products, ensuring they meet the stringent standards and expectations of the healthcare and medical markets. For instance, customer input helps identify the need for features such as emergency bypass functionality, remote monitoring capabilities, and high uptime with quick fix times, all of which enhance reliability and efficiency. Additionally, feedback on environmental concerns and sustainability targets drives the incorporation of features like UV oxidation for biohazard neutralization and ultrafiltration for microplastic reduction in the Medica BIOX system. By listening to customer needs, Veolia can develop solutions that not only ensure compliance and improve laboratory workflows but also address broader environmental and operational challenges, ultimately supporting better clinical outcomes and patient care.

How do these solutions reflect Veolia's broader vision for innovation in clinical water treatment and waste management?

By embodying the company's commitment to sustainability, technological advancement, and operational efficiency, these solutions are designed to address the critical needs of the pharmaceutical, medical, and healthcare industries while aligning with Veolia's mission to depollute vital resources, decarbonize ways of living, and improve health and quality of life. The Medica range emphasizes sustainability and operational efficiency, incorporating advanced technologies like Electrodeionization (EDI) to minimize environmental impact and optimize water recovery. Automated recirculation processes, including deionization, ultraviolet purification, microfiltration, and ultrafiltration, ensure high water quality while reducing waste.

What are the biggest challenges Veolia faces in providing water treatment solutions for pharmaceutical, medical, and healthcare industries?

Veolia Water Technologies aims to deliver water treatment solutions that meet the high standards of the pharmaceutical, medical, and healthcare industries while promoting environmental responsibility and cost-effectiveness. Our challenge is to not only deliver high-quality water but also minimize waste, reduce energy consumption, and manage the lifecycle impact of our products. This involves integrating advanced technologies that promote resource efficiency and environmental stewardship. At the same time, cost management remains a crucial aspect. We know that it is important to provide cutting-edge, compliant technology with the necessity of offering economically viable solutions for our clients.

How does Veolia adapt its solutions to meet stringent regulatory and safety standards in these industries?

First, we design our water treatment systems in compliance with international guidelines and standards, such as those set by the FDA, EU, and various pharmacopoeias. This ensures that our solutions consistently meet the high purity and quality requirements necessary for these sectors. We also incorporate advanced monitoring and control technologies to maintain precise water quality parameters, ensuring that our systems operate within the required specifications at all times. Our solutions are equipped with features like automated recirculation, ultraviolet purification, and microfiltration, which help prevent contamination and maintain the integrity of the water supply.

Furthermore, we engage in continuous innovation and research to stay ahead of evolving regulatory requirements and industry needs. Additionally, we

provide comprehensive training and support to our clients, helping them understand and implement the necessary protocols to maintain compliance. Our global network of service personnel is available to assist with maintenance and troubleshooting, ensuring that our systems remain reliable and effective.

How does Veolia leverage innovation to address the industry's ecological and operational challenges? What role does technology play in contributing to a more efficient use of resources?

Innovation is at the core of Veolia's approach, enabling the company to develop systems that not only meet stringent regulatory standards but also minimize environmental impact and enhance operational efficiency. One way Veolia addresses these challenges is through the advanced monitoring and control systems, such as the Hubgrade digital platform, which enables real-time monitoring and optimization of water treatment processes. This technology allows for proactive maintenance and efficient resource management, ensuring systems operate at peak performance while minimizing downtime and resource use.

What innovations can we expect from Veolia Water Technologies in the coming years, and how will they continue to support the industry's sustainability goals?

In the coming years, Veolia Water Technologies is expected to continue its focus on innovation

to support the sustainability goals of the pharmaceutical, medical, and healthcare industries. One area of development is the enhancement of digital solutions and smart technologies, such as the expansion of the Hubgrade digital platform. This platform will likely incorporate more advanced analytics and artificial intelligence to optimize water treatment processes, improve predictive maintenance, and enhance resource efficiency. Veolia is also expected to advance its efforts in water reuse and recycling technologies, aiming to further reduce water consumption and waste. Additionally, Veolia may focus on innovations that address emerging contaminants, ensuring that its solutions remain at the forefront of environmental protection.

What are Veolia Water Technologies' future plans for expanding its portfolio in the pharmaceutical, medical, and healthcare industries – specifically in the Middle East region?

In the wake of the COVID-19 pandemic, the healthcare industry has become a primary focus for government funding, creating substantial business opportunities. However, healthcare business strategies differ significantly from those used in consumer product marketing. The healthcare sector is constantly evolving, necessitating adaptable business approaches to achieve optimal outcomes. In this section, we will emphasize the importance of test result accuracy and precision for patients, aiming to align our product's benefits with both their needs and market demands. ❤️





Mr. Blaik Wilson
CEO of Cemplicity

Transforming Data into Care: Cemplicity's Innovative Solutions for Healthcare

By: Laique Khan

Mr. Blaik Wilson, CEO of Cemplicity, in conversation with Mediworld Middle East, highlights the company's mission to amplify patient voices and empower healthcare providers with actionable insights.

Mr. Wilson, a Chartered Accountant turned software innovator, has built a distinguished career leading global technology ventures. Since joining Cemplicity in 2015, he has led the company's expansion into Europe and the Middle East, establishing it as a leader in patient-reported measures.

Operating in nine countries, including a strong presence in the UAE, Cemplicity focuses on real-time patient feedback, improving care delivery and outcomes. Its advanced platform integrates AI-driven analysis, real-time alerts, and multi-mode feedback collection.

Tailored to local needs, Cemplicity offers unique solutions like PREMs and PROMs integration, supporting proactive, value-based care. With a strategic focus on the UAE as a launchpad, the company aims to lead patient-reported measures in the region, driving innovation and enhancing healthcare efficiency.

In an exclusive interview with Mr. Wilson, we explore Cemplicity's cutting-edge technology, designed to bridge the gap between patients and providers for better health outcomes.

Could you provide an overview of Cemplicity and what inspired its inception? How has the company evolved over the years to address the changing needs of the healthcare industry?

Cemplicity was founded to give patients a voice and help healthcare teams act on their feedback. Recognizing gaps in traditional feedback methods, we developed solutions to capture real-time patient experiences, delivering actionable insights to providers. Today, operating in nine countries and trusted by institutions like the NHS, Cemplicity transforms patient insights into better healthcare delivery, improved clinical outcomes, and enhanced operational efficiency.

What are the key solutions and products it offers to enhance patient experiences in healthcare?

Think of our platform as a bridge between patients and providers. We offer a comprehensive suite of solutions built on the principle of capturing real-time patient feedback and transforming it into actionable insights at scale. Key features include: real-time reporting, interactive dashboards, benchmarking for performance improvement, AI-driven text analysis for identifying themes and sentiments, and multi-mode patient capture like SMS and WhatsApp for flexible feedback options. Action alerts deliver real-time notifications for immediate resolution, which is particularly helpful for frontline teams.

What are the key challenges in healthcare that Cemplicity aims to address, and how do your solutions contribute to improving patient outcomes?

Delivering proactive, personalized care is challenging when patients are not in front of their clinical teams. Take diabetes – with 12.3% of the UAE population affected, knowing how patients manage at home is critical. Our platform helps spot issues early. If a patient struggles with their medication, their healthcare team is alerted immediately.

By capturing real-time feedback across the care journey, even post-discharge, Cemplicity turns data into meaningful action, empowering healthcare teams to deliver better care at scale.

What motivated Cemplicity to expand its operations to the UAE, and what makes this market strategically important for the company?

The UAE's comprehensive healthcare system, which integrates inpatient, outpatient, pharmacy, and telehealth services, is a perfect match for our platform's capability to track patient experiences throughout their care journey. Early success with

a leading hospital group has strengthened our confidence in the market's potential.

What are the initial goals Cemplicity aims to achieve in the UAE? Are you collaborating with local healthcare providers? If so, can you share details about these partnerships?

Our vision is to lead the UAE in patient-reported measures, starting with securing key clients and delivering outstanding service. In collaboration with a leading healthcare group, we are customizing our solutions to align with local needs and support regional growth.

What makes Cemplicity's patient experience solutions unique compared to other platforms in the healthcare industry?

Cemplicity stands out with our tailored solutions for the UAE, using customized question sets that address local healthcare needs. Unlike generic platforms, we focus on boosting patient engagement, achieving higher response rates, and scaling effortlessly to handle the region's largest patient volumes. By integrating Patient Reported Experience Measures (PREMs) and Outcome Measures (PROMs) into one platform, we provide a seamless, comprehensive view of patient experiences, empowering providers to drive meaningful, value-based care.

How does Cemplicity leverage technology, such as real-time data collection and analytics, to create actionable insights for healthcare providers?

