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DAY 03 WEDNESDAY 31 JANUARY 2018

arab health DAILY DOSE

THE OFFICIAL DAILY NEWSPAPER OF THE ARAB HEALTH EXHIBITION



His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, on Tuesday, 30th January 2018, visited the 43rd edition of Arab Health Exhibition and Congress, the region's largest gathering of healthcare and trade professionals, being held at the Dubai World Trade Centre.

And...The Show Goes On!

Breaking all geographic boundaries and time zones for all of Informa's Life Sciences events, Omnia 360 now offers year-round seamless connection for visitors and exhibitors in the global healthcare market.

Over 4 million page views, more than 200,000 plus viewers, +7000 members and an estimated 30,000 products on its portal - that's the

meteoric progress that Omnia, the global medical directory launched by Informa Life Sciences at the 2017 Arab Health Exhibition & Congress, has accomplished in the short span of a single year.

Conceived as a tool to bridge the gap between exhibitors and visitors all year-round, Omnia, the all-encompassing digital platform, has seen its leads generating businesses worth millions of dollars since it first went online in January 2017.

"The idea behind launching Omnia is to provide significant value to our exhibitors by enhancing their reach to a global marketplace, all-year round, and expanding this beyond the horizons of the limited days of the exhibition," Joseph Chackola, Director, Omnia, Informa Life Sciences, Dubai, UAE.

As a user-centric platform, Omnia is also

strengthening Informa's competitive position in the global events marketplace. Therefore, in a single stroke, it is no longer just the four days of the Arab Health Exhibition & Congress that matter. With Omnia, the show goes on, all year-round.

The idea is to stay ahead of the game in this era of digitalisation, across all spectrums of business and life. "With Omnia, we have been able to break all the geographic boundaries and time zones for all of Informa's Life Sciences events," Chackola explains. "Instead of a three or four-day access to an annual event, we can now offer year-round connection with the global healthcare market place as Omnia allows visitors and exhibitors stay connected 365 days of the year - before, during and after the show."

Omnia's USP is an array of exciting features ►

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COUNTRY FOCUS: TURKEY p12

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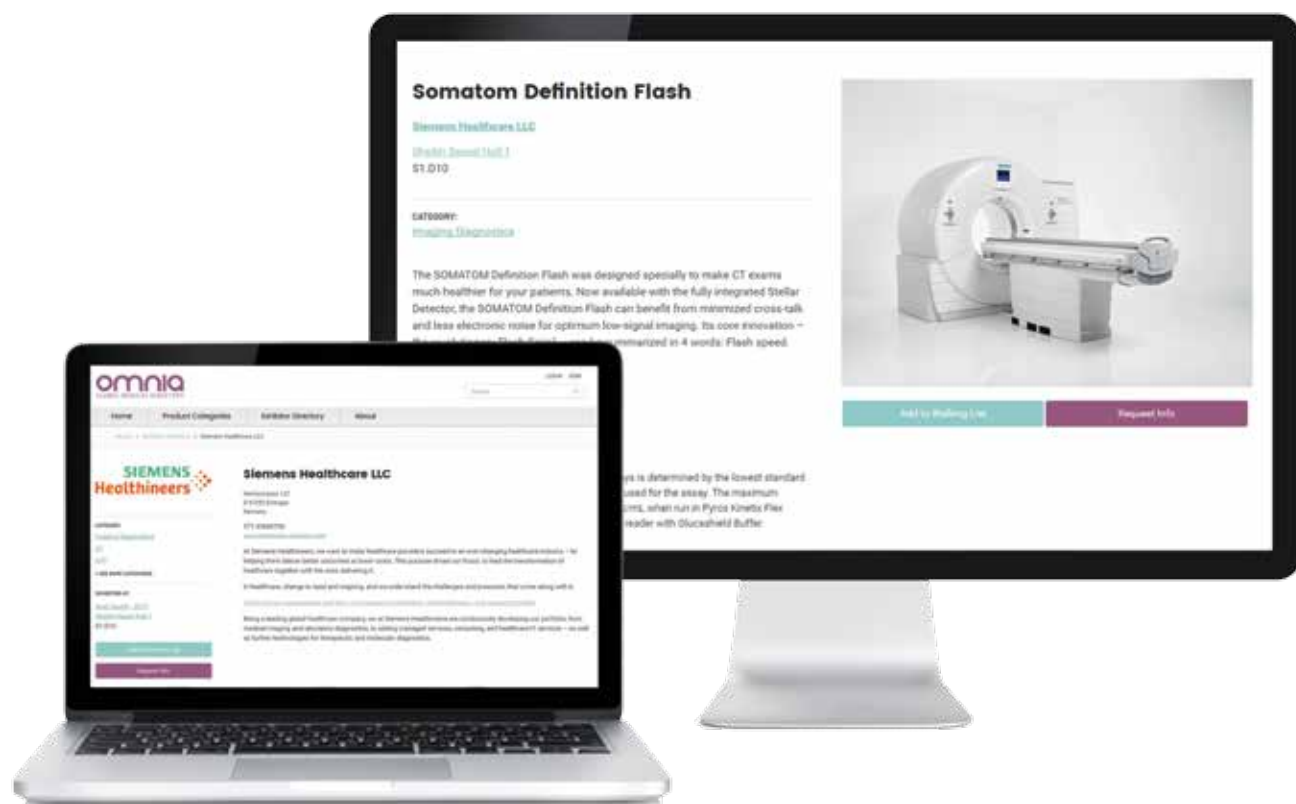
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and an easy-to-use interface for its users. Year-round access to the portal enables visitors to source information on companies exhibiting at Informa Life Sciences' shows as well as interact with and explore products beyond the show floor, whenever and wherever it is needed.

The interface is also easy to navigate. According to Chackola, "Users have access to engaging tools such as 'Add to Favourite' list and 'Request Information' making planning for a trade show more effective. Users can accordingly create a wish list of companies they want to visit or products they want to view at any of Informa's exhibitions. With the 'Request Information' feature, they can also maximise time on-site by reaching out to exhibitors ahead of the show."

Omnia has also emerged as the most beneficial way to explore products beyond the show floor. Visitors to the platform can watch product demonstration videos, view PDFs and brochures or download catalogues from multiple companies, all from one platform. An Omnia member can also update these visual displays as and when required.

One of the most important advantages of being an Omnia member is that all the communication taking place on the platform is transparent. "Every

member has backend access to the dashboard to see live what's happening on the Omnia platform. This includes seeing whether people are buying, researching, browsing, or would like to meet someone at the exhibition, or view the visitor activity on his page," Chackola adds.

The exclusive Matchmaker Module is yet another exciting feature for users of Omnia 360. Here, a user to the portal is matched with the right set of exhibitors to talk to, based on the inputs that they provide in the system.

What also makes Omnia unique is that all the above features, and access to the portal, are not just available for Informa Life Sciences' exhibitors or visitors. Anyone can become part of the Omnia community as part of a three tier annual memberships; and based on these tiers, the facilities, privileges and benefits are also different. It is the lead generation success of Omnia that has had an overwhelming response from companies using the portal. "We see an evident rise of engagement between visitors to the site and Omnia members, with continuously increasing product uploads and registrations on a regular basis. On average, visitors spend upwards of 13 minutes as a browser on the portal, and views around 13 members per session. An average of



1,000 products are currently going live on the website every week. With over 4 million page views and more than 200,000 users, Omnia's ability to transform an annual event into a 365-

day exhibition experience has been validated beyond doubt," says Chackola.

As intelligent technology paves the way for making meaningful connections with the intended target audience, and engaging in interactive experiences with the products on display all through the year, 2018 promises to bring in more exciting possibilities for growth for all Omnia members and visitors.

"In 2018, we will bring all of Informa's Life Sciences events under the Omnia 360 umbrella - this includes 12 global trade shows," Chackola says. "In addition, several new platform features are being developed and deployed to guarantee business leads for each and every single member on Omnia. The goal is to enhance the whole exhibition experience - whether it is for the exhibitor, manufacturer or healthcare provider. Our goal in line with Vision 2020 also seeks to open up an e-commerce portal and eventually, we hope to include exhibitors from outside of Informa as well."

Omnia will also move on to omnia360.com as it ensures seamless connectivity and provides a wealth of information for all the stakeholders.

