



Arab Health 
By Informa Markets

21-24 June 2021

Dubai World Trade Centre | Conrad Dubai Hotel

12 Medical Conferences

Empowering you to provide the most current medical care

Arab Health Congress 2021

We are introducing a brand-new hybrid experience for the **46th edition of Arab Health Conferences**. Your delegate pass now gives you the opportunity to learn and make connections in-person at the Dubai World Trade Centre and the Conrad Dubai Hotel, and to join us online. The in-person conferences will be held under the strictest Informa AllSecure safety and security standards.

All sessions will also be live-streamed online on the AI-driven Arab Health Online environment. You may also choose an online-only pass to join the conversation from anywhere in the world.

Arab Health will host 12 conferences from **21-24 June 2021**, bringing together local, regional and international influencers from over 50 countries under the theme of *'Looking Ahead. Embracing Innovation'*.

Only limited seats are available for live, in-person attendance due to the social distancing guidelines and Informa AllSecure safety and security measures. Book your seat today!



12
conferences
(9 CME & 3 non-CME)



120+
sessions
(online and live, in-person)



300+
speakers



16
focus day topics for Medical
and Trade Professionals
(free-access)

The Arab Health 2021 congress schedule

21 June	22 June	23 June	24 June
Total Radiology Conference			
Obs & Gyn Conference*	ENT Conference* NEW		
Surgery Conference*	Quality Management Conference*		
Public Health Conference	Orthopaedics & MSK Conference		
Physical Medicine & Rehabilitation Conference	Family Medicine Conference		
Pharma & Drug Discovery Conference NEW Non-CME	Artificial Intelligence in Healthcare Conference NEW Non-CME	Digital Health & Innovation Conference NEW Non-CME	

*held at Conrad Dubai

Application will be made to CPD Accreditation Body – Dubai Health Authority (UAE) for the accreditation of this event

Virtual Focus Days Overview

The Virtual Focus Days are dedicated days on the most topical healthcare sectors that are re-shaping the healthcare industry's landscape.

From **24 May – 12 June**, hear from the most exceptional experts and innovators in healthcare while finding and meeting like-minded professionals from the global healthcare community, on the AI-driven Arab Online environment.

- High level keynotes and roundtables on healthcare innovations and technology that have made the most impact in each of the sectors
- Round tables (by invite-only) - an exclusive meeting place to share insights, for C-suite, heads of department and senior consultants.
- Industry talks and Product Discovery Tours that will showcase state-of-the-art technology and solutions

Medical speciality days



Obs-gyne



Surgery



ENT



Critical Care



Paediatrics



Oncology

Trade days



IT



Imaging/Diagnostics



Patient Monitoring



Wellness



Orthopaedics/PM&R



Endoscopy



Consumables



Medical Furniture



Instruments



Infrastructure

Visit
ahcongress.com/focus-days
to learn more.

Total Radiology Conference

21-24 June 2021, Dubai World Trade Centre

Theme: ‘Looking ahead. Embracing innovation’

Overview:

The Total Radiology conference is “Looking ahead. Embracing innovation”; looking at imaging and diagnostics beyond COVID-19, but how it has been shaped by the pandemic.

This CME-accredited meeting will present the very latest practices in medical imaging, accurate imaging diagnosis to improve care quality for radiology patients.

As the leading radiology meeting in the Middle East, Total Radiology will host over 2000 attendees and globally renowned experts from over 50 countries, virtually and in-person. We welcome the following guest societies this year - the Radiological Society of Saudi Arabia, the German Society of Radiology, the European Society of Breast Imaging, and the European Federation of Radiographers Societies.

This is the only *hybrid* conference in the Middle East region, that gives access to insights from the leading Radiology and Imaging experts, both in-person and streamed live.

What’s new?