Traditional feedback often arrives too late to be effective. Our platform provides real-time insights, allowing teams to address issues immediately and swiftly assess the impact of any improvements.

Could you elaborate on the technologies and methodologies that Cemplicity employs to gather and analyze patient data in real time?

Our cloud-first, GDPR-compliant platform integrates seamlessly with healthcare systems using best-of-breed tools from Microsoft and other providers. We have designed it to scale dynamically as usage increases, and we continuously deliver new functionality to keep improving the platform.

Cemplicity integrates with hundreds of different patient record systems - whether through real-time APIs or simpler CSV file imports. For healthcare staff, we have made access simple through Single Sign-On options. Security and data sovereignty are central to everything we do.

As healthcare systems in the Middle East increasingly adopt digital transformation,

how does Cemplicity stay ahead of emerging trends and technologies?

We stay ahead with a dynamic product team that bridges client feedback with market innovations. By actively engaging with healthcare providers and identifying emerging opportunities, we ensure our solutions remain relevant and impactful. Our 'Technology Tree' serves as a strategic tool, mapping scalable enhancements and balancing innovation with seamless execution, all while maintaining our commitment to security and data privacy.

As CEO, what is your long-term vision for Cemplicity's presence in the UAE and the broader Middle East region? How do

you foresee the region influencing the evolution of your solutions?

The UAE is our strategic launchpad for regional expansion. Its advanced healthcare infrastructure and role as a regional hub make it the perfect starting point for reaching other GCC markets, including Qatar, Oman, and Bahrain.

We are particularly focused on Saudi Arabia, where the growing emphasis on value-based care aligns with our expertise in tracking patient outcomes and driving meaningful improvements. As we expand, we remain committed to adapting our solutions to meet the specific needs of each market, ensuring they remain relevant and effective for local healthcare providers. ❤️



Paul Millet
Director Global Business Development

Paul, how does your experience in the pharmaceutical industry and health tech shape your approach to driving patient-centered care and global healthcare transformation at Cemplicity?

As the Director of Global Business Development at Cemplicity, I am deeply passionate about the intersection of health and technology. My career journey began in the pharmaceutical industry and has evolved into leadership roles within health tech and analytics. I thrive on fostering innovation and tackling challenges with strategic solutions. Motivated by Cemplicity's commitment to patient-centered care, I strive to empower healthcare leaders with tools that harness patient-reported measures to enhance outcomes and operational efficiency on a global scale. My mission is driven by transforming healthcare through collaboration.

How does Cemplicity's vision align with the UAE's strategy of integrating innovation with holistic care?

Cemplicity's vision is to harness technology to unlock the unique insights only patients can offer, driving a truly genuine human-centred approach that improves clinical, cultural, and operational outcomes. We are inspired by the UAE's strategy to blend cutting-edge innovation with holistic care. My role is to demonstrate how our visions align.

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Dr. Craig Cook
CEO of The Brain & Performance Centre

Redefining Longevity: Dr. Craig Cook on Reverse Aging at The Brain & Performance Centre

Dr. Craig Cook, CEO of The Brain & Performance Centre, shares with Poonam Chawla, Associate Publisher Mediworld Middle East, how groundbreaking treatments and a focus on cellular repair are helping patients reverse the effects of aging and unlock their full potential.

Could you briefly explain the core concept of “reverse aging” and how The Brain & Performance Centre is contributing to this science?

When we think about ageing, most of us tend to view it as an inevitable, one-way process—our bodies slow down, our minds may not be as sharp, and we simply accept this as a natural part of life.

However, at The Brain & Performance Centre, we approach ageing differently. We believe that ageing is not just something that happens to us, but rather something we can actively influence.

The concept of “reverse ageing” is about taking control of this process. With the right interventions, we can slow down the effects of ageing, and in certain cases, even reverse specific aspects of it.

Ageing begins at the cellular level. As we age, our

cells become less efficient at repairing themselves, which leads to many of the signs we associate with getting older—such as decreased energy, slower healing, and cognitive decline.

At The Brain & Performance Centre, we target these underlying processes. Through the use of advanced techniques that stimulate the body’s natural repair and regeneration systems, we are addressing not just the symptoms of ageing, but the root causes.

What sets our centre apart is our ability to combine cutting-edge technology with a highly personalized approach to care. One of our key therapies is advanced hyperbaric oxygen therapy (HBOT), which uses pressurized oxygen to promote healing from the inside out. By increasing oxygen levels in the body, we are able to stimulate cellular repair, enhancing both brain and body function. This non-invasive therapy offers a powerful method for

boosting the body's natural healing processes.

That said, HBOT is only one aspect of our comprehensive approach. Each treatment plan is tailored to the individual, taking into account factors such as brain function, metabolic health, and lifestyle.

We believe that true health involves optimizing both physical and mental well-being, which is why our programmes are designed to be both comprehensive and sustainable. By blending medical expertise with a highly personalized approach, we aim to create results that are not only noticeable but enduring.

How does The Brain & Performance Centre incorporate the latest technologies and scientific research into its treatment protocols for longevity?

One of the most important advancements we incorporate is state-of-the-art imaging technology. Through the use of advanced neuroimaging tools and biomarker assessments, we can examine the brain and body in ways that were not possible just a few years ago. These technologies provide us with a clear, detailed view of cognitive and neurological function, blood flow patterns, and even cellular health. This level of insight enables us to tailor treatments to each individual's needs, targeting specific areas for improvement or support.

Our adult assessment programme is incredibly comprehensive and built on decades of research. When a patient walks through our doors, they undergo a full evaluation—not just a standard physical exam, but an in-depth assessment of both their cognitive and physical health. We believe in a multidisciplinary approach, so our team includes experts from various fields such as medicine, neuropsychology, physiotherapy, physiology, occupational therapy, nutrition, and nursing. These assessments are designed to provide a holistic understanding of an individual's health. By doing so, we are not just addressing symptoms but identifying the root causes of issues that may affect longevity, such as cognitive decline or metabolic inefficiencies. Once we have gathered this data, we create a personalized care plan that addresses both immediate concerns and long-term health goals.

When it comes to younger patients, we understand how challenging it can be for parents when their child is facing developmental difficulties. No parent wants to see their child struggle or not reach their potential. That is why our youth assessment is designed to be as thorough as possible. We take into account not only the physical and cognitive functions of the child but also the emotional and developmental factors that could impact their overall growth.

Autism spectrum disorder (ASD) is another area where we have integrated cutting-edge research and technology to support families. Every child

with ASD experiences the world differently, and early intervention is crucial for understanding and supporting their development. Our Autism Assessment is comprehensive and tailored to each child's unique needs. We use the latest diagnostic tools to evaluate various aspects of behavior, communication, and social interaction. This detailed understanding helps parents gain insights into their child's world, allowing us to create individualized treatment plans that focus on helping the child achieve their full potential.

How does hyperbaric oxygen therapy (HBOT), one of The Brain & Performance Centre key treatments, play a role in reversing the biological markers of aging?

At The Brain & Performance Centre, our primary goal is straightforward – we aim to help people live healthier and more fulfilling lives. We are constantly seeking ways to go beyond merely managing symptoms and instead, address the root causes of ageing and other health challenges. That is why we incorporate treatments such as Hyperbaric Oxygen Therapy (HBOT) as a key component of our approach.

The treatment involves breathing in pure oxygen in a pressurized chamber, allowing the body to absorb much higher levels of oxygen than usual. This additional oxygen helps to initiate a range of healing processes, particularly at the cellular level.

When it comes to ageing, what we are really addressing is the wear and tear on the body over time—such as cell damage, slower recovery from injuries, and chronic inflammation. These are some of the biological markers of ageing. The exciting aspect of HBOT is that it has been shown to actually reverse some of these markers. For instance, research indicates that HBOT can stimulate the production of stem cells. These cells play a crucial role in repairing and regenerating damaged tissues, which is essential for maintaining health as we age.

Another significant factor in ageing is chronic inflammation. This is often the underlying cause of many conditions commonly associated with ageing—such as arthritis, cardiovascular issues, and even cognitive decline. HBOT helps by significantly reducing inflammation throughout the body and improving circulation, ensuring that more oxygen and nutrients reach damaged tissues. By reducing inflammation and enhancing blood flow, the body has a much greater capacity to heal itself and slow the ageing process.

What is particularly remarkable is how HBOT can improve both brain function and physical performance, which tend to decline with age. Many of our patients report improved mental clarity, better focus, and even enhanced memory following HBOT. Physically, they feel more energetic and experience faster recovery after physical exertion. In a sense, the therapy helps their bodies 'turn back the clock' by improving overall function.