For more information, log on to omnia360.com





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TODAY AT A GLANCE

ARAB HEALTH 2018 CONGRESS

Conference	ROOM	Location	Start	Finish
Imaging & Diagnostics	Al Multaqua Ballroom	Between Hall 4 & 5	900	1800
Surgery	Shk Maktoum B	Shk Maktoum B	930	1800
Orthopaedics	Shk Rashid Hall - Part D	Shk Rashid Hall - Part D	930	1740
Quality Management	Shk Rashid Hall - Part C	Shk Rashid Hall - Part C	920	1700
Trauma & Acute Care Surgery	Ajman A	Above Hall 7	840	1800
Obesity	Ajman D	Above Hall 7	920	1730
Gastroenterology	Dubai D	Above Shk Maktoum Hall	920	1800
Respiratory Medicine	Abu Dhabi A	1st Floor Above Rashid Hall	900	1800
Public Health Forum	Abu Dhabi B	1st Floor Above Rashid Hall	930	1740
Connected Care	Ras Al Khaimah	2nd Floor Above Rashid Hall	900	1710
Paediatrics	Umm Al Qwain	2nd Floor Above Rashid Hall	915	1745
Family Medicine	Al Ain F	Above Hall 4	930	1700
Pharmacotherapy	Al Ain K	Above Hall 4	920	1730

ARAB HEALTH DAILY DOSE

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Your Guide to Arab Health 2018

Here is a quick overview of things to look out for at Arab Health 2018

THE WORLD'S MEDICAL PRODUCTS

With even more companies participating this year, explore thousands of products on display from more than 4,200 companies coming in from over 70 countries. The exhibition gives a truly international representation of hospital equipment, medical devices and medical technology.

3D MEDICAL PRINTING ZONE

Get updates on the latest 3D technology healthcare applications at this immersive feature area. Alongside the Zone, a 3D Medical Printing conference will also expand on the latest educational components around 3D printing.

EDUCATION

With 19 conferences, Arab Health Congress is one of the largest CME accredited multi-track medical conference in the world. More than 8,000 delegates and 500 international and regional speakers will be welcomed over the four days of the Congress.

HANDS-ON-TRAINING (HoT)

An innovative concept introduced in 2017, these Hands-on-Training modules are delivered on the exhibition floor with a number of unique programmes. The trainings allow high-level participants to train on advanced techniques with the latest state-of-the-art equipment across different modalities.

PLAN YOUR VISIT WITH OMNIA

Omnia The Global Medical Directory is a supplier, manufacturer and product database providing you with information of all Informa Life Sciences exhibitions, 365 days of the year. This digital platform allows you to connect with the people and products in one simple click.



PROMOTE YOURSELF

The Dealer and Distributor Wall takes information you provide and displays it at the exhibition. This will allow exhibitors to identify which distributors/dealers are looking for their products and set up a meeting directly onsite, fast-tracking business opportunities between you and Arab Health attendees.

WHAT'S NEW FOR 2018

PERSONAL HEALTHCARE TECHNOLOGY ZONE

This is the new platform at Arab Health 2018 that will enable personal healthcare device manufacturers and service providers to showcase new technology, products and services to thousands of decision makers both regionally and internationally. Exhibitors are displaying the latest in “smart” healthcare technology that connects patients to physicians and hospitals/clinics.

Taking up an area of more than 800 sq m, the Zone features smart watches, health monitors, telemedicine technologies, and mobile device accessories.

As part of the Personal Healthcare Technology Zone, the recently introduced Product Demo Zone also features the latest ‘Smart’ healthcare products, from a healthcare concierge app which helps you connect to pharmacies and doctors, to the first smartphone electrocardiograph that enables remote reporting, to glucose monitoring devices.

A key exhibitor at the Product Demo Zone, Richard Thomas, Managing Director of Activinsights commented: “Arab Health is the perfect platform to showcase our latest innovative products, such as the Activinsights Band, which delivers efficient diagnostic solutions for healthcare providers and patients alike. Wearables and smart technologies are truly transforming the healthcare market, enabling higher quality and more efficient solutions.”

A PIONEER IN CANCER THERAPY

Don't miss the Day 3 Paediatrics Conference presentation by Stephan Grupp, MD, PhD, Director of our world-renowned Cancer Immunotherapy Program. Visit us at Booth H5.A25.



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A Shrinking Problem

Bariatric surgery offers more than just weight loss

By Inga Louisa Stevens, Contributing Writer

The rising tide of obesity is causing major health problems across the world and placing a heavy burden on healthcare resources. The World Health Organisation (WHO) suggests that more than 2.1 billion people, nearly 30% of the global population are overweight or obese.

According to a study by the McKinsey Global Institute entitled: Overcoming Obesity: An Initial Economic Analysis, published in 2015, the obesity rate in the United Arab Emirates (UAE) is double the world average. Another report which came out in 2013 by the University of Washington's Institute for Health Metrics and Evaluation, revealed that more than 66% of men and 60% of women in the UAE were overweight or obese, making the annual economic burden of obesity in the UAE around \$6 billion.

Health benefits

As more and more people get heavier, the impact on their health can be devastating, but there is a treatment that can help tackle this crisis and offer several other health benefits in the bargain. Bariatric or weight-loss surgery, which is essentially shrinking the stomach and tricking it into expecting less food, can help reverse Type 2 diabetes – one of the biggest side effects of obesity. There is a range of other health benefits too including reducing the risk of heart disease. Not to mention the 12-15 stone weight loss for the average obese man.

However, weight-loss treatment has triggered controversy with many state-run health systems seeing it as low priority or a last resort. In the UK, severe obesity rates have trebled over the last 30 years and Type 2 diabetes has seen a similar rise which costs the National Health Service (NHS) around £8.8 billion each year. By 2035 it will cost around £15 billion (\$20,000). Weight loss surgery has put over 60% of patients with Type 2 diabetes into remission yet there are thousands of people who are unaware that they can opt for this procedure.

Band or bypass?

One of the most common types of weight loss surgery is sleeve gastrectomy or a gastric bypass, where some of the stomach is removed or the digestive system is re-routed past most of the stomach. The other is gastric band surgery, where a band is used to reduce the size of the stomach so a smaller amount of food is required to make someone feel full.

Guy Slater, a gastrointestinal consultant at St Richards Hospital, Chichester, England said: "The aim of the band is to hold up foods and solids. Digestion is unaffected, it is just controlling the



appetite. You still need to educate patients to eat the right kind of food because anything that is sloppy like chocolate, ice cream, crisps and alcohol will go straight through the band and the calories will be consumed.

"The other option is a gastric bypass which is a much more aggressive and radical operation. Rather than putting a band around the stomach, we staple the stomach to make a small pouch of stomach just above the staple line which is about 20mls in volume. This is probably more reliable as it takes much less patient input to achieve a good result. The band is an easier technique for surgeons and we have not lost anyone doing this operation but the bypass mortality rate is 0.5-1%."

Slater added that patients who are good dieters and can control the types of food they eat will often do better with the band whereas people who have a more disordered, unstructured eating regime would be better off with the bypass.

Prejudice

Despite the positive mood music surrounding bariatric surgery, the last five years has seen

a significant drop in the number of cases at St Richards Hospital due in part to an 'anti-fat prejudice', according to Chris Pring, another bariatric surgeon and consultant for the NHS. He said: "Some people think it is not worthwhile or deserved. Unfortunately, this prejudice exists within healthcare professionals and it is deep rooted as well. This is surgery that improves health, diabetes, blood pressure and life expectancy. It's not just about weight loss. If we can get this message across we will see our numbers increase again."

In an ideal world obesity could be tackled by encouraging a healthier lifestyle but in practice this rarely succeeds. Prescription-only slimming drugs do not seem to be effective either. The UK's National Bariatric Surgery Registry said operations offer good value for money as the cost of surgery is recouped within three years since it helps to prevent other health conditions which can be expensive to treat. Millions of people could benefit from bariatric surgery, but operations currently number in their thousands.

Professor Rachel Batterham, doctor and

research scientist at University College London said: "Some people view obesity as a lifestyle issue and others see it as a disease that needs specialist treatment and even weight loss surgery. I am very much in the camp that sees obesity as a disease and I have long argued that we need to increase the number of weight lost operations."

Conference

Bariatric surgery is just one of the topics being discussed at the three-day Surgery Conference at the Arab Health Congress taking place from 29 January – 1 February 2018. Under the theme 'Decision-making in complex cases', the conference will also cover Upper and lower gastrointestinal surgery, minimally invasive surgery, surgical quality, accreditation and registries, as well as Onco-surgery. The course will cover both the theoretical aspects around the relevant procedures in addition to case-based experiences on these procedures.

For more information, visit www.arabhealthonline.com/ahcongress.



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Article provided by Olympus

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What is VISERA ELITE II capable of?

The VISERA ELITE II imaging platform is compatible with a large number of diverse surgical endoscopes and camera heads. Thereby, it provides optimized solutions for virtually all Surgical areas. The key innovations compared to its predecessors include:

- Camera control unit, light source and 3D mixer now are all housed in a single case. This saves space and thereby also costs.

- ENDOEYE 3D, Olympus is the world's only manufacturer providing a rigid 3D endoscope with a 30° view and integrated image rotation.

- ENDOEYE 3D is now autoclavable and can therefore be integrated in the existing disinfection processes of hospitals.