- Open forum and Q&A sessions for more face time with the expert speakers
- Arab Health Meets the German Society of Radiology, Radiological Society of Saudi Arabia, European Federation of Radiographer Societies, Pan Arab Radiology Society, and the European Society of Breast Imaging
- Industry talks on the latest technology and innovations in Radiology and Imaging
- Meet the leadership of global societies

Benefits of attending

- Apply expert tips on accurate diagnosis in oncologic imaging
- Evaluate how to reduce radiation while maintaining good image quality with different modalities
- Analyse pearls and pitfalls to diagnose and examine cases more efficiently and quickly
- Assess best practices in procedural skills for interventional radiology
- Review the latest evidence-based diagnostic radiology practices
- Examine the latest principles in radiation safety

Key Topics

- Industry talks on the latest technology and innovations in Radiology and Imaging
- Neuroimaging
- Breast imaging
- Cardiac imaging
- Interventional Radiology
- Oncologic imaging
- Radiographer Sessions

Who should attend

- Radiologists
- Radiographers
- Technologists
- Technicians
- Radiology Nurses

Obs & Gyn Conference

21-22 June 2021, Conrad Dubai Hotel

Theme: Translating evidence into day-to-day clinical practice – learning from case studies

Overview:

The Obs & Gynae Conference at Arab Health is the official meeting place for women's health practitioners in the Middle East. It is an international stage that showcases the very latest developments in the science and practice in the field. Alongside education, the event gives delegates access to industry's best allowing the discovery of innovative products and devices available in the specialty.

The 2021 edition will cover the most up-to-date information on topics relating to day-to-day clinical practice. The goal of this conference is to increase knowledge and enhance the competence of attendees. Emphasis will be placed on practical application of the evidence-based topics presented. All speakers will present recent and relevant case studies varying in complexity therefore promoting excellence in the clinical practice of obstetrics and gynecology.

What's new?

- A case study for every presentation
- Access to the international expert panel in the 'Ask the experts' session
- Top new speaker faculty from new demographic regions
- The latest perspectives on solutions to the key challenges in the field of obstetrics & gynaecology

Benefits of attending:

- Debate medical versus surgical approaches for ovarian endometrioma
- Discuss whether Intrapartum ultrasound is a luxury or necessity?
- Appraise the latest information on COVID-19 and pregnancy: Where are now?
- Manage Preterm Premature Rupture of Membranes (PPROM) at 16-24 weeks
- Evaluate fertility-preserving surgery for gynecologic cancers
- Discuss the management of the short cervix during pregnancy

Key Topics:

- Management of ovarian endometrioma & uterine septum
- New Guidelines in the management of the abnormal cervical smear
- PCOS in adolescents: Myth or reality?
- COVID-19 & pregnancy: Controversial Issues
- Management of the short cervix during pregnancy
- Intrapartum ultrasound: From labor arrest to postpartum haemorrhage

Who should attend?

- Gynaecologists
- Obstetricians
- Obs-Gyn Specialists/Consultants
- Midwives

Surgery Conference

21-22 June 2021, Conrad Dubai Hotel

Theme: *'Innovative approaches for better patient outcomes'*

Overview:

Surgeons worldwide have shown resilience in the face of the pandemic. As surgeries scale back up, Arab Health will host lectures on the most innovative ideas, current approaches and techniques in surgery.

Meet expert surgeons in-person or virtually, and trade notes on how you have overcome the challenges of the past year.

The CME-accredited Surgery conference at Arab Health is where the most influential surgeons gather every year to improve technical skills, share their tips to perform advanced procedures flawlessly and see what is new in the industry.

What's new?

- Industry talks
- Diversity and inclusion in surgery
- Interactive panel sessions with audience Q&A
- Guest speakers from around the world will remotely connect to meet and network with the audience
- Video lectures
- Active audience participation with dedicated Q&A sessions with the guest surgeons.

Benefits of attending:

- Solve key challenges in bariatric surgery with algorithms from the experts
- Apply the latest principles in endocrine surgery
- Assess updated approaches to pancreatic cancer and acute pancreatitis
- Compare different practices worldwide to develop resilience in surgery in the era of COVID-19
- Review guidelines to improve gender diversity in surgical practice

Key topics:

- Resilience in surgery
- Bariatric and metabolic surgery
- Surgical oncology
- Colorectal surgery
- Hepato-pancreato-biliary surgery

Who should attend?