We have also seen significant success using HBOT for individuals with chronic conditions, many of which can accelerate the ageing process or make life increasingly challenging as we grow older. For example, patients with fibromyalgia, Lyme disease, and even long COVID have experienced considerable relief. By reducing their pain and inflammation, HBOT allows them to regain mobility, feel more energized, and resume activities they may have given up. For these patients, it is not just about living longer, but living better.

Moreover, HBOT is not limited to ageing adults. We also use it with children, particularly in recovery after strokes, brain injuries, or in conditions such as cerebral palsy. It is incredible to witness how quickly young bodies respond to this therapy, and the results can be life-changing for both the children and their families. Observing a child improve motor function or regain cognitive abilities is incredibly rewarding and a testament to the power of this treatment.

What is the latest scientific evidence supporting the idea that aging can be reversed or slowed down? How does this challenge traditional views of aging as an inevitable process?

Ageing has traditionally been viewed as a linear, inevitable process in which our bodies gradually deteriorate over time. However, recent research has significantly shifted this perspective. We now understand that ageing is not just a series of declines, but is influenced by various biological and environmental factors that we can potentially manipulate.

One of the most exciting areas of research involves the study of cellular senescence. Scientists have discovered that by targeting senescent cells, those that have stopped dividing and contribute to ageing and age-related diseases—we can improve Healthspan and potentially extend lifespan.

We are also seeing evidence that lifestyle choices—such as diet, exercise, and social interactions—play crucial roles in the ageing process. For example, caloric restriction and intermittent fasting have been shown to enhance longevity in various species. There is a growing body of research suggesting that certain compounds may slow down age-related decline by supporting cellular health.

These findings challenge the long-held belief that ageing is simply something we must accept. Instead, we are learning that ageing is dynamic and can be influenced by our actions and the therapies available to us. This evolving understanding raises important questions about how we approach healthcare, emphasizing prevention and proactive measures to extend not just lifespan, but Healthspan—the period of life spent in good health.

While the idea of reversing or significantly slowing down ageing may seem improbable, the progress we are making is both real and tangible. As we

continue to gather more data and conduct clinical trials, I believe we will see a future where we can actively manage the ageing process. It is essential to recognize that while these scientific advancements hold great promise, we must approach them thoughtfully and ethically, considering the broader implications for individuals and society.

The treatments at The Brain & Performance Centre are highly personalized. Could you explain how you tailor your therapies to individual patients? What role does cutting-edge technology play in assessing and improving cognitive and physical performance?

We create a bespoke care plan for each patient that addresses their specific needs, goals, and challenges. We understand that enhancing cognitive and physical capabilities is not a one-size-fits-all approach.

To begin this process, we conduct three days of intensive assessments. This is not just a quick check-up; it is a thorough examination of where you currently stand in terms of cognitive and physical performance.

During this time, we utilize a variety of advanced technologies to gather detailed information. We assess everything from brain function to physical fitness levels. By the end of these three days, we provide you with a comprehensive report that highlights your baseline performance. This report is essential as it serves as our roadmap moving forward.

Once we have this baseline data, we work closely with you to develop a personalized care plan tailored to your specific needs. This plan includes Hyperbaric Oxygen Therapy (HBOT), cognitive and physical training, and nutritional coaching. We ensure that every component of your treatment is designed to work synergistically, helping you achieve your desired outcomes.

It is important to note that enhancing cognitive and physical performance is a journey that requires commitment. Our programme typically spans 12 weeks, with 5 HBOT sessions lasting two hours every week.

In addition to HBOT and during your visits, you will participate in specialized on-site training sessions assigned by our team.

This allows us to accurately assess your current capabilities and monitor your progress over time. For example, we may use neuroimaging techniques to visualize brain activity or wearable devices to track physical performance. These technologies provide us with objective data that informs our therapy decisions, ensuring that we continually adjust the treatment based on your individual response.

Ultimately, our goal is to create a holistic approach that not only enhances cognitive and physical

performance but also supports overall well-being. We take the time to understand you as a person—your lifestyle, challenges, and aspirations—so that we can guide you in a sustainable and fulfilling manner.

In essence, our personalized treatment plans are designed with you in mind. Through our comprehensive assessments and advanced technology, we are able to enhance your cognitive and physical performance in a way that is tailored specifically to you, paving the way for a brighter, more vibrant future.

What methods do you use to track the effectiveness of the treatments, and how soon can patients expect to see results?

Our thorough pre-assessment provides an initial baseline, while our post-assessment at the end of the programme offers a clear overview of the progress and improvements achieved.

When it comes to tracking the effectiveness of our treatments, we employ a combination of cutting-edge technology and personalized care approaches. Each patient is unique, which is why we focus on tailoring our methods to fit individual needs.

Firstly, we utilize a wearable device that monitors various aspects of your physical health. This device can track metrics such as heart rate, activity levels, and even sleep patterns. It is crucial because it provides us with real-time data on how your body is responding to the treatment. With your consent, we can use this data to identify patterns and make necessary adjustments to your treatment plan.

In addition to the wearable device, a cognitive training app specifically for our programme. This app not only helps track your cognitive performance but also provides exercises designed to challenge and enhance your mental abilities. By regularly engaging with the app, you will be able to monitor your progress over time.

As for how soon patients can expect to see results, this varies from person to person. Factors such as individual biology, lifestyle choices, and adherence to the programme's components—especially nutrition and physical activity—play significant roles in the process. Some individuals may begin to notice improvements within a few weeks, while others might take a little longer. It is important to remember that lasting change often requires time and consistency.

With the rise of medical tourism, especially in the UAE, how do you see The Brain & Performance Centre positioning itself in the global healthcare landscape? Is there a plan to expand these treatments to other regions or markets?

Medical tourism has grown significantly over the years, and what is happening in Dubai is truly

remarkable.

In recent years, the healthcare sector here has expanded substantially. In fact, we have seen a 25 percent increase in clinics and hospitals, which is a testament to the commitment to enhancing medical care in the region.

Dubai has set an ambitious goal of attracting 500,000 medical tourists annually by 2025, and we are thrilled to be part of that vision. Our focus is on providing specialized treatments for neurological and cognitive issues, and we believe our services can truly benefit both local and international patients.

Looking ahead, we are certainly exploring opportunities to expand our treatments beyond the UAE. I believe the expertise we have developed here can be valuable to individuals across the globe.

Ultimately, what drives us is the desire to ensure that anyone, anywhere, has access to high-quality brain and cognitive care. We see ourselves as part of a broader movement that is transforming how people access medical services. It is an exciting journey, and we are eager to contribute positively to the global healthcare landscape as we move forward.

What advancements do you foresee in the longevity space in the next 5–10 years? Are there any new treatments or scientific breakthroughs on the horizon that excite you?

In the next 5 to 10 years, I anticipate significant advancements in the longevity space. We are at a pivotal moment in science where our understanding of ageing is deepening, leading to promising developments.

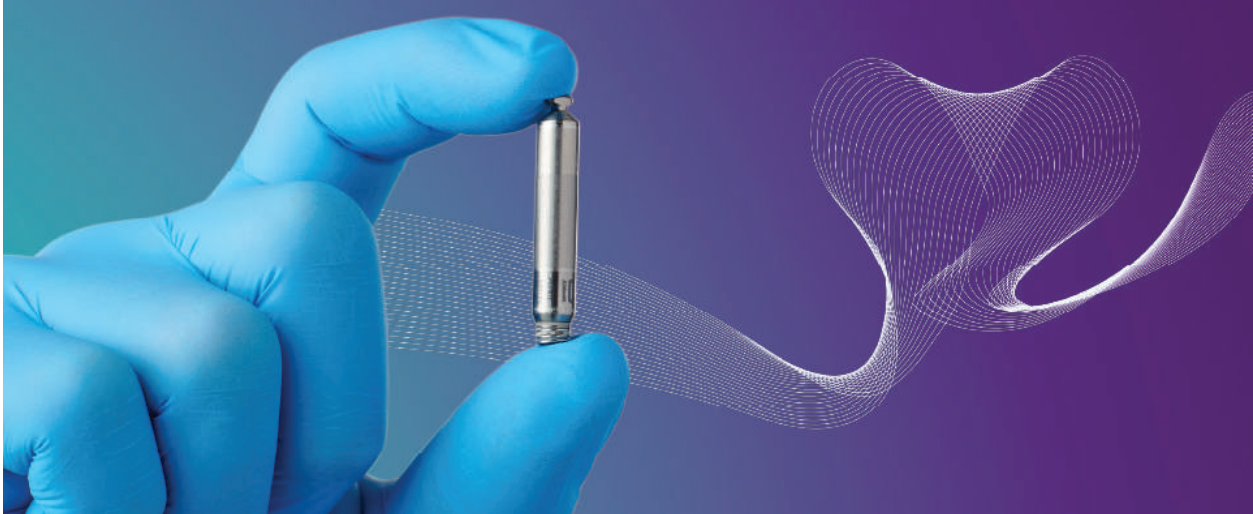
One area that excites me is the progress in genetic research. We are beginning to unlock the secrets of our DNA and how it influences ageing. For example, researchers are exploring gene-editing technologies, such as CRISPR, which could potentially allow us to correct age-related genetic issues before they manifest. This kind of intervention might not only help us live longer but also maintain our health as we age.