- With Narrow Band Imaging (NBI), a filter technology deployed in diagnostics and infrared (IR), which helps make blood vessels, lymph nodes or intestinal perforations, more visible during surgery, the new VISERA ELITE II incorporates two cutting-edge, forward-looking imaging modalities that ensure enhanced patient safety.

- For the first time, VISERA ELITE II enables several imaging modalities (3D, 2D, IR and NBI) to be available in the one system.

The future of laparoscopy is 3D

With ENDOEYE 3D, Olympus delivers a video telescope that is unique. The video telescope is

equipped with an integrated image rotation that ensures that despite the 30° angle, the operator never loses the horizon and therefore never loses the overview.

Furthermore, the 3D effect has been optimized overall. Statistically, around 10% of all people have difficulties with 3D effects. However, the new

technology from Olympus now makes it easier for these people to see 3D images. A survey of doctors revealed that the majority experienced the 3D behaviour with VISERA ELITE II to be significantly more pleasant compared to others.

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Transforming visions into technology for life

Interview with Koen Paredis, Managing Director, Middle East and Africa, *Drägerwerk AG & Co.KGaA*

Dräger, a leading international company in the fields of medical and safety technology, has been associated with Arab Health Exhibition & Congress for more than 25 years. "Arab Health gives healthcare and trade professionals the ideal platform and environment to network and connect with new business partners," says Koen Paredis, Managing Director, Middle East and Africa, Drägerwerk AG & Co.KGaA.

With continuous development and a quest for perfection being characteristic of Dräger's corporate culture, the company is showcasing products at Arab Health this year that demonstrates how these can empower hospitals to do more than ever with better results in acute care and also discuss the impact of topics such as generating outcomes, patient protection, reducing operational costs and service management.

Adhering to the company's guiding principle – "Technology for Life" – Dräger products aim to protect, support and save lives wherever they are deployed, he adds.

Developing innovative equipment and solutions since its inception in 1889, Dräger is rightfully referred to as the Specialist in Acute Care, and its success is predicated on its core strengths of customer intimacy, employees, innovation and quality.

As a senior professional in the healthcare industry, what according to you, is currently driving the technology side of healthcare industry forward, both in the MENA region and globally?

Today, health is an all-embracing term that refers to physical, mental, and social well-being. The desire for quality of life that lasts as long as possible, coupled with population growth and the issue of ageing populations in many societies, is boosting demand for medical care and has resulted in good long-term prospects for the medical technology industry.

What current trends do you see specifically in the UAE healthcare industry and what do you see as the growth areas going forward?

The growing state of digital connectivity is changing the industry. Connected devices and rapid internet connections promise a wealth of opportunities, but also entail numerous challenges. Connectivity - and as a next step interoperability - make it possible to simplify and enhance clinical processes and their management at hospitals.

Using the data that Dräger devices generate in hospitals through true interoperability helps to save lives and to reduce costs, through an improved integration of this data into the hospital IT environment. Dräger supports and develops standards for a reliable and efficient IT integration.

At the same time, Dräger is committed to Cybersecurity and has implemented a dedicated cybersecurity framework. We have been the first company to achieve DIACAP accreditation for patient monitoring and we are the first to have a telemetry device featuring FIPS security.



How important is innovation in healthcare? What are the technological, medical and strategic innovations that your company brings to the healthcare arena?

Innovation is key in an ever changing environment and we attach a great deal of importance to our research and development activities. Therefore continuous development and a quest for perfection are characteristic of Dräger's corporate culture. Our openness to new and innovative approaches constantly spurs us on, yet we never lose sight of our mission: Technology for Life.

The special needs of the human body often prompt groundbreaking technical developments. Research and development is a solid platform from which we will continue actively shaping our markets. While we are already among the international leaders of our field, we still have plenty of room to grow. Every year, we invest around eight percent of our revenues in research and development to turn visions into technology for life.

What products or technology will you be showcasing at Arab Health 2018? What is unique or new about the products or services you will be presenting this year?

At Arab Health 2018, the following innovations from Dräger are waiting for you to be discovered.

One product highlight is our Dräger Oxylog VE300. 110 years ago, Dräger developed the world's first emergency ventilator, which we have continued to develop ever since, so we understand how important it is for emergency responders to be able to concentrate on their patients fully and without interruption. When we redeveloped our mobile ventilator, we focused on simple and quick operation. We proudly introduce our new, portable emergency ventilator – more robust, reliable and ergonomic than ever.

Further important topics that will be discussed on our booth are Dräger Gas Management Systems: Medical Gas Pipeline System (MGPS) in hospitals and Cybersecurity.

The Medical Gas Pipeline System is a key element of every hospital. Installing a reliable central medical gas supply involves a great deal of responsibility,

which we are happy to take on for you – with specialist knowledge, outstanding systems expertise, and a comprehensive range of services.

As the number of malicious programmes has been rising rapidly for years, it is important to focus on cybersecurity. Effective protection against cybercriminals can only be achieved if all work together: system-experts, software producers, medical device manufacturers, users and data protection officers. We are happy to discuss your requirements at Arab Health 2018.

As we are not only a leader in hospital solutions but also in safety technology, we are looking forward to show some of our innovative safety products to you as well. We'll have some diagnostic devices on the booth as well as a range of portable and fixed gas detectors.

We at Dräger empower hospitals to do more than ever with better results in acute care – to save, protect and support lives. At Arab Health 2018 we would like to talk about how to impact your outcomes. At our Specialist Exchange Hub, our specialists are looking forward to having value-adding conversations with you and discussing the impact of topics such as generating outcomes, patient protection, reducing operational costs and service management.

As a company closely associated with Arab Health for the past several years, how would you evaluate the impact of the event on the healthcare industry in the MENA region?

We have been attending Arab Health for more than 25 years which has given us the opportunity to see the event develop over time. Arab Health 2018 will again be the largest gathering of stakeholders in the healthcare industry in the MENA region and therefore will continue to have a tremendous impact on the industry as such. And Arab Health becomes more and more important globally as well. We can clearly see that in a steady increase in customer visits from Europe, America and Asia.

How has Arab Health aided your company's yearly strategy in developing business opportunities in this growing region?

Dräger is the Specialist in Acute Care. We understand that this is key to approach the major three challenges – Outcome, Costs and Patient & Staff Satisfaction – as one goal. At Arab Health we will use the opportunity to discuss these challenges and also showcase how Dräger helps to overcome these not only with existing but also future customers.

What, according to you, are the real benefits and opportunities available to healthcare and trade professionals on attending Arab Health?

Arab Health gives healthcare and trade professionals the ideal platform and environment to network and connect with new business partners. In addition, there are numerous opportunities for professional development through the conferences, workshops and training sessions.

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Leader Healthcare raises the bar in innovation at Arab Health 2018

Interview with Sukhdeep Sachdev, Global CEO of Leader Healthcare

Sponsorship opportunities at Arab Health has rewarded us with immense branding potential over the years," says Sukhdeep Sachdev, Global CEO of Leader Healthcare. By delivering the perfect amalgamation of technology and healthcare, this company has been steadily gaining international recognition for its efforts in transforming healthcare through advanced solutions.

This year at Arab Health, Leader Healthcare is introducing professionals to the latest in healthcare innovations developed by experts for specific areas of medical education, emergency & training through Augmented & Virtual Reality.

1. As CEO of a leading medical technology company, what do you think is currently driving the healthcare industry forward, both in the MENA region and globally?

We have seen the rising trend in healthcare spending per capita both globally and in the MENA region. The global spending on healthcare is expected to be around 18 trillion dollars by 2040, whereas in the MENA region, spending is expected to be close to US\$150 billion in 2020. If we zoom in to GCC, the spending will account for US\$ 70 billion, which is almost a phenomenal compounded growth of 12%.

The other drivers, amongst several more, are:

- Demand for quality healthcare facilities in the MENA region.
- Exponential development of the healthcare insurance sector: Implementation of mandatory health insurance by GCC countries and across the region has been a key driver resulting in a boost in private sector investments.
- The rising trend of lifestyle diseases such as diabetes and cardiac care, and elderly care is expected to be a key driver for attracting investments in the MENA region.

2. What current trends do you see specifically in the UAE healthcare industry and what do you see as the growth areas going forward?

With regard to trends in healthcare industry in the UAE, the major thrust has been on developing a health and wellness industry. The Dubai government

has taken an active interest in promoting healthcare tourism. According to recent statistics from the Dubai Health Authority, in 2016, Dubai witnessed an overall growth of 9.5 per cent in the number of medical and health tourists in Dubai. Of the 326,649 international medical tourists that the emirate received, a majority of international patients came from Asia (37 per cent), followed by Arab and GCC (31 per cent) and Europe (15 per cent). Revenue generated from international patients was worth over AED 1 billion, reinforcing the growing contribution of the sector to the national GDP.