- Surgeons:
 - General
 - Consultant/ Specialist
 - Laparoscopic
 - Bariatric/ Metabolic/ Obesity
 - GI (upper/lower)
 - Trauma
 - Thoracic
- Heads of Surgery Department
- Chiefs General Surgery Services
- Chiefs of Minimally Invasive General Surgery
- Allied Healthcare Professionals – surgical assistants, OR/OT technicians and nurses

Public Health Conference ^{NEW}

21-22 June 2021, Dubai World Trade Centre

Theme: 'Day 1: COVID-19 Pandemic: Arab World Perspectives'

'Day 2: Injury epidemiology and climate change perspectives in public health'

Overview

With the global outbreak of COVID-19, public health has been brought forward to the forefront of discussion by looking at strategy and policy. Public health is defined as, "the science of protecting and improving the health of their communities," and with this in mind, the 2021 conference will be heavily concentrated on how to best improve and prevent health issues in the population.

As the COVID-19 pandemic still deeply affects us globally, we will focus the first day of conference on basic concepts, consequences and prevention and control of COVID-19. The second day will expand into other areas of public health which are growing in importance but are less discussed.

Benefits of attending:

- Understand the role of digital health and innovation in a pandemic response
- Evaluate how climate change has the potential to impact health in many ways, and how to combat these issues
- Analyse how injury epidemiology is a major public health problem worldwide

Key Topics

- Emergency preparedness, response and recovery
- Mental and socio-cultural aspects and effects
- Role of the health workforce/public sector/private sector/NGOs in prevention and control
- Management: reality and future prospects

Who Should Attend

- Directors of Health
- Health Policy and Strategy Officers/Managers
- Health Planners
- Community Health Official (NGOs)
- Case Officer/Manager (Hospital)
- Public Health Researchers/Specialist
- Health Educator/Public Health (Academic)
- Head of Emergency/Disaster Management
- Infectious Disease Specialists

Physical Medicine and Rehabilitation Conference

21-22 June 2021, Dubai World Trade Centre

Theme: *Defining the future scope of physical medicine and rehabilitation*

Overview:

After a successful debut, the PM&R conference returns for a 2nd edition in the 2021 line-up. The agenda will cover new sessions like amputee rehabilitation, movement disorder rehabilitation and the COVID-19 effect of rehabilitation. This agenda will feature sessions highlighting new medical approaches, methods and management techniques for injury treatment.

In particular, the agenda will focus on the combination of medical, physical and psychological therapies and is the most effective ways to improve function and reduce disability.

What's new?

- Exclusively PM&R content only
- New conference Co-Chair
- A new international speaker faculty
- Access to an international expert panel

Benefits of attending:

- Appraise rehabilitation challenges in lower limb amputees
- Review the prosthesis provision journey
- Discuss dystonia & rehabilitation
- Evaluate rehabilitation issues in the ICU
- Critique rehabilitation issues for Cerebral Palsy

Key topics:

- Oseointegration
- Psychological aspects of limb loss
- Role of deep brain stimulation in Parkinson disease
- Rehabilitation challenges in COVID 19
- Pandemic and rehabilitation challenges: Global experience
- Diagnostic dilemmas in paediatric rehabilitation
- Neuromodulation & rehabilitation

Who should attend?

- Psychiatrists / Physical Medicine & Rehabilitation Physician
- Physiotherapists/ Physical Therapists
- Occupational Therapists
- Chiropractors
- Neurosurgeons
- Neurologists

ENT Conference ^{NEW}

23-24 June 2021, Conrad Dubai Hotel

Theme: *'Innovation: the new normal'*

Overview:

Embracing innovation is the new normal in healthcare. With a focus on the most innovative approaches in Otorhinolaryngology and head and neck surgery, the brand-new ENT conference at Arab Health will host lectures from societies, and local and international experts.

This conference will be an opportunity to reflect on the past year and benchmark your skills against the most topical research-driven practices, learnings, and techniques.