Additionally, advancements in personalized medicine are on the rise. The concept of tailoring treatments specifically to an individual's genetic makeup and lifestyle could revolutionize how we approach ageing. We may witness breakthroughs in targeted therapies that address the unique ageing processes of different individuals, making treatments far more effective.

We should also consider the role of technology in monitoring health. Wearable devices and health apps are becoming increasingly sophisticated. They can provide real-time data on our health, enabling us to make informed lifestyle choices that promote longevity. ❤️



Abbott Breaks New Ground with First Leadless Pacing Procedure in Left Bundle Branch



Abbott announced the successful completion of the world's first in-human leadless left bundle branch area pacing (LBBAP) procedures using the company's investigational AVEIR™ Conduction System Pacing (CSP) leadless pacemaker system, as part of a feasibility study.

These procedures mark the first time a leadless pacemaker has been implanted into the left bundle branch area, a key part of the heart's electrical conduction system, designed to mimic the heart's natural beat, offering people with slower-than-normal heart rhythms a new potential treatment option.

The landmark procedures were part of the prospective Leadless CSP feasibility study, which evaluates the acute safety and performance of the investigational AVEIR CSP leadless pacemaker system. The procedures were completed in the fall of 2024 by Professor Petr Neuzil, M.D., Ph.D., head of the department of cardiology at Na Homolce Hospital in Prague, Czech Republic, and the site's principal investigator, and Vivek Y. Reddy, M.D., director of cardiac arrhythmia services at Mount Sinai Hospital, New York, and the study's principal investigator.

"While both conduction system pacing and leadless pacing provide distinct benefits to many patients, they have been separate options – until now," said Devi Nair, M.D., director of cardiac electrophysiology at St. Bernards Medical Center, Jonesboro, Arkansas, and a key contributor to the study. "For the first time, the study of the AVEIR CSP leadless pacemaker system evaluates a pioneering approach that directly targets the left bundle branch area, combining the advantages of conduction system and leadless pacing technologies."

CSP is an evolving technique in which a traditional pacemaker wire is implanted deep into the wall separating the left and right chambers of the heart.

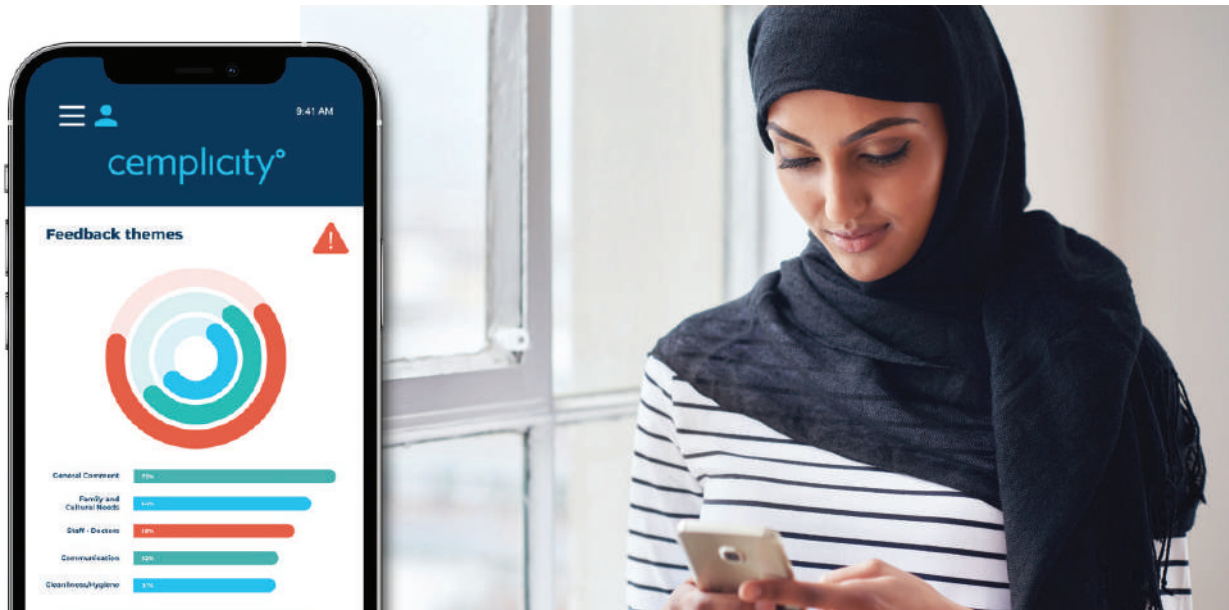
This approach activates the left bundle branch area enabling physiological pacing which mimics the heart's natural electrical current. As a result, physicians believe this pacing approach could improve the physiological response from the heart compared with other pacing options.

The seamless integration of CSP procedures with leadless pacemaker technology has the potential to deliver unique benefits over traditional pacemakers. Leadless pacing systems eliminate the need for cardiac leads and a pulse generator under the skin and avoid long-term risks of lead- and pocket-related complications. As a result, leadless pacemakers like the AVEIR family of products are a potential solution for some of the complications often associated with traditional pacemakers.

The U.S. Food and Drug Administration (FDA) has granted Breakthrough Device Designation to explore the use of Abbott's AVEIR CSP leadless pacemaker system for LBBAP. Breakthrough Device Designation expedites the review of innovative technologies that can improve the lives of people with life-threatening or irreversibly debilitating diseases or conditions.

"Bringing our proven leadless pacemaker technology to the left bundle branch area has great potential to be another transformative moment in cardiac care," said Randel Woodgrift, senior vice president of Abbott's cardiac rhythm management business. "By continuously innovating our approach to pacing, Abbott is revolutionizing care for millions of people living with slow or irregular heart rhythms."

Completing the research team were Rahul Doshi, M.D., chief cardiac arrhythmia group at HonorHealth, Scottsdale, Arizona; and Shephal Doshi, M.D., executive director at Heart and Vascular Institute, Providence Saint John's Health Center, Santa Monica, California – key contributors in the feasibility study and completion of the procedures. ❤️



Cemplicity Expands to UAE, Supporting National Healthcare Goals with Real-Time Patient Insights

Cemplicity, a global leader in patient insights, has launched its advanced platform in the UAE, empowering healthcare providers to enhance patient care, improve operational efficiency, and achieve better clinical outcomes. By enabling real-time analysis of patient-reported data, the platform supports the UAE’s ambition to deliver world-class healthcare and address pressing health challenges.

Already working with one of the UAE’s leading private healthcare groups, Cemplicity’s entry into the market aligns with the country’s ‘We the UAE 2031 Vision’ to harness data-driven solutions for improving population health and positioning the UAE as a global hub for medical innovation.

Transforming Patient Feedback into Better Care

Cemplicity’s platform integrates Patient-Reported Experience Measures (PREMs) and Patient-Reported Outcome Measures (PROMs), enabling real-time collection and analysis of patient feedback. These insights help drive measurable improvements in quality of care, operational efficiencies and patient experiences.

The platform not only enables hospitals to measure patient experiences effectively but also helps manage chronic conditions like diabetes, which affects 12.3% of the UAE population, by facilitating regular patient monitoring of symptoms and side effects while patients are at home. It can also support efforts to achieve the UAE’s goal of reducing cancer mortality by 18% by 2025, providing actionable insights to optimize screening, early

detection, and treatment adherence.

Commitment to Healthcare Excellence

Blaik Wilson, CEO of Cemplicity, said, “We are excited to bring Cemplicity to the UAE, a nation committed to healthcare excellence. With the private healthcare sector evolving at an impressive pace, partnering with such forward-thinking providers enables us to transform patient feedback into meaningful insights that enhance patient experiences and improve outcomes.”

He added: “Globally, healthcare generates 30% of the world’s data volume. Aggregating and anonymizing patient-reported data not only reveals insights into disease trends and treatment effectiveness but also supports the UAE’s broader ambition to position itself as a leader in medical research and innovation.”

Operating in nine countries and trusted by leading healthcare providers, including the UK’s National Health Service (NHS), Cemplicity has redefined how healthcare organizations capture and use patient feedback. Its high survey completion rates and ability to link feedback with organizational KPIs and Net Promoter Scores (NPS) deliver actionable insights that improve clinical outcomes, streamline operations, and build a culture of continuous improvement.