Since the mandatory implementation of health insurance last year in Dubai and northern Emirates, we have come across a significant rise in large healthcare-driven projects, both planned and under development.

3. What, according to you, are the main ideas/strategies that will transform the healthcare industry of the future?

Moving forward with current global economies, there is likely to be an increased role of public private partnership (PPP) to finance healthcare projects as against just the government taking on the onus of healthcare. In order to boost investments, regional and provincial governments would need to think about offering tax incentives for local and international players for areas such as cardiac care and cancer treatment. In my opinion, as the healthcare industry grows, there would be a need of world class universities which will provide the human capital to sustain the growth.

4. How important is innovation in healthcare? What are the technological, medical and strategic innovations that your company brings to the healthcare arena?

Innovation is the only way to accelerate healthcare transformation. There is not an iota of doubt that we need innovation in healthcare service delivery that is on par with innovation in other aspects of healthcare system.

As a lead distributor in bringing innovative technologies in the region, Leader Healthcare has been constantly working with healthcare providers on various ways to innovate. Our team slogan is 'To Engage and Educate'. Our aim has always been to



introduce a new concept, idea, service, process, or product aimed at improving treatment, diagnosis, education, outreach, prevention and research, with the long-term goals of improving quality, safety, outcome efficiency and costs.

5. What is your plan for Arab Health 2018? What products or technology will you be showcasing this year?

At Arab Health 2018, Leader Healthcare raises the bar in innovation, healthcare lifestyle and awareness and demonstrates how prepared we are to save lives either on a rescue and safety mission or helping take care of a mother giving birth to the next generation.

Healthcare is one of the new markets that Virtual Reality (VR) has penetrated and is transforming patient lives and how doctors work.

We are pleased to announce and showcase such experiences at Arab Health 2018 through our CPR in Virtual Reality with ZOLL – this allows users to experience the power of real CPR help with the new ZOLL AED 3 in an exciting, virtual world.

Another bigger experience is CAE Healthcare's integration of Microsoft HoloLens. The aim is to transform the way doctors, technicians and students visualise complex organs. The goal of this technology is to improve patient safety and outcomes. The technology is the first holographic computer that allows you to move and interact freely within your healthcare simulation environment.

More futuristic innovations can be experienced as we demonstrate our combat and trauma

rescue scenarios with SAM Medical and facilitate innovative patient transfer care mobility products for the ageing community and other reputed respiratory and special need equipment.

6. What is unique or new about the products being showcased at Arab Health?

Come Visit us in Hall 4 D 30 to experience CAE Healthcare & HoloLens in medical simulation. ZOLL AEDs and CPR VR take on the challenge of saving lives along with real hands-on activities with trauma and combat rescue missions.

Some of the other products we are showcasing at Arab Health this year include moulage kits and life-like high-fidelity patient simulators, air purification innovations, homecare and respiratory aids, transformations for healthier skin and beauty and also surgical tools and equipment.

7. As a company closely associated with Arab Health for the past several years, how would you evaluate the impact of the event on the healthcare industry in the MENA region?

Arab Health is definitely the largest and the biggest healthcare event in the MENA region that brings along the healthcare providers and trade professionals on a single podium.

8. How has Arab Health aided your company's yearly strategy in developing business opportunities in this growing region?

As a reputed healthcare trade company, we have been associated with Arab Health since its inception. In 2017, Leader Healthcare group took a lead position by becoming the 'platinum sponsor' for Arab Health. In 2018, we have taken a key decision of being a Gold Sponsor. Such sponsorship opportunities reward us with immense branding potential. For instance, it helped us to achieve greater visibility to a wider target audience. Furthermore, these initiatives distinctly allowed us to stand out amongst our competition. We were not only able to engage with our customers and enhance traffic to our booth, but we were also able to forge new partnerships.

9. What, according to you, are the real benefits and opportunities available to healthcare and trade professionals on attending Arab Health?

As a trade professional, it certainly benefits the participating companies in generating new businesses, provides an enhanced exposure to international audience and helps foster new relationships. It is indeed a forum to network with industry leaders and potential decision makers. For healthcare professionals too, Arab Health provides an opportunity to stay abreast of the industry' latest trends and advancements. The biggest advantage to the healthcare professionals is the access to the scientific conferences that takes place simultaneously allowing them to secure CME-credit hours.

The global spending on healthcare is expected to be around 18 trillion dollars by 2040, whereas in the MENA region, spending is expected to be close to US\$150 billion in 2020. If we zoom in to GCC, the spending will account for US\$ 70 billion, which is almost a phenomenal compounded growth of 12%.

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Dubai Health Authority launches *Basmah*, the Dubai Initiative for treating cancer

Article provided by Dubai Health Authority



■ Basic benefit plan under the mandatory health insurance scheme to cover screening and treatment of three types of the most curable cancers.

■ Dubai becomes first government body in the world to provide this type of cancer screening and treatment under the basic benefit plan.

■ All Dubai visa holders who automatically by law have the mandatory health insurance cover now are eligible for screening as per international best practice screening criteria and thus treatment of these three types of cancer.

■ Types of cancers covered are: breast, colorectal and cervical cancer.

■ This has been possible because of the joint initiatives of the Authority, pharmaceutical companies and insurance providers.

The Dubai Health Authority (DHA) announced on 10th December 2017, the launch of a Basmah initiative, making Dubai the first government entity in the world to provide a complete spectrum of care from screening to treatment for three types



of cancer under the basic benefit plan of the Dubai Mandatory Health Insurance Scheme.

Basmah is an initiative of the DHA's Health Funding department and under this initiative, the basic benefit plan of the Dubai Mandatory Health Insurance Scheme now covers screening as well as treatment of breast, colorectal and cervical cancer. Screening is strictly as per international screening criteria.

His Excellency Humaid Al Qutami, Chairman of the Board and Director-General of the DHA, said: "In line with the vision of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President

and Prime Minister of the UAE and Ruler of Dubai, the DHA aims to provide the highest quality of health services to everyone living in Dubai. In line with the Vision 2021 plan, this initiative will help in early diagnosis as screening is now a part of the basic benefit plan. Additionally, we will be able to provide financial and emotional support to patients suffering from these three types of cancer. This is possible because of the support of our partners, both government and private. Our aim is to provide the highest level of quality care for patients and to support them the best we can."

Dr Haidar Al Yousuf, Director of Health Funding,

said: "This is a milestone in terms of health insurance coverage and we have redefined health insurance through this initiative. Prior to this scheme, cancer coverage under the mandatory health insurance scheme as part of the basic benefit plan was limited to AED 150,000. Now, that is no longer the case. Under the scheme, those detected with breast, colorectal or cervical cancer will receive coverage from screening until treatment.

"Screening is as per criteria which includes several factors such as age of the person etc. If a patient is detected with any of the three cancers during this screening, the DHA Patient Tracking and Follow-Up Centre is automatically notified. They then ensure that the complete treatment process for the patient is smooth and streamlined."

Al Yousuf explained that this was possible because the healthcare fraternity has come together to ensure the economies of scale support such a noble initiative. He said: "As part of the initiative, people will go through criteria based screening. If a patient is detected to have any of the three cancers, the patient will be treated under the Basmah initiative at Dubai Hospital, which is a centre of excellence in cancer care or at a later stage, at another recognized centre of excellence in cancer care in Dubai. The patient will receive the same level of treatment as we have ensured unified pathways for cancer care in Dubai."

Prior to this, the funding department recently added screening services for diabetes, heart disease, new born and developmental screening as part of the mandatory health insurance cover.

In future, the department hopes to include screening for other diseases such as Hepatitis C.

Improving patient experience

We believe patient will become consumers. That means it is now, more than ever, necessary to sustain patient loyalty. Be it by successfully engaging patients and families, optimizing the diagnostic experience, or by delivering outcomes that really matter to them.

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The SOMATOM go.Top is pending S10(k) clearance, and is not yet commercially available in the United States.



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When Hollywood Met Neurosurgery

Special Effects Pros Help Create Lifelike 3D Simulator for Practicing Brain Surgery

Article provided by Johns Hopkins Medicine

A team of computer engineers and neurosurgeons, with an assist from Hollywood special effects experts, reports successful early tests of a novel, lifelike 3D simulator designed to teach surgeons to perform a delicate, minimally invasive brain operation.

A report on the simulator that guides trainees through an endoscopic third ventriculostomy (ETV) was published in the *Journal of Neurosurgery: Pediatrics*. The procedure uses endoscopes, which are small, computer-guided tubes and instruments, to treat certain forms of hydrocephalus, a condition marked by an excessive accumulation of cerebrospinal fluid and pressure on the brain. ETV is a minimally invasive procedure that short-circuits the fluid back into normal channels in the brain, eliminating the need for implantation of a shunt, a lifelong device with the associated complications of a foreign body.