Benefits of attending

- Assess how head and neck surgery treatment algorithms are changing with the integration of immune-therapeutics and precision medicine into treatment approaches.
- Apply state-of-the-art practices in minimally invasive anterior skull base surgery
- Review the latest updates in paediatric otolaryngology practice during COVID-19
- Demonstrate good practice in microendoscopic surgery of the middle ear and temporal bone
- Analyse the UAE experience in cochlear implants

Key topics:

- Rhinology and anterior skull base surgery
- Otology
- Cochlear implants
- Head and neck surgery
- Facial plastic surgery
- Audiology
- Laryngology
- Paediatric otolaryngology

Who Should Attend

- Otolaryngologists, ENT specialists, consultants and surgeons
- Paediatric Otolaryngologists
- Rhinologists
- Rhinology and Skull base Consultants
- Cochlear Implant (CI) specialists
- Otologists and Ear Surgeons
- Audiologists
- ENT Nurses
- Heads of ENT departments

Quality Management Conference

23-24 June 2021, Conrad Dubai Hotel

Themes:

- Day 1: The evolution of quality management in the tech and digital era
- Day 2: Quality management fundamentals – future direction

Overview:

Over the last year, Quality Management professionals have had to redefine the parameters of their function within the healthcare setting. They have had to seek non-conventional solutions to new problems while updating the fundamentals of the practice. The pandemic has no doubt been a learning curve and this conference will investigate the new world that quality professionals now find themselves in.

The 12th edition of the Quality Management conference will look at life after the pandemic. Delegates will have the opportunity to hear from speakers who have experienced the pandemic and have developed strategies to upgrade quality using digitisation and relying on the fundamentals of the practice.

It's a new world for quality professionals – attend this conference see how you can be part in it.

What's new?

- More international speakers from new demographic regions
- Dedicated day's agenda on digitisation and its impact on quality management
- The latest perspectives on solutions to the key challenges in the field of healthcare quality management

Benefits of attending:

- Explore the adoption of technology for improved excellence within healthcare facilities
- Discuss strategies to imbed quality in telehealth programs
- Gain insight on bid data and its impact on quality management policies
- Assess the challenges and solutions created by the pandemic for quality professionals
- Evaluate the definition of 'risk' within the current healthcare climate
- Review updates in healthcare quality standards and accreditation, to expand knowledge, encourage compliance, and uphold best practice

Key Topics:

- Building virtual health quality: The role of quality improvement in telemedicine services
- Health information: The key to healthcare transformation
- Merging technology and health: A transformation programme for health systems
- Digitally ready health and care workforce
- No time to improve – we're in a pandemic!
- Managing healthcare risk in the new "normal" healthcare environment
- Leading the way to zero patient harm – pragmatic approach to high reliability health care organisation
- JCI Accreditation Standards for Hospitals, 7th Edition - update

Who should attend?

- Heads of Quality
- Quality Managers / Specialists / Analysts
- Quality Assurance / Officers / Coordinators
- Managers of Quality Improvement
- Risk / Project Managers
- Patient Safety Officers
- Accreditation / Education Co-ordinators / Officers

Visit ahcongress.com to learn more

Orthopaedics & MSK Conference

23-24 June 2021, Dubai World Trade Centre

Theme: *The future of Orthopaedic & MSK health – a 21st century roadmap*

Overview:

One of the most anticipated conference in the Arab health line-up, the Orthopaedics conference returns for the 17th edition with additional content in MSK and sports medicine. The agenda will cover orthopaedic surgery, MSK imaging, sports medicine, Ortho-Biologics and more. Delegates can expect to discuss the state-of-the-art technological developments in the field, as well as the recent advances made in the diagnostics, management, and therapeutics of orthopaedic and MSK-related diseases. Highlight sessions include elite sports; imaging, red flags and plain common sense as well as old problems- new solutions?

Another not-to-be-missed program for orthopaedics and MSK professionals!

What's new?

- The addition of MSK content
- New conference Chairs
- A new speaker faculty from across the globe
- Access to an international expert panel

Benefits of attending:

- Discover how you can optimise efficiency and recovery in limb deformity surgery
- Evaluate neuro-vascular complications in proximal humerus fractures
- Appraise surgical decision-making in traumatic anterior shoulder instability
- Critique the ultrasound checklist in daily MSK practice
- Discuss advances in MRI imaging for sports-related injuries
- Assess sustainable management of non-traumatic orthopaedic conditions

Key Topics:

- Achilles tendon tears
- Inguinal related groin pain in athletes – potential causes and treatment modalities
- Surgical decision making in traumatic anterior shoulder instability
- Tumors masking as MSK issues – red flags you cannot miss
- Non-operative and operative treatment of hip and knee arthritis
- Achilles tendinopathy
- Football Medicine in 2021: What has changed?