Adapted for the UAE market, the platform offers multilingual support, including Arabic and WhatsApp integration for convenient communication. It is fully compliant with local data and healthcare regulations, and seamlessly integrates with existing hospital management systems, ensuring a smooth implementation process. ❤️

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NephroCan: Innovating Hemodialysis Care for a Healthier Tomorrow

NephroCan is revolutionizing dialysis care with innovative, customizable solutions designed for precision, patient comfort, and healthcare efficiency. Led by CEO Delaram Hajipour, the company is paving the way for advanced, reliable treatments in nephrology.

Delaram Hajipour
Chief Executive Officer

On the world of nephrology, where precision and reliability are vital to patient care, NephroCan is pioneering solutions that are redefining the landscape of dialysis treatment. Founded by Delaram Hajipour, NephroCan is committed to delivering innovative, high-quality products that streamline dialysis procedures while prioritizing patient comfort and healthcare provider efficiency. From cutting-edge hemodialysis machines to specialized consumables, NephroCan's product offerings are designed to ensure the highest level of care for patients with kidney failure.

The NephroHDM: A Breakthrough in Hemodialysis

Hemodialysis requires precision, consistency, and reliability, and NephroCan's NephroHDM (NephroHemodialysis Machine) stands at the forefront of these essential qualities. Built with advanced technology, the NephroHDM ensures that every dialysis session is performed safely, accurately, and efficiently. With its cutting-edge features and built-in safeguards, the machine guarantees precise blood filtration, which is crucial for maintaining the health of patients undergoing dialysis treatment.

What makes the NephroHDM truly unique is its adaptability. NephroCan recognizes that no two dialysis centers are identical, and therefore, the NephroHDM is fully customizable. This flexibility allows healthcare providers to adjust the machine's settings to meet the specific needs of their facility and their patients. The result is a machine that not only offers unparalleled precision but also provides the versatility required in busy, dynamic clinical environments.

Comprehensive Solutions for Dialysis Centers

NephroCan's commitment to advancing dialysis care extends beyond just its flagship machine. The company offers a range of complementary products designed to enhance the quality and efficiency of dialysis procedures:

- **Consumable Kits:** NephroCan's consumable kits, including dialyzers, needles, bloodlines, and sodium bicarbonate powders, are crafted to streamline operations while maintaining the highest standards of care. By ensuring the availability of essential supplies, these kits help dialysis centers run efficiently, reducing downtime and enhancing patient care.

- **Patient Chair:** Comfort plays a crucial role in the dialysis experience. NephroCan's ergonomic patient chair is designed to provide maximum comfort during long dialysis sessions while facilitating ease of access for healthcare professionals. Its adjustable features help accommodate a wide range of patient needs, ensuring that both patients

and clinicians have a positive experience.

- **Central and Portable Reverse Osmosis Machines:** Water quality is a critical factor in dialysis, and NephroCan's reverse osmosis machines—both central and portable—ensure that water used in dialysis treatments is pure and safe. These machines not only improve operational efficiency but also reduce water consumption, energy usage, and waste, providing a more sustainable solution for dialysis centers.


- **Hemodiafiltration Machines:** For more advanced dialysis treatments, NephroCan offers hemodiafiltration machines that combine both hemodialysis and hemofiltration techniques. These machines are designed for patients who require a more thorough removal of toxins and waste products, offering reliability and precision in every treatment.

The company also offers other comprehensive range of hemodialysis products, including consumables, equipment, and machinery. Their catalog features items such as dialysis machines, hemodialysis chairs, dialyzers, sodium-bicarbonate powder, bloodlines, needles, and filters. NephroCan is committed to providing healthcare providers with high-quality products tailored to meet specific treatment and budgetary needs. Their products are designed for efficiency and safety, conforming to ISO 13485 standards, and are backed by robust customer support, including training and troubleshooting services.

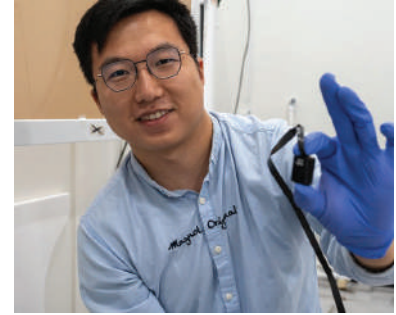
Leadership

The visionary leadership of Delaram Hajipour, Founder and CEO of NephroCan, is a driving force behind the company's success. With a deep understanding of the challenges faced by both patients and healthcare providers, Delaram has built NephroCan with a patient-centered approach at its core. Her commitment to improving dialysis care is evident in every product NephroCan offers, from the NephroHDM machine to the various consumables and support systems designed to enhance patient outcomes.

Conclusion

NephroCan is at the forefront of transforming dialysis care through its innovative product offerings. With a focus on precision, reliability, and customization, the company is reshaping how hemodialysis treatment is delivered. Whether through the NephroHDM, patient comfort solutions, or advanced water purification systems, NephroCan's products ensure that both patients and providers have the tools they need for success. With visionary leadership from Delaram Hajipour, NephroCan is poised to continue its mission of advancing nephrology and improving lives across the globe. 

New Paper Outlines Roadmap for the Future of Bioelectronic Medicine



From the ancient Egyptians leveraging electric fish to alleviate headaches to the groundbreaking invention of pacemakers in the 1950s, bioelectronic medicine has traveled a long and fascinating journey. This cutting-edge field, which uses electrical signals rather than traditional drugs to diagnose and treat diseases, is now poised for a transformative leap forward.

With recent advancements charted by Imanuel Lerman and his team at the UC San Diego Qualcomm Institute, the path ahead for bioelectronic medicine is clearer than ever.

Mapping the Future of Bioelectronic Medicine

Dr. Lerman's research, published in the peer-reviewed journal *Bioelectronic Medicine*, serves as a comprehensive roadmap for the field's future. Supported by Convergent Research, a nonprofit dedicated to fostering impactful multi-entity projects, the study highlights both the current state of bioelectronic medicine and the immense possibilities that lie ahead.

"This paper is intended to be a roadmap to the future of the bioelectronic medicine field," Lerman explained. With 180 references, the publication ensures accessibility for anyone eager to delve deeper into this promising domain.

Current Achievements and Emerging Techniques

Bioelectronic medicine has already secured a significant role in modern healthcare. Implantable devices, approved by the U.S. Food and Drug Administration (FDA), are being used to manage conditions such as Parkinson's disease (via deep brain stimulation), spinal injuries (via spinal cord stimulation), and various disorders like epilepsy, depression, and migraines (via vagus nerve stimulation).

Noninvasive techniques are now expanding the field's horizons. Transcranial magnetic stimulation (TMS), for instance, was initially approved for treating depression in 2008 and has since been adapted for conditions like migraines, obsessive-compulsive disorder, and smoking cessation. These noninvasive methods eliminate surgery-related risks while offering a host of advantages over conventional pharmaceuticals.

Dr. Lerman and his colleagues see a significant opportunity in this emerging field of noninvasive neuromodulation. "The potential for scale is immense," Lerman noted. Devices powered by electricity or batteries can utilize the body's natural systems to combat inflammation without the logistical challenges associated with drug storage or distribution.

Toward Personalized and Adaptive Medicine

One of the most exciting prospects in bioelectronic medicine is the development of closed-loop systems—devices that pair with sensors to deliver treatments tailored to an individual's needs. These systems could monitor patient biomarkers in real time, continuously adjusting treatments for maximum efficacy. Unlike traditional medications with fixed dosages, bioelectronic devices could redefine personalized medicine, offering dynamic and responsive care.

While challenges remain in realizing fully autonomous closed-loop systems, their potential to revolutionize healthcare is undeniable. By adapting treatments based on real-time feedback, these systems promise a future where

medical interventions are not only more effective but also uniquely tailored to each patient.

Unlocking Diagnostic Potential

Beyond treatment, bioelectronic medicine holds promise as a powerful diagnostic tool. Research suggests that the body's unique responses to different pathogens can be identified and used to guide targeted interventions. By building a comprehensive "pathogen library," researchers aim to decode these responses and deploy precise neuromodulation techniques to mitigate infections and reduce their severity.

For example, monitoring the autonomic nervous system—particularly the vagus nerve—could provide critical insights into disease signatures. Such advancements could lead to breakthroughs in diagnosing and treating infections with unparalleled precision.

Addressing Mental Health Through Innovation

Bioelectronic medicine's potential extends to mental health, a domain increasingly linked to inflammation and immune system activity. Disorders such as post-traumatic stress disorder (PTSD), major depressive disorder, and generalized anxiety disorder are deeply intertwined with the neuro-immune axis. Research indicates that inflammation, whether originating in the brain or the gut, plays a significant role in these conditions.