“For surgeons, the ability to practice a procedure is essential for accurate and safe performance of the procedure. Surgical simulation is akin to a golfer taking a practice swing,” says Alan R. Cohen, M.D., professor of neurosurgery at the Johns Hopkins University School of Medicine and a senior author of the report. “With surgical simulation, we can practice the operation before performing it live.”

While cadavers are the traditional choice for such surgical training, Cohen says they are scarce, expensive, non-reusable, and most importantly, unable to precisely simulate the experience of operating on the problem at hand, which Cohen says requires a special type of hand-eye coordination he dubs “Nintendo Neurosurgery.”

In an effort to create a more reliable, realistic and cost-effective way for surgeons to practice ETV, the research team worked with 3D printing and special effects professionals to create a lifelike, anatomically correct, full-size head and brain with the touch and feel of human skull and brain tissue.

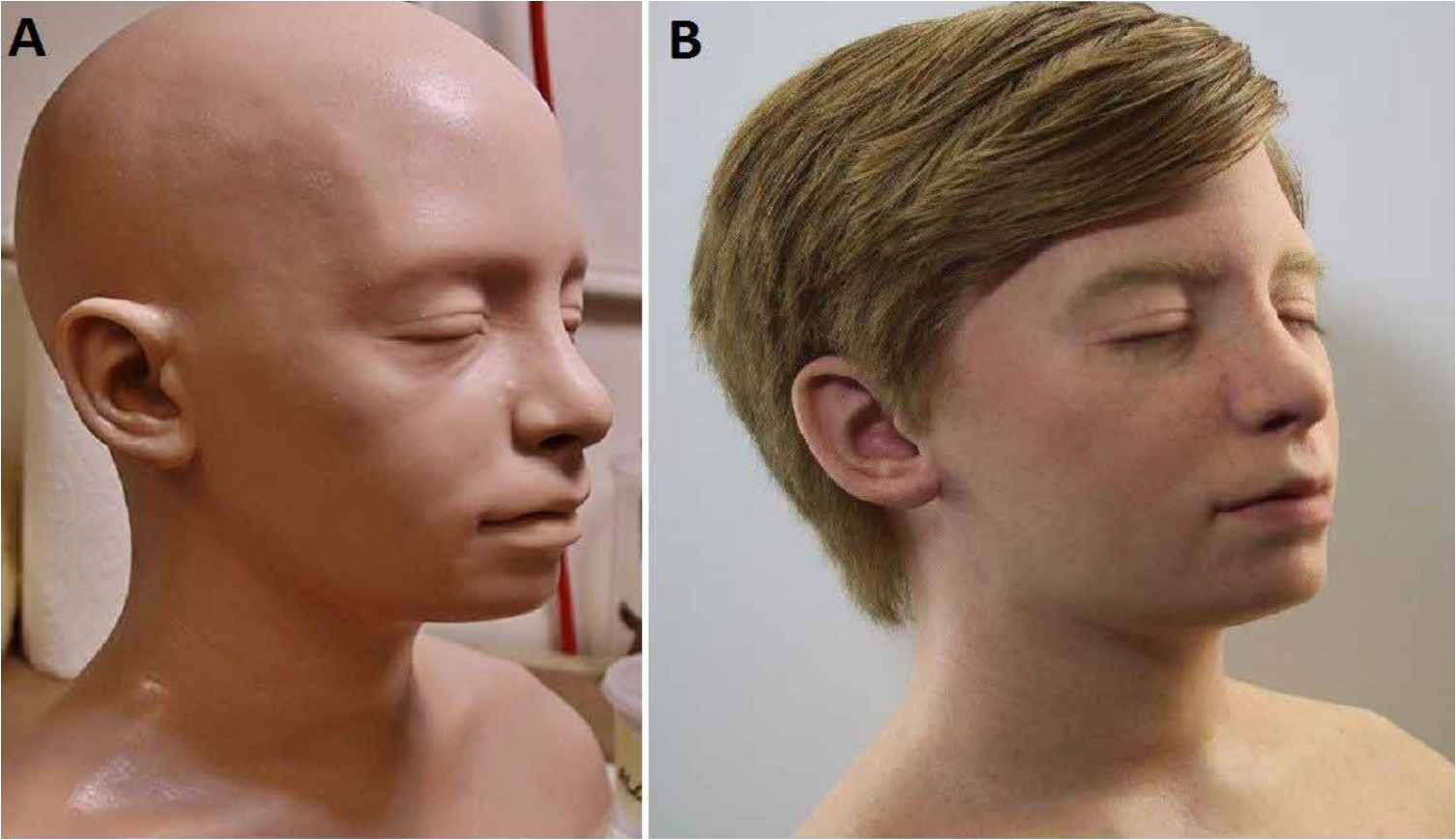
The fusion of 3D printing and special effects resulted in a full-scale reproduction of a 14-year-old child’s head, modeled after a real patient with hydrocephalus, one of the most common problems seen in the field of pediatric neurosurgery. Special features include an electronic pump to reproduce flowing cerebrospinal fluid and brain pulsations. One version of the simulator is so realistic that it has facial features, hair, eyelashes and eyebrows.

To test the model, Cohen and his team randomly paired four neurosurgery fellows and 13 medical residents to perform ETV on either the ultra-realistic simulator or a lower-resolution simulator, which had no hair, lashes or brows.

After completing the simulation, fellows and residents each rated the simulator using a five-



“ETV trainer assembly based on 3D printing technology and casting process.” Photos Courtesy of AANS. Used with permission.



“A. Low-fidelity simulated surgical model for ETV. B. High-fidelity model with hair, eyelashes and eyebrows.”

point scale. On average, both the surgical fellows and the residents rated the simulator more highly (4.88 out of 5) on its effectiveness for ETV training than on its aesthetic features (4.69). The procedures performed by the trainees were also recorded and later watched and graded by two fully trained neurosurgeons in a way that they could not identify who the trainees were or at what stage they were in their training.

The neurosurgeons assessed the trainees’ performance using criteria such as “flow of operation,” “instrument handling” and “time and motion.”

Neurosurgeons consistently rated the fellows higher than residents on all criteria measured, which accurately reflected their advanced training and knowledge, and demonstrated the simulator’s ability to distinguish between novice and expert surgeons.

Cohen says that further tests are needed to

determine whether the simulator will actually improve performance in the operating room. “With this unique assortment of investigators, we were able to develop a high-fidelity simulator for minimally invasive neurosurgery that is realistic, reliable, reusable and cost-effective. The models can be designed to be patient-specific, enabling the surgeon to practice the operation before going into the operating room,” says Cohen.

New Treatments Help Patients to Breathe Easy

Asthma patients in the UAE are breathing easier as Cleveland Clinic Abu Dhabi brings innovative treatment options to the country, eliminating the need to travel abroad.

Fawzia Al Muhairi has suffered from severe asthma for 18 years and, until recently, was forced to travel to Europe and the United States for the specialised care she required. She travelled to Germany for surgery before being referred to Cleveland Clinic in the United States four years ago.

In response to the growing need for better asthma care and management, Cleveland Clinic Abu Dhabi is the first hospital in the UAE to offer bronchial thermoplasty to patients whose condition does not respond to other forms of treatment. The hospital is also the first in the country to begin offering an innovative new drug therapy for the condition.

“Bringing advanced treatments such as bronchial thermoplasty as well as innovative biological therapies to the UAE means that people suffering from severe asthma are now able to receive the care they need closer to home, without disrupting their lives by travelling abroad,” says Dr Zaid Zoumot, a Pulmonologist at Cleveland Clinic Abu Dhabi’s Respiratory & Critical Care Institute.

Fawzia received bronchial thermoplasty at Cleveland Clinic in the United States four years ago and credits the treatment with greatly reducing her asthma symptoms. Following the opening of Cleveland Clinic Abu Dhabi, she has been able to receive her follow-up care in in the UAE.

“When I found that this treatment is available in the UAE, I told my doctors that I want to be treated at home. I chose to stay here as it is so much better than travelling abroad. When you get treated while your family and friends are around

you, it’s a great emotional support. I’ve had an excellent experience at Cleveland Clinic Abu Dhabi and I feel very comfortable with the team and treatment,” said Fawzia.

Bronchial thermoplasty uses a bronchoscope to deliver short bursts of controlled radiofrequency heat waves to the muscles around the patient’s airway, reducing the muscle mass that spasms and constricts them during asthma attacks, significantly reducing symptoms and asthma attacks.

Due to an underlying condition and severe allergies exacerbated by the ever-present dust in the UAE’s air, Fawzia had been taking oral steroids for over a decade to control her asthma before her doctors offered her an innovative new drug therapy not available at other hospitals in the UAE. After more than 10 years of taking steroid tablets every day, Fawzia has been able

to stop taking them completely. She now visits her specialist care team at Cleveland Clinic Abu Dhabi every four weeks for a single injection that controls her asthma symptoms.