Who should attend?

- Orthopaedic Surgeons/ Consultants/Specialists
- Head of Orthopaedics
- MSK Specialist/Expert/Lead/Physician
- Orthopaedists
- Sports Medicine Physicians
- Orthopaedic Technicians & Nurses

Family Medicine Conference

23-24 June 2021, Dubai World Trade Centre

Theme: *'Evidence-based practical recommendations for family medicine practitioners'*

Overview:

The brand-new CME-accredited Family Medicine conference at Arab Health will deliver a comprehensive review of the latest information, insights and practices in primary care. The programme addresses evidence-based practical recommendations to improve coordinated care.

Lectures and discussions will focus on inter-disciplinary approaches within family medicine, to support early diagnosis and management of diseases.

Benefits of attending

- Derive guidelines on managing various presentations of post-acute COVID-19 care, with global accounts of it's management
- Develop an understanding of changes in diabetes management with a wider view of the impact of ethnicity, COVID-19 on patient care
- Recognise the impact of technology uptake on Family medicine practice
- Explain how patient bias impacts primary care
- Describe the updated practice guidelines for the management of cardiovascular diseases
- Review data-led perspectives on the COVID-19 impact on mental health on physicians and the wider population, and what Family physicians can do about it

Key topics:

- Chronic diseases after COVID-19 recovery - updates for primary care
- Lipids and cardiovascular risk management
- Hypertension
- Management of Type II Diabetes
- Respiratory diseases
- Obesity and weight management
- Mental health

Who should attend

- General practitioners and physicians
- Primary Care physicians
- Family Practice and Family Medicine consultants, specialists and physicians
- General Internists, Internal Medicine physicians and specialists
- Nurses

Pharma and Drug Discovery Conference ^{NEW}

21 June 2021, Dubai World Trade Centre

Theme: 'A new, resilient reality'

Overview

Rapid population growth, migration, persistent urbanisation and the impacts of climate change all combine to increase the risk of disease outbreaks. The drug discovery conference will reflect on vaccine development in the past year to inform and shape the future of innovative models in vaccine discovery.

The conference aims to support the National initiative to both foster population health and to enhance the UAE's medical research and development capabilities, including the local capacity to develop vaccines.

Be prepared to join interactive discussions with pioneers, vaccine professionals from industry, academia and research institutions, and non-profit organisations to further strengthen drug discovery models, and shape future global health for the benefit of generations to come.

Key Topics

- Review of novel technologies to aid vaccine design
- Improving the delivery of clinical trials
- Improving clinical trial performance, from developing immunological assays to creating clinical efficacy
- New techniques to accelerate clinical manufacturing
- Pre-clinical to post-licensure vaccine safety and pharmacovigilance

Who should attend:

CEO, COO, CSO/ Head of

- Scientific Affairs
- R&D
- Infectious Disease
- Influenza
- Regulatory Affairs
- Manufacturing
- Immunology
- Immuno-oncology
- Vaccines
- Clinical Development
- Procurement
- Protein Discovery
- Protein Engineering
- Translational Medicine/ Science
- Analytical Development
- Technical Operations
- Biomarkers
- Bioinformatics

Artificial Intelligence in Healthcare Conference ^{NEW}

23 June 2021, Dubai World Trade Centre

Theme: Transforming healthcare with AI

Overview:

With the transformation of healthcare through the use of AI, we are bringing you a one-day high level conference on Artificial Intelligence. Hear the latest from the health tech transformers on the future, adoption and the benefits of AI and why healthcare needs this progression. We will go in-depth to understand how AI can revolutionize every area of medicine, for the better, with actionable insights and a deep dive into the latest advancements.

Key Topics:

- Artificial Intelligence policy in healthcare
- AI lifecycle management - getting the environment right to scale
- Why healthcare needs AI
- How AI powered solutions can transform healthcare

Benefits of attending:

- Understand the tangible benefits for using AI in the real world of healthcare
- Review bringing image-based AI into clinical practice
- Discuss the AI lifecycle management and how to best get the environment right to scale
- Evaluate strategies into data management

Who should attend:

- Heads of Technology
- Artificial Intelligence Directors
- CIO
- COO
- CTO
- Director of Information Technology
- Health Informatics
- Heads of eHealth
- Data Scientists/Analytics
- Digital Health Specialists
- Health Tech Entrepreneurs
- Innovation Officers

Digital Health and Innovation Conference ^{NEW}

24 June 2021, Dubai World Trade Centre

Theme: Looking ahead. Embracing innovation.