Lerman suggests that bioelectronic devices could assess brain inflammation to measure the severity of mental health disorders and administer targeted treatments. Tools like autonomic neurography (ANG) could stratify mental health conditions with unprecedented precision, offering a new level of guidance for clinical trials and therapeutic interventions.


Driving Innovation Through Collaboration

The progress achieved in bioelectronic medicine owes much to collaborative efforts supported by organizations like the Defense Advanced Research Projects Agency (DARPA), the National Institutes of Health (NIH), and others. These partnerships have enabled groundbreaking research and paved the way for future innovations.

A Vision for Tomorrow

While the road ahead is filled with challenges, the potential of bioelectronic medicine to reshape healthcare is boundless. From individualized treatments to transformative diagnostics, the possibilities are as exciting as they are diverse.

"There is still a lot of work ahead of us," Lerman acknowledged, "but these next-generation systems have much potential for new avenues of individualized and adaptive treatment."

As bioelectronic medicine continues to evolve, it stands as a testament to the power of innovation, collaboration, and the enduring quest to improve human health. 

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Medlab Middle East: Shaping the Future of Laboratories as Market Set to Reach USD 473.84 Million by 2029



Medlab Middle East, the largest medical laboratory exhibition and congress in the MENA region, is set to return to the Dubai World Trade Centre from 3-6 February 2025.

The event will offer a glimpse into the future of medical laboratories, showcasing the latest innovations in laboratory automation and cutting-edge technology. With the medical laboratory market in the Middle East and Africa (MEA) on track to reach USD 473.84 million by 2029, growing at a strong compound annual growth rate (CAGR) of 12.6%, the future of laboratory technology looks promising, and Medlab Middle East will be at the heart of this transformation.

The Rise of the Medical Laboratory Market

Medical laboratories play a pivotal role in healthcare, providing essential diagnostic services that support disease identification, treatment monitoring, and decision-making. These laboratories are integral to ensuring healthcare providers can deliver accurate, timely, and effective patient care. With an increasing demand for healthcare services in the MEA region, driven by rising chronic diseases, a growing population, and expanded healthcare insurance programs, the role of medical laboratories has never been more critical.

Medlab Middle East: A Showcase of Innovation

Now in its 24th edition, Medlab Middle East continues to be the premier event for laboratory technology and innovation. The exhibition will bring together global leaders, pioneers, and industry experts to share insights and explore the latest trends in medical laboratory technology. According to Tom Coleman, Group Exhibition Director at Informa Markets Healthcare, the event offers a platform for experiencing groundbreaking discoveries, networking with industry leaders, and engaging in discussions that shape the future of laboratory practices.

Among the key technologies that will be highlighted at Medlab Middle East are Next-Generation Sequencing (NGS), Point-of-Care Testing (POCT), and 3D Printing. These advancements are transforming the way diseases are diagnosed and treated. Artificial Intelligence (AI) and machine learning are also revolutionizing medical labs, enabling more accurate diagnoses through data analytics and predictive algorithms that improve patient care.

Global Leaders Showcase Cutting-Edge Solutions

Medlab Middle East will feature some of the leading brands in the laboratory industry. Companies like Abbott, Beckman Coulter, Randox, and Sansure will present their latest innovations. Sansure, for instance, will showcase its new POCT solution, the IPonatic III Pro, which uses advanced magnetic extraction technology to overcome the limitations of traditional PCR methods, providing fast and reliable analysis. Beckman Coulter will introduce its DxC 500 AU Chemistry Analyser, designed to optimize lab operations, along with the Dxl 9000 Access Immunoassay Analyser, which enables labs to meet the growing demand for diagnostics. Randox will present the Acusera Smart Range, which helps laboratories minimize stock management and ordering, reducing inventory and saving time.

A Focus on Education and Thought Leadership

In addition to the exhibition, the Medlab Middle East Congress will bring together over 150 international and local speakers to deliver an insightful four-day program. With 12 CME-accredited conference tracks, the congress will cover topics such as Lab Management, Clinical Chemistry, Haematology, Clinical Microbiology, Molecular Diagnostics, and Immunology, among others. New for 2025, the Congress will feature Thought Leadership Forums dedicated to Women’s Health and Precision Medicine, addressing some of the most pressing issues in the medical laboratory field.

Looking Ahead: Empowering Laboratories for the Future

Medlab Middle East 2025 will center around the theme “Empowering Today’s Medical Labs for Tomorrow’s Global Future,” with a focus on the evolving needs of laboratories in a rapidly changing healthcare environment. Key product categories featured at the event will include disposable items, healthcare services, imaging equipment, IT solutions, and pharmaceutical products. As the medical laboratory market in the MEA region continues to grow, Medlab Middle East will remain at the forefront of driving innovation and excellence in the industry. ❤️

GE HealthCare and Sutter Health Forge Strategic Partnership to Enhance Imaging Services with AI and Advanced Technology



GE HealthCare and Sutter Health have entered into a seven-year enterprise partnership, dubbed the “Care Alliance,” to enhance patient care through advanced imaging technology and streamlined services. This collaboration aims to expand access to cutting-edge diagnostic care across California, providing patients with quicker appointments, faster diagnostic results, and improved overall care through AI-powered imaging solutions.

The partnership will help bring sophisticated healthcare technologies closer to communities, ensuring more timely and consistent care. It is one of GE HealthCare’s largest strategic partnerships, highlighting their commitment to improving healthcare accessibility and efficiency.

The Care Alliance is designed to boost Sutter Health’s capabilities with the latest in imaging technology, ensuring faster access to critical diagnostic equipment and services. It is centered on several key goals: improving access to care, increasing operational efficiency, enhancing the patient experience, and ensuring consistent, high-quality care across all Sutter Health locations. The partnership will also improve system integration and the timely replacement of aging equipment.

Warner Thomas, President and CEO of Sutter Health, emphasized the importance of the partnership in responding to the needs of their 3.5 million patients across Northern California and the Central Coast. “This collaboration ensures that no matter where patients enter the Sutter Health system, they’ll receive seamless and coordinated care,” he said.

A significant aspect of this alliance is the introduction of advanced AI-powered imaging technology throughout Sutter Health’s network. The technology includes cutting-edge equipment such as PET/CT, SPECT/CT, MRI, CT, X-ray, nuclear medicine, and ultrasound, all of which will be deployed across hospitals and ambulatory care centers. Additionally, GE HealthCare’s interventional solutions, mammography,

diagnostic cardiology, and anesthesia services will be available in Sutter’s outpatient centers to better address the demand for non-hospital-based care.

“We are committed to supporting Sutter Health in its mission and have deep respect for their openness to a collaboration that meets the heart of their needs,” said Catherine Estrampes, president & CEO of GE HealthCare’s U.S. and Canada operations. “This Care Alliance is a clinician-focused approach, designed with expertise to optimize technology deployment and improve patient care.”

The partnership will introduce new AI and digital solutions, such as GE HealthCare’s Omni Legend PET/CT, StarGuide SPECT/CT, and Vscan Air™ SL ultrasound with Caption AI™ software. A key innovation is the AIR™ Recon DL MR image reconstruction technology, which uses deep learning to improve MRI image quality and reduce scan times, enhancing both diagnostic accuracy and patient comfort.

The collaboration also supports Sutter Health’s broader expansion strategy, which includes the development of new care sites and advanced service lines in areas such as heart and vascular care, cancer care, and neurosciences. New technologies and digital solutions will enable precise, high-quality care, from early screening through treatment and monitoring. One notable project is the construction of a new cancer center on Sutter’s Memorial Medical Center campus in the California Central Valley.

In addition to technology upgrades, the partnership will invest in workforce development. This includes training and education programs for technologists, nurses, and physicians, aimed at addressing the growing need for skilled healthcare professionals. GE HealthCare will collaborate with Sutter Health to design a scalable workforce program, including talent development initiatives, outreach to radiologic technologist schools, and support for clinical staffing needs.

This collaboration represents a significant step toward more efficient, accessible, and high-quality healthcare across Northern California, benefiting both patients and clinicians alike through innovative technology and a commitment to continuous improvement in care delivery. ❤️

Siemens Healthineers Acquires Advanced Accelerator Applications Molecular Imaging

Siemens Healthineers has concluded the acquisition from Novartis of Advanced Accelerator Applications Molecular Imaging, a European manufacturing and distribution network of diagnostic radiopharmaceuticals for positron emission tomography (PET) scans. The acquired company will be known as Advanced Accelerator Applications, a Siemens Healthineers company.