Switching to the new drug treatment for her asthma, says Fawzia, has transformed her life: “My weight has started to go down and I’m able to be much more active. My life is almost normal now. Before this new treatment, I couldn’t move or go to work. My absence days were more than my work days.”

Asthma affects around 13% of the UAE’s population and can cause a range of symptoms that affect a person’s quality of life. Sufferers experience shortness of breath, chest tightness as well as coughing, wheezing and difficulty in breathing. In severe cases, these symptoms can prevent a person from living a normal life and even be life threatening.

Healthcare UK – Pioneering in the field of Digital Health

Healthcare UK's focus this year is on prevention, quality and innovation - with outstanding applications in the field of digital healthcare. The Arab Health Daily Dose sat down with Healthcare UK managing director Deborah Kobewka to hear more about the companies on their stand as well as her thoughts on what makes the UK healthcare sector stand out on the global stage.

Tell us about the Healthcare UK stand here at Arab Health?

We have an excellent presence at Arab Health, as we have done for many years. Our objective is to profile the very best of British healthcare - both our public sector capabilities which are encapsulated by the NHS, as well as the private sector. This year we have brought with us four innovative private sector companies that are all showcasing the very best of digital capabilities in the UK.

Helicon Health designs and implements new models of care. They focus on detection and protection from cardiovascular diseases and the environment. Patient self-care is central to all Helicon programmes but never in isolation.

Babylon Health is a digital AI driven healthcare service available in an easy to use app and online. Run on proprietary technology, babylon is an artificially intelligent doctors brain. In addition to 24/7 virtual video GP appointments, patients can also use babylon to have therapy and CBT appointments, as well as see specialists.

iamYiam combine contemporary science, big data, genomics and research with time-tested

tradition health practices to empower and enhance the health and wellbeing of 1 billion people by 2025.

iS Health applies advanced algorithms to health data to create highly sophisticated and actionable reports. It detects undiagnosed patients, predicts outcomes, matches patients to services and drives health economy planning.

What is it that makes the UK healthcare sector stand out on the global stage?

In many ways, the UK has a very unique capability in having an excellent healthcare system - the

NHS - that we have been developing for 70 years, supported by a private sector that works closely with academia to develop cutting-edge technologies that are taking forward healthcare in the UK.

Over the years, the NHS has amassed huge amounts of data and insights which we have been able to leverage and, in combination with very innovative digital capabilities, provide real leading-edge insights into healthcare and use that to improve patient outcome and safety.

We are very proud of what we have been able to develop in terms of the NHS. In fact, the NHS

comes out as No. 1, for the third time, in the Commonwealth Fund study that compares the healthcare systems of 12 developed countries.

Why is the Middle East such an important market for UK healthcare organisations?

We have longstanding relationships and deep partnerships with many countries in the Middle East and we see them as natural partners. As governments in the region look to enhance their healthcare systems, we are very pleased to be in such a position that we are able to work closely with them to improve the delivery of health. Likewise, to mutually share learning's on joint challenges such as lifestyle and non-communicable diseases.

We find this region a very welcoming environment in terms of 'ease of business' creating very favourable business conditions for British companies entering the market for the first time.

What would you say to UK healthcare companies looking to export to the region?

There are various routes to enter the Middle East market but UK companies often find it easier to be part of a consortium when they come into a new market. To that extent, UK Export Finance (UKEF) is often a key component of being able to support British business to ensure that they have the appropriate finance and credit insurance guarantees. This guarantees that exporters are able to manage their risk when they are exporting overseas. UKEF is a really important part of the package that we are able to offer UK exporters when they come to regions like the Middle East.



Deborah Kobewka, Healthcare UK managing director

STRONG POSITIVE ECOSYSTEM FOR MEDICAL DEVICES MANUFACTURING IN INDIA

Focus on technology, innovation and a conducive regulatory framework

Several initiatives from the government of India creating a positive environment for medical devices manufacturing

Article provided by India Brand Equity Foundation (IBEF) and EEPC India

The Indian medical devices industry has emerged as a sunrise segment in the healthcare space. With focus on technology, innovation and a conducive regulatory framework, this sector has the potential to grow in leaps and bounds and attract substantial investments.

Overall, the government of India has played an important role in providing crucial initiatives for enhancing the capabilities of the sector by the following initiatives:

■ A voluntary scheme 'ICMED' or Indian Certification of Medical Devices to bring international respect to medical devices which are Made in India.

■ FDI has been allowed 100% in order to promote world class manufacturing and enhance competencies in the local manufacturing.

■ The National Medical Device Policy 2015 provides focuses on R&D, testing and quality for domestic manufacturing.

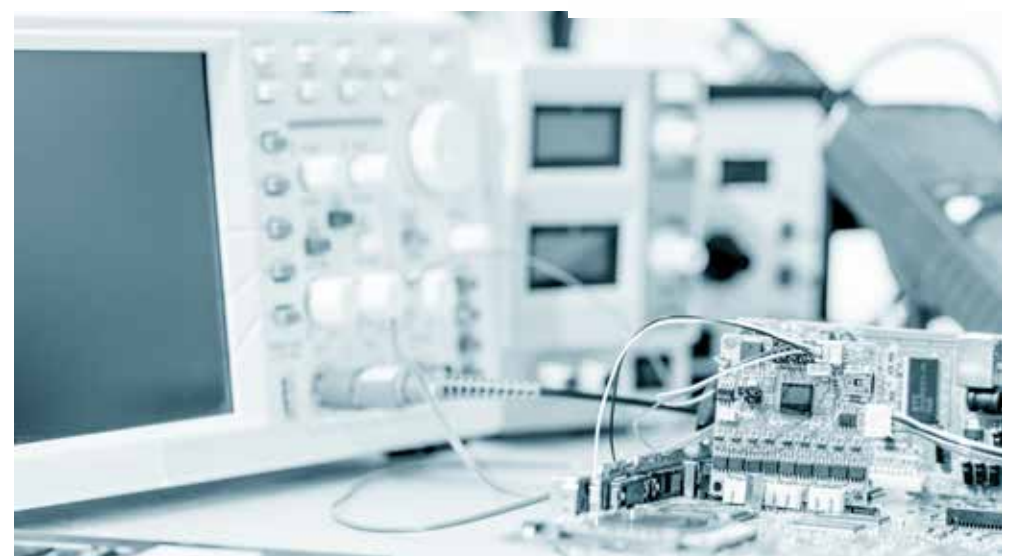
■ The Ministry of Commerce and Industry has undertaken an initiative for technological upgradation for boosting engineering exports wherein 34 products at 8 Digit HS Code tariff lines in the medical devices have been identified, having significant global export potential.

■ Setting up of Medical Techno Parks to encourage local manufacturing and reduce dependence on imports.

The Government of India has taken several initiatives in its various other flagship programmes including Make in India, Skill India, Digital India etc that are also working towards creating a strong positive ecosystem for medical devices manufacturing in India. In addition, the rapid progress made under the Ease of Doing Business in India also adds up to the overall conducive business environment prevalent in the country.

The Ministry of Commerce & Industry, Government of India has launched the brand campaign for the Medical Devices sector as part of the Brand India Engineering campaign. It aims at creating true brand value in international markets for Indian medical devices and is expected to catapult India's status in manufacturing capabilities, by highlighting India's competitiveness, credibility and service commitments in the medical devices sector. India Brand Equity Foundation (IBEF), a Trust established by the Department of Commerce and EEPC India, an apex national body representing engineering industry, is steering the campaign in coordination with national associations and industry stakeholders in the medical devices sector.

India is already known for its largest number and best of doctors in the world, the strong foothold in the medical devices manufacturing sector will only further improve India's reputation in the global healthcare sector.



MEET TURKISH HEALTHCARE INDUSTRY AT ARAB HEALTH

Article provided by TG Expo International Fairs

The largest gathering of healthcare professionals in the Middle East, Arab Health, is also the major international exhibition where the Turkish healthcare industry participates. The 2018 edition of the event will welcome more than 4,200 exhibiting companies and 103,000 attendees from more than 150 countries giving the sector players the opportunity to build their knowledge about the latest innovations and developments in the sector.

More than 150 companies from Turkey will participate in the exhibition through TG Expo International Fairs, Arab Health's Turkish national pavilion organiser. Turkish companies active in various segments of the healthcare industry will exhibit their products and take advantage of the prominence of Arab Health, which is the key point for penetrating the Middle Eastern healthcare market and reaching potential customers from across the world.

A wide variety of items such as medical products, orthopaedic products, medical supplies, hospital beds and furnishings, air conditioning devices, hospital management systems and pharmaceuticals will be displayed at the exhibition where also 19 business, leadership and Continuing Medical Education (CME) conferences providing the very latest updates and insights into cutting-edge procedures, techniques and skills will be given.