Overview:

As a new addition to the Arab Health Congress, we are introducing a one-day Digital Health & Innovation Conference to look deeply at how digital health can be used to enhance the delivery of healthcare. With diverse aims and far-reaching goals, digital health looks to prevent disease, increase efficiency while lowering costs and most importantly, improve patient care.

This conference will be a one stop shop for all your digital health requirements with talks from experts, giving the opportunity to discuss the top trends and how to manage a digital transformation.

Benefits of attending:

- Discuss telemedicine and remote monitoring in a post COVID world
- Learn more about the top trends in healthcare in regards to the transformation of care in a digital world
- Identify how to best merge technology and health in order to transform health systems
- Recognise how digital health can be used to enhance the care of the arrhythmia patient

Key topics:

- Digitally ready health and care workforce
- The transformation of healthcare using digital health
- Enhancing the patient journey
- Managing digital transformation in a conservative healthcare sector

Who should attend:

- Heads of Technology/IT Managers
- Heads of Department
- CIO
- COO
- CTO
- CMO
- Health Informatics
- Heads of eHealth
- Digital Health Specialists
- Digital Transformation Specialists

Book your live, in-person conference seat today.

Only limited seats are available for live, in-person attendance due to the social distancing guidelines and Informa AllSecure safety and security measures. Book your seat today!

Live conferences	No. days	Book before 29 Apr 2021		Regular (before 14 Jun 2021)		After 14 Jun 2021	
		AED	USD	AED	USD	AED	USD
Total Radiology* 21-24 June	1	1,000	272	1,200	327	1,400	381
Obs & Gyne 21-22 June	2	2,500	681	2,800	762	3,100	844
ENT 23-24 June	2	2,500	681	2,800	762	3,100	844
Surgery 21-22 June	2	2,500	681	2,800	762	3,100	844
Quality Management 23-24 June	2	2,500	681	2,800	762	3,100	844
Public Health 21-22 June	2	2,500	681	2,800	762	3,100	844
Orthopaedics & MSK 23-24 June	2	2,500	681	2,800	762	3,100	844
Physical Medicine & Rehabilitation (PMR) 21-22 June	2	2,200	599	2,500	681	2,800	762
Family Medicine 23-24 June	2	2,200	599	2,500	681	2,800	762
Pharma & Drug Discovery 21 Jun	1	700	191	1,000	272	1,300	354
Artificial Intelligence in Healthcare 23 Jun	1	700	191	1,000	272	1,300	354
Digital Health & Innovation 24 Jun	1	700	191	1,000	272	1,300	354

* As per our new safety and security protocols, you can attend one day live, in-person and then receive access to the live streaming sessions online.

Book your online conference today.

Online conferences	No. days	Book before 29 Apr 2021		Regular (before 14 Jun 2021)		After 14 Jun 2021	
		AED	USD	AED	USD	AED	USD
Total Radiology 21-24 June	4	1,000	272	1,200	327	1,400	381
Obs & Gyne 21-22 June	2	1,800	490	2,100	572	2,500	681
ENT 23-24 June	2	1,800	490	2,100	572	2,500	681
Surgery 21-22 June	2	1,800	490	2,100	572	2,500	681
Quality Management 23-24 June	2	1,800	490	2,100	572	2,500	681
Public Health 21-22 June	2	1,800	490	2,100	572	2,500	681
Orthopaedics & MSK 23-24 June	2	1,800	490	2,100	572	2,500	681
Physical Medicine & Rehabilitation (PMR) 21-22 June	2	1,800	490	2,100	572	2,500	681
Family Medicine 23-24 June	2	1,800	490	2,100	572	2,500	681
Artificial Intelligence in Healthcare 23 Jun	1	400	109	700	191	1,000	272
Digital Health & Innovation 24 Jun	1	400	109	700	191	1,000	272

4 easy ways to book your place today



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