The acquisition complements the Siemens Healthineers PETNET Solutions network of 47 PET radiopharmacies, primarily in the U.S., with an additional 13 manufacturing sites across France, Spain, Portugal, Italy, and Germany, as well as product distribution into Switzerland. Proximity to patients is essential for PET radiopharmaceuticals, with short half-lives. PETNET Solutions also manufactures diagnostic agents used for an innovative form of personalized cancer treatment.

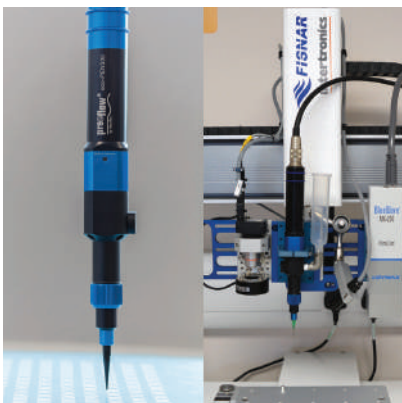
“The radiopharmaceutical sector is at an inflection point thanks in large part to innovation in the pharmaceuticals space, with PET serving as a gateway to patient eligibility for many of the new cancer and neurodegenerative-disorder therapies,” said Jim Williams, head of Molecular Imaging at Siemens Healthineers. “But even the greatest



therapy is of no use unless you can get it to patients in time, so we’re excited to be adding the molecular imaging capabilities of Advanced Accelerator Applications, its first-class operations, extensive experience in nuclear medicine, and proven track record.”

The transaction includes the manufacturing and distribution network of Advanced Accelerator Applications Molecular Imaging, its workforce of approximately 420, its established product portfolio and relationships with radioligand imaging developers. ❤️

Intertronics Supplies eco-PEN300 for Apacor's New Particle Sampler



repeatability. Paired with the Fisnar F4303N ADVANCE benchtop robot, this technology offered precise dispensing control and seamless integration into production processes as Apacor introduced its new air sampling product.

Based in Wokingham, Apacor specializes in developing and marketing practical, cost-effective solutions for in vitro medical diagnostics, including groundbreaking innovations in parasitology and pre-analytical diagnostics. As the company transitioned from development to full production of its new product, it sought liquid dispensing equipment capable of handling microlitre volumes with tight tolerances, while also being suitable for calibration and certification purposes.

“It was a case of finding the right fit between repeatability and volume,”

explained Matthew Basely, Technical Sales Executive at Intertronics. “With a highly repeatable and accurate dispensing valve in the ecoPEN300, along with the positional accuracy of the F4303N, it is the optimal system in terms of accuracy.”

Apacor selected the eco-PEN300 after investigating other options, including applying liquid directly from a syringe and pneumatic jetting valves. The ecoPEN range can accurately dose or dispense a varied range of material viscosities, and can be readily integrated into automated processes, making it a suitable candidate for the manufacture of medical diagnostic products.

Preflow eco-PEN300 volumetric dosing pump provides precise, process-stable dispensing as small as 1 µl, with highly repeatable and consistent dispensing with an accuracy of +1%, more than 99% of the time. ❤️

Boston Scientific Announces Agreement to Acquire Bolt Medical

Boston Scientific Corporation has entered into a definitive agreement to acquire Bolt Medical, Inc., the developer of an intravascular lithotripsy (IVL) advanced laser-based platform for the treatment of coronary and peripheral artery disease.

“Representing one of the fastest growing medical device segments, intravascular lithotripsy therapy addresses a significant unmet need for patients with complex calcified arterial disease through a minimally invasive approach,” said Lance Bates, Senior Vice President and President, Interventional Cardiology Therapies, Boston Scientific. “Bolt Medical is developing a next-generation technology that is highly complementary to our existing portfolio. The addition of this system to our offerings can help us better serve physicians and their patients and provides a platform for future innovation.”

Cardiovascular diseases are the leading cause of death globally and are commonly due to narrowing of coronary and peripheral arteries, which can restrict blood flow. These narrowed arteries are often created by cholesterol deposits and may also have buildup of calcium that can increase the complexity of potential treatments. Lithotripsy is a procedure in which a physician breaks up hardened masses such as calcium to help restore blood flow. The Bolt IVL™ system is designed with a novel application of lithotripsy to fracture calcium by creating acoustic



pressure waves inside of a balloon catheter. The system also includes visible, directional emitters for consistent energy delivery in the treatment of the calcified lesions.

Boston Scientific initially developed the concept for the Bolt IVL system which helped establish Bolt Medical in 2019. As a strategic investor in Bolt Medical, Boston Scientific has an equity stake of approximately 26 percent. As a result, the transaction consists of an upfront payment of approximately \$443 million for the 74 percent stake not yet owned and up to \$221 million upon achievement of certain regulatory milestones.

Bolt Medical recently announced the completion and results of the RESTORE ATK and RESTORE BTK pivotal clinical trials investigating the Bolt IVL™ Above the Knee (ATK) and Below the Knee (BTK) systems for the treatment of peripheral artery disease in patients with moderate to severely calcified lesions. The data from both studies will be used to support U.S. Food and Drug Administration (FDA) and CE Mark regulatory submissions for the devices. In December 2024, Bolt Medical received FDA approval to commence the global FRACTURE IDE clinical trial in the U.S., which is investigating the use of the Bolt IVL™ Coronary System for the treatment of coronary arterial disease with severely calcified lesions.

Boston Scientific anticipates the transaction to be completed in the first half of 2025, subject to customary closing conditions. On an adjusted basis, the company expects the transaction to be slightly dilutive to adjusted earnings per share (EPS) in 2025, and to offset via internal cost efficiencies and trade-offs. On a GAAP basis, the transaction is expected to be more dilutive due to amortization expense and acquisition-related charges, except for a one-time gain to be recognized at closing associated with the company's previously held equity interest in Bolt Medical. ❤️



Robeauté Secures USD 28 Million to Revolutionize Neurosurgery with Cutting-Edge Microrobots

Medtech innovator Robeauté has raised USD 28 million in a funding round led by Plural, Cherry Ventures, and Kindred Ventures. Other participants included LocalGlobe, Think.Health, APEX Ventures, and strategic partner Brainlab. The fresh capital will support the development of Robeauté’s groundbreaking microrobot technology, with plans to initiate human trials in 2026 and establish a presence in the US as the company works toward FDA approval.

Neurological disorders remain challenging to diagnose and treat, particularly in their early stages when intervention is most effective. Current neurosurgical techniques rely on rigid tools and linear pathways, which limit precision and multi-site access. Additionally, drug treatments often struggle to overcome the blood-brain barrier to reach targeted areas.

Robeauté’s microrobots, roughly the size of a grain of rice, are designed to navigate curved routes within the brain’s extracellular matrix. These modular devices can safely access multiple sites and perform localized tasks, such as delivering molecules, implanting electrodes, and collecting live data or cell samples. By enabling highly targeted interventions, this technology aims to revolutionize the treatment of neuropathologies and deepen our understanding of brain disorders.

Founded by robotics expert Bertrand Duplat and operations specialist Joana Cartocci, Robeauté was inspired by a personal experience when Duplat’s mother was diagnosed with glioblastoma. Duplat, who previously worked with McGill University and the European Space Agency, brings decades of experience in developing robotic systems for extreme environments. Together, the founders have guided the company in securing over 50 patents, crafting the microrobot’s intricate components, including an engine, propeller, steering mechanism, and tracking system. These features enable real-time monitoring of the microrobot’s movements during procedures.

The technology is undergoing animal trials, focusing on its potential as an advanced biopsy tool. Future applications include treatment delivery and real-time monitoring, achieved through collaborations with research institutions and industrial partners.

Brainlab’s strategic investment reflects its commitment to advancing neurology and reshaping neurosurgical approaches. This partnership will support Robeauté’s expansion into the US market, where the company plans to seek regulatory



approval before targeting European markets.

Robeauté’s leadership highlights the transformative potential of their innovation. “Microrobots represent an unexplored frontier in medicine,” said Bertrand Duplat, CEO of Robeauté. “Our technology offers unprecedented access to the brain, enabling precision medicine that can transform patient outcomes. This funding will help us advance our mission to equip neurosurgeons with cutting-edge tools to make a difference.”

Co-founder and COO Joana Cartocci echoed the sentiment, emphasizing the paradigm shift their technology could bring. “Our microrobot functions like a brain gardener, tending to affected areas with adaptable extensions for various applications. Starting with advanced biopsies, the possibilities are endless as we unlock safe access and site-specific data.”

Investors expressed confidence in Robeauté’s impact. Ian Hogarth of Plural remarked, “Robeauté’s microrobots could revolutionize brain treatment, much like the endoscope transformed gastrointestinal medicine.” Filip Dames of Cherry Ventures added, “The team is at the forefront of robotics, AI, and medicine, paving the way for transformative care for neurodegenerative diseases.”