At the Dubai International Convention and Exhibition Centre where Arab Health is located, you will be able to visit the leading Turkish companies and meet sector professionals in Hall 5, Hall 6, Sheikh Rashid Hall, Trade Center Arena, Za'abeel Hall 6 and Concourse Area 7.

Last year the exhibition hosted 4072 exhibitors and more than 103,000 visitors from more than 150 countries. Turkish healthcare companies broke a participation record and more than 35 percent of the participating companies achieved business deals worth from 450,000 to 1 million dollars during the event.

HEALTH SPENDING INCREASING IN TURKEY

Turkish healthcare industry has been growing in recent years as a result of the increasing accessibility to the healthcare services in parallel with positive economic developments, increasing purchasing power and government incentives. Several segments such as pharmaceuticals, healthcare services, insurance and medical devices have a significant place at the international level. The Turkish government has also taken steps to ensure sustainable public financing.

Turkey's spending on healthcare industry has been rapidly increasing in recent years. According to the data released by Turkish Statistical Institute (TurkStat) in 2016, health expenditures reached 119.7 billion liras (39.6 billion US dollars) with an increase of 14.5% compared to the previous year. The proportion of total health expenditure to GDP was 4.6% in 2016 and the government provided 78.5% of the total health expenditures, remaining unchanged compared to 2015. The share of government spending in Turkey has increased significantly over the years as insurance coverage to the population has been expanded. Out-of-pocket health expenditures made by households for treatment, pharmaceuticals etc. has also increased 13% in 2016 and reached 19.6 billion liras (6.49 billion US dollars).

After the establishment of the Turkish Hospital Agency in 2012, access to hospitals and administrative costs increased, as a result the hospital expenditure growth rate is higher than other health expenditures and the share of hospital spending increased. According to the latest OECD data, hospitals began to take the lion's share in



the Turkish health system accounting for 52% of all spending in 2013, ranking the first among OECD countries and well above their average of 40 percent. After improvements in the sector, Turkey's health expenditure per capita has also increased by 13% to reach 504 dollars in 2016 compared to 496 dollars in 2015. These also indicates a high growth potential in the Turkish healthcare sector since the growth in Turkey's GDP has outpaced health sectors since many years.

According to BCCT (British Chamber of Commerce Turkey), the recent reforms, under the Health Transformation Program made the healthcare industry one of the most attractive sectors in Turkey with 62.3 billion dollars of spending. With the help of innovative technological developments,

new goods and services have been introduced to the market each year enabling the Turkish healthcare sector to grow rapidly. Several factors such as the increase in the elderly population as well as improvements in the level of welfare has led to the emergence of increasing requirements for access to health services and supports the expectations that Turkey's health spending will continue to increase in the coming years.

TURKISH MEDICAL DEVICES AND SUPPLIES

The Turkish medical devices and supplies industry experienced radical changes and progress and has an immense growth potential in the market. Local manufacturing capacity increased year-by-year, improving not only the quality but also enhancing

the product range which includes a wide range of items from medical devices to hospital furniture and equipment, orthopaedic devices, medical textiles, surgical instruments, disposable medical products, OTC and pharmaceutical products, amongst several others. The industry meets the local demand in many items as well as exporting a significant range of products. According to the data published by the Ministry of Economy in 2016, exports of medical devices and supplies to more than 100 countries across the world reached 285 million dollars. Medical, surgical and dental appliances were the largest export group with a volume of 175.8 million dollars; orthopaedic and other appliances were ranked the second with 82 million dollars; and the third product group was mechano-therapy appliances with 13.6 million dollars. Given the robust development of the industry, the exports are also expected to keep growing.

TG Expo International Fairs

TG Expo International Fairs was founded in 2008 with 'Think Global' insight. Until today, TG Expo Group has organised exhibitions in France, Iran, the US, Brazil, Egypt, South Africa, Nigeria, Saudi Arabia, the United Arab Emirates, Kuwait, the United Kingdom and India. TG Expo enables exporter companies to be introduced to new markets in many sectors such as healthcare, medical equipment, electricity, design, furniture and marble. TG Expo Group acts as the Turkish representative of many international fairs and national pavilions. It also organises fairs in Turkey as well with highly experienced co-founders and an expert team.

TG Expo plays an active role in opening Turkish companies abroad by undertaking the role of national participation organiser of Expo Medical, FIME International Medical Expo and Africa Health fairs in the health sector. TG Expo has now entrenched itself at the forefront as an important fair company that supports the Turkish healthcare sector.

Emitac brings world's best med-tech solutions to DSO's first hospital project - Fakeeh University Hospital

Saudi Arabia's leading healthcare provider Fakeeh Care has signed an agreement with Emitac Healthcare Solutions (EHS), a leading solutions provider in the MENA region, to provide advanced turnkey healthcare solutions to its Fakeeh University Hospital [FUH], a state-of-the-art hospital and medical university project being developed at Dubai Silicon Oasis (DSO) integrated free zone Technology Park.

Fakeeh University Hospital [FUH] is the first hospital project in the DSO region aimed to cater to the family healthcare and patient-centred requirements of the growing community of residents in the region and its neighbouring areas.

The agreement was signed at a ceremony held at EHS pavilion at Arab Health 2018 in the presence of Dr Mazen Fakeeh, President and Chairman of the Board of Fakeeh Care; Wafic Faraj, CEO of EHS; Dr Hisham Hout, Hill-rom President- Middle East, Africa, Turkey & Indian subcontinent and Dr Carla Kriwet, CEO Connected Care and Health Informatics - Royal Philips.

The hospital and medical university project will have the capacity to provide care to 700,000 patients annually with an estimated 40,000 admissions and 20,000 surgical operations. The project comprises of three hospital buildings with interconnecting bridges, car park and utilities block, spanning a built-up area of around 77,375 square metres over two basements and six above ground floors.

The FUH project is located in Dubai Silicon Oasis and will feature an imaging department, nuclear medicine, morgue, radiology, endoscopy and emergency units, a surgery suite and catheterisation laboratory, as well as dedicated paediatrics and gynaecology sections.

The FUH is equipped to offer secondary and tertiary medical services supported by comprehensive diagnostic facilities. Emitac will provide critical care solutions from Philips, neuro navigation system from Brainlab and the total patient room solution from Hill-Rom, medical industry's pioneer in hospital beds, patient lifts, and non-invasive therapeutic products.

Commenting on the project, Dr Mazen Fakeeh, President and Chairman of the Board of Fakeeh Care said, "We are proud to partner with Emitac Healthcare Solutions (EHS) in the co-development of this project that will further expand access to quality and affordable healthcare in Dubai. The agreement with Emitac Healthcare Solutions will facilitate medical technology solutions of the world's best innovators in their specific segments. In this digital era, this collaboration would help us provide to our patients the most advanced secondary and tertiary care at DSO, Dubai's most sought-after development that integrates technology and modern community living."

"We provide the full spectrum of healthcare services. We are a regional pioneer continuously thriving for over four decades, to become the reference of excellence and international standards in KSA and the whole MENA region," he added.

Wafic Faraj, CEO of Emitac Healthcare Solutions, said, "This is indeed a great accomplishment for Emitac Healthcare Solutions to partner with Fakeeh University Hospital in line with their commitment to driving sustainable growth of the healthcare sector. We will serve medical technology solutions to FUH, planning and providing the systems from our global partners.

"We bring the best of medical technologies, capabilities and solutions to advance healthcare

to the Middle East, together with our global partners in technology design and integration, implementation, training and continuous improvement initiatives. This will ensure essential healthcare services to meet the growing population demands. We have strong executional and service capacities, provision and staffing through our extensive group and partner network. We partner with the most reputable names in the industry to bring timely and innovative solutions to the regional healthcare sector," he added.

"We believe in optimising healthcare through comprehensive solutions and products such as hospital and patient room furniture solutions, patient monitoring and critical care solutions, healthcare IT, radiology, oncology, neurosurgery

solutions and neonatal solutions. Emitac Healthcare Solutions (EHS) handles procurement, logistics planning, execution, installation, training and maintenance of all solutions," Faraj added.

EHS has a strong track record of executing large and full spectrum healthcare projects for both the public and private sectors in the UAE and the region. EHS was appointed by Dubai Healthcare City as one of the Design Consultants for the region. EHS completed major projects for Cleveland Clinic Abu Dhabi for Mubadala, Al Qassimi Hospital Sharjah for the Ministry of Health and Prevention, and Al Amal Psychiatric Hospital in Dubai. King Hussein Cancer Center in Amman - Jordan, a project gifted by the Khalifa Bin Zayed Al Nahyan Foundation, is the ongoing major project for EHS.



Dr Mazen Fakeeh, President and Chairman of the Board of Fakeeh Care and Wafic Faraj, CEO of EHS, at the signing ceremony at Arab Health

IPF and recent advances in therapy

By Dr Ali Bin Sarwar Zubairi, Professor of Medicine, Section Head of Pulmonary and Critical Care Medicine, Director of Interstitial Lung Disease Program, Aga Khan University, Karachi, Pakistan

Idiopathic pulmonary fibrosis (IPF) is a chronic, progressive form of interstitial lung disease (ILD) of unknown etiology that carries a poor prognosis. It is characterised by the radiological and histological pattern of usual interstitial pneumonia (UIP) and primarily occurs in older adults. It has a global prevalence of 20 cases per 100,000 people for males and 13 cases per 100,000 people for females.

The etiology of IPF is unknown and pathophysiology is believed to involve epithelial injury and abnormal wound healing. The average duration of survival after diagnosis is 2-4 years. Factors that have been shown to decrease survival include older age, lower body mass index (BMI), and the development of complications like pulmonary hypertension and concomitant emphysema.

Smoking is the most consistent environmental risk factor for the development of IPF, and studies suggest a history of smoking worsens the prognosis. The diagnosis of IPF requires a multidisciplinary approach.

The heterogeneous clinical course of IPF has an impact on mortality. Depending on the clinical variant of IPF, the prognosis can be significantly altered. The majority of cases present after 50 years of age. Comorbid conditions that may have an impact on the clinical course of IPF include obesity, diabetes mellitus, gastro esophageal reflux disease, and pulmonary hypertension.

Subpopulations of patients, mainly males and cigarette smokers, have shortened survival due to an accelerated course. The prognosis in patients with an acute exacerbation of IPF is poor, with short-term mortality exceeding 50%.

The historical standard of care for IPF is a combination of immunosuppressive

therapy oxygen supplementation and lung transplantation. For many years, a combination therapy of prednisone, azathioprine, and n-acetylcysteine was used to treat IPF. In 2012, the PANTHER-IPF study concluded that the three-drug regimen increased mortality, frequency of hospitalisation, and treatment-related severe adverse events when compared with placebo. Over the past 5 years, the introduction of novel antifibrotic agents in the form of pirfenidone and nintedanib has changed the landscape of IPF and provided hope of improving disease outcomes.

Pirfenidone is a novel drug with antifibrotic and anti-inflammatory properties. Evidence from a number of randomised control trials has shown that pirfenidone slows the progression of decline in forced vital capacity in IPF. Nintedanib is a tyrosine kinase inhibitor with antifibrotic properties which has also been shown to significantly reduce disease progression. As head-to-head comparison data are lacking, treatment selection is based on availability, patient and clinician preference and tolerability of side effects. In the future, combination therapy with pirfenidone and nintedanib or with additional therapies may further improve lung function preservation.

This CME activity will assess recent clinical advances regarding the use of available and emerging therapies, including mono- and combination therapy, for the management of IPF.

References available on request.

Dr Ali Bin Sarwar Zubairi is a Speaker at the Respiratory Medicine Conference at Arab Health 2018 that will be held from 31st January to 1st February.

Pioneering lung procedure - VATS lobectomy - to be performed today at UK Pavilion

Procedure is being performed in response to an increase in lung health conditions in the Middle East; 30,000 people a year are predicted to get lung cancer in the region by 2020

Today, the UK's largest specialist heart and lung centre, Royal Brompton & Harefield Hospitals Specialist Care (RB&HH) will demonstrate a specialist surgery - a VATS lobectomy to treat large tumours of the lung. The surgery is being performed in response to growing global health concerns surrounding lung disease. The procedure will highlight how innovative techniques can have life-changing benefits for those living in the region.

The VATS lobectomy will be performed by Ms Emma Beddow, Consultant Thoracic Surgeon at RB&HH from 2pm on the Association of British Healthcare Industries (ABHI) Stand (UK Pavilion, Hall 7, H7C30.)

The procedure being performed by RB&HH for the first time at Arab Health is the video-assisted thoracic surgery (VATS) lobectomy. The revolutionary keyhole surgery uses small incisions to treat people who have large tumours of the lung and require complex surgical reconstruction of the

remaining airways. VATS lobectomy allows the surgeon to reduce the length of the incision than previously done in a traditional lobectomy. During the surgery, lobes of the diseased lungs and lymph node clearance are removed. This combined with oncological input for drug treatment, patients are given a chance of life-saving treatment. This new treatment option for the Middle East comes at a time when according to a recent study, 30,000 people a year in the Middle East are predicted to get lung cancer by 2020.

Ms Beddow will also present two updates on lung cancer at the Arab Health Congress from 10.45 am on Thursday, 1st February 2018.

The VATS lobectomy will be performed by Ms Emma Beddow on Wednesday 31st January 2018 from 2pm on the Association of British Healthcare Industries (ABHI) Stand (UK Pavilion, Hall 7, H7C30.) Ms Beddow will also present two updates on lung cancer at the Arab Health Congress from 10.45am on Thursday 1st February 2018.



Newborn Foundation and Masimo Partnership Reaches 52,000 Babies and 1,000 Health Workers through Newborn Screening Initiative in Support of *Every Woman Every Child*

BORN Project convenes public health stakeholders to highlight key program successes at three-year mark, reinforcing global call to action to support universal newborn pulse oximetry screening as a tool to significantly reduce newborn mortality and drive treatment infrastructure in low-resource settings

Masimo and the Newborn Foundation have announced that the BORN Project, their joint commitment to the United Nations' *Every Woman Every Child* (EWEC) initiative, has now screened 52,000 newborns across 40 delivery sites in China for critical congenital heart disease (CCHD), pneumonia, and sepsis. In addition, 1,000 health workers and public health staff have now been trained in neonatal pulse oximetry screening through the BORN project, which is also marking its third anniversary.

These progress updates were discussed at a UN General Assembly event—"Harnessing the Power of Technology and Partnerships to Combat Newborn Mortality"—in New York City in September last year. The announcement came on the heels of news that the National Health and Family Planning Commission, People's Republic of China, and the Chinese CDC had convened a formal national committee to establish country-wide implementation and screening protocols for

universal newborn pulse oximetry screening.

The BORN (Birth Oximetry Routine for Newborns) Project, developed by the Newborn Foundation in partnership with Masimo, aligns with public health initiatives with the goal of reducing newborn mortality from CCHD, pneumonia, and sepsis in pilot regions. It also provides substantive data to public health officials to demonstrate the importance of investment in sustainable universal newborn screening programs and improved access to follow-up care for fragile babies.

The project has provided the first large deployment of smart device-paired pulse oximeters for use on newborns. Training and educational tools, combined with the Masimo iSpO2® Rx smartphone- and tablet-paired pulse oximeter, teach families about the benefits of screening and allow healthcare workers at every level to screen babies and interpret screening results, helping to increase the rate of timely diagnosis and referrals.

"We have more than met the goals of the project since its launch, and seeing the impact on so many lives has been humbling," said Annamarie Saarinen, CEO of the Newborn Foundation. "The real impact has been in working in partnership with the government to bring this policy to fruition."

The BORN Project is conducted in collaboration with the China Office for Maternal and Child Health

Surveillance, the China CDC, the Mianyang Health Bureau. It has been supported by Masimo, the Masimo Foundation, and the London-based Global Innovation Fund. An interim report on the findings of its impact of screening at hospitals in rural Sichuan Province was recently presented to the National Health and Family Planning Commission of the People's Republic of China and Chinese CDC.

Established through an initial three-year, \$50,000 commitment from Masimo in 2014 and subsequent \$100,000 equipment donation, the BORN Project has now launched in the Philippines, where it is in the process of screening 72,000 newborns across 28 urban and rural hospitals, spanning all three island groups. The BORN Project is also expanding into India, Peru, Mexico, Bolivia, Pakistan, and Mongolia. The Newborn Foundation leads advocacy and implementation efforts, which focus on education, training and metrics on the benefits of routine pulse oximetry screening of newborns, as well as follow up diagnosis and treatment protocols.

"We must reframe how healthcare is delivered to the youngest and most fragile patients," said Joe Kiani, Founder and CEO of Masimo. "The work we are doing is already having a powerful impact in China and beyond. We are proud that Masimo SET®, with its proven clinical accuracy and reliability, is

able to help save the lives of many newborns."

Every Woman Every Child

The Masimo and Newborn Foundation partnership was among the first commitment makers as part of the UN Secretary General's *Every Woman Every Child* initiative. EWEC directly contributes to the Global Strategy for Women's, Children's and Adolescents' Health and the success of the Sustainable Development Goals (SDGs).

With more than 50,000 rural and underserved babies impacted through their work thus far, Masimo and the Newborn Foundation, in collaboration with EWEC, are committed to addressing obstacles and tackling the unmet Millennium Development Goals for reducing mortality for children under the age of five, through the SDG initiatives.

Newborn Foundation