With its innovative approach, Robeauté is poised to redefine neurosurgery and improve outcomes for patients worldwide. ❤️

Oxygen Makes Arab Health Debut: Showcasing Award-Winning Marketing Solutions for The Healthcare Sector

Oxygen, a multi-award-winning HubSpot Diamond Solutions Partner and HubSpot Onboarding Accredited Healthcare Marketing Agency, is joining the action in its first-ever appearance at the Arab Health Exhibition, set to take place from 27–30 January at Dubai World Trade Centre.

Oxygen will showcase its innovative approach to helping healthcare providers embrace digital transformation and unlock new growth opportunities, delivering fresh insights and unmatched expertise to healthcare providers navigating the ever-more crucial digital landscape.

As healthcare businesses navigate an increasingly competitive landscape, Oxygen's bespoke solutions are designed to streamline operations, enhance patient engagement and drive success. From advanced AI integration and WhatsApp automation to tailored website development and country-specific marketing strategies, Oxygen's services cater to the unique needs of the healthcare sector.

A key feature of Oxygen's presence at Arab Health, the Middle East's largest healthcare exhibition and congress, will include an opportunity for visitors to win a complimentary, comprehensive website marketing audit, offering powerful insights into strategies for achieving transformative growth.

Laurent Ross, Chief Operating Officer and Co-Owner - Oxygen, emphasized the significance of the company's participation at the prestigious Arab Health, saying, "Oxygen is committed to empowering healthcare providers to thrive in an ever-evolving industry. Our team's expertise and dedication to tailored digital strategies make us uniquely positioned to support our clients' journeys toward success. Arab Health provides an ideal platform for us to connect with the healthcare

community and demonstrate the tangible impact of our solutions."

Joining Laurent at the exhibition will be key members of the Oxygen team, including Regional Marketing Manager Enas Abduljabbar, Regional Head of Sales Roula Souki, and Content Manager Natasha Daryanani.

Together, the team brings a wealth of experience in healthcare marketing and digital strategy, ensuring meaningful engagement with visitors and a deep understanding of their challenges and goals.

Visitors to the Oxygen stand will discover how tailored strategies can address critical needs, such as automating marketing to increase bookings. The team's presence at the exhibition underlines their commitment to collaborating with healthcare professionals to create solutions that drive measurable outcomes.

Head to the stand (conveniently located near Café 7) to discover more about:

Industry-leading healthcare marketing campaigns: From websites with advanced automation to advertising and SEO.

China Marketing: Tap into Chinese medical tourism with tailored campaigns leveraging WeChat, Little Red Book and Baidu.

AI-powered patient engagement strategies: Utilizing the latest AI models and digital healthcare solutions to improve patient experiences.

Arab Health marks a significant milestone for Oxygen as it continues to expand its reach and influence in the healthcare sector. Attendees are encouraged to visit Booth P.F58 at the Hong Kong Country Pavilion to learn more about the agency's innovative offerings and discuss their specific business needs. ❤️



Philips Appoints Jie Xue as Chief Business Leader for Precision Diagnosis and Özlem Fidanci as Chief of International Region

Philips, a global leader in health technology, has appointed Jie Xue as Chief Business Leader Precision Diagnosis, and Özlem Fidanci as Chief of International Region, both effective January 1, 2025.

Ms. Xue and Ms. Fidanci have joined Philips' Executive Committee and report directly to Roy Jakobs, CEO of Philips.

Ms. Xue joins Philips from GE Healthcare to lead the Precision Diagnosis business that was temporarily led by Bert van Meurs, who will continue to lead Philips' Image Guided Therapy business. Ms. Xue and Mr. Van Meurs will be jointly responsible for the Diagnosis & Treatment segment.

Ms. Fidanci joins from Versuni and succeeds Edwin Paalvast, Chief of International Region, who has decided to retire as planned after five years at Philips, concluding an impressive career spanning more than 35 years.

"Jie and Özlem strengthen our experienced and diverse leadership team and will support us in realizing our vision of better care for more people" - Roy Jakobs, CEO Philips

Roy Jakobs, CEO Philips, said: "In Jie we have a strong proven global leader, with deep medtech expertise, and a focus on creating value through developing people and consistently delivering results. Özlem brings an extensive track record in delivering high growth in mature and emerging markets, working closely with customers and governments. She has strong experience in consumer and medtech domains and is known for building high-performing teams. Jie and Özlem strengthen our experienced and diverse leadership team and will support us in realizing our vision of better care for more people."

"I want to thank Edwin for his leadership and many achievements during his five years at Philips and wish him all the very best for his retirement. I also want to express my gratitude to Bert for leading Precision Diagnosis alongside his role as Chief Business Leader Image Guided Therapy and look forward to his continued leadership and support as Executive Committee member of Philips."

Ms. Xue (American, Chinese) worked for GE Healthcare for more than 25 years, most recently in the role of President and Chief Executive Officer, Global Magnetic Resonance (MR) Imaging. Based on her deep domain knowledge, she developed and executed imaging strategies, delivering consistent profitable growth. With her extensive global experience, particularly in the US, she has served in leadership roles including in Global X-ray, MR, Services and Business Development.

Ms. Fidanci (Turkish) had an extensive career at Philips, with deep expertise serving health systems' needs, including working directly with both private and public healthcare customers, as well as extensive consumer domain experience. During her 22 years at the company, she took on various roles including Health Systems Leader and Market Leader Middle East & Türkiye, before leaving in September 2021. ❤️



Özlem Fidanci
Chief of International Region



Jie Xue
Chief Business Leader
for Precision Diagnosis



NEW

PRODUCT

New Honeywell Solution Improves Medication Delivery with Advanced Liquid Flow Sensing for Clinicians and Patients

The platform provides high-accuracy, real-time data and continuous measurement capabilities, saving clinicians time and enabling patients to receive precise dosages of critical medications.

Honeywell has introduced a new liquid flow sensing platform designed and developed to increase the accuracy of dosing liquid medications and improve the treatment process for patients.

With uses across multiple areas—from medical fluid management to wearable drug delivery and in vitro diagnostics—Honeywell’s new sensing solution has the potential to give clinicians back time in their day and enable patients to receive more personalized therapies so they can return home from the hospital sooner. The development of digital solutions that use advanced sensing capabilities to improve operations for the healthcare sector also supports Honeywell’s portfolio alignment to three powerful megatrends, including automation.

“Healthcare is facing tremendous challenges today with a stretched workforce and legacy equipment

that requires frequent calibration and maintenance,” said Sarah Martin, President of Honeywell Sensing Solutions. “By creating digital technologies that can lighten the load for healthcare workers, we can help patients have a better treatment experience, reduce needed intervention with equipment and ultimately further move healthcare into the future.”

When administering medications to patients, many other technologies available today are prone to errors or need frequent intervention. For example, if a patient receiving intravenous (IV) treatment moves their arm or knocks into the machine, a clinician must often spend time readjusting the equipment so it can deliver the right amount of medication.

By using thermopile technology to calculate flow rate and integrating other sensing technologies into the platform, Honeywell’s new liquid flow platform enables healthcare equipment to maintain highly accurate medication flow without being susceptible to the movement errors that would otherwise require intervention. With Honeywell’s technology, patients can now receive consistent and more effective treatment, freeing up time for clinicians and helping reduce wasted medication, a concern for many costly drugs today.

Honeywell’s sensor continuously collects data to improve patient treatment efficiency by quickly detecting abnormal medication flow as well as any blockages preventing effective delivery of a drug. The sensing platform’s small footprint also allows for more compact equipment, freeing up space around the patient and providing a more portable solution that will be critical as the need for home care grows. ❤️



UPCOMING EVENTS



3rd February 2025  **Dubai**
Medlab Middle East

8th February 2025  **Dubai**
EDEC- Emirates Diabetes and Endocrinology Congress

24th February 2025  **Jeddah, KSA**
Saudi Healthcare Transformation Summit

12th March 2025  **London, UK**
Pharma Supply Chain & Security World 2025

9th April 2025  **Dubai**
**Pan Arab Interventional Radiology Society
Annual Congress (PAIRS)**

14th April 2025  **Dubai**
Dubai Derma 2025

15th April 2025  **Abudhabi**
Abu Dhabi Global Health Week

17th April 2025  **Abudhabi**
MENA Congress for Rare Diseases 2025

24th April 2025  **Türkiye**
Expomed Eurasia 2025



Ensuring lifelines

Our Pharma product is designed to transport your pharmaceutical and healthcare cargo safely and efficiently. We guarantee a seamless cool chain for your temperature-sensitive goods.

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HI-CARE PROTECTION Feels Good



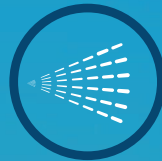
2
WHO Recommended
Formulation



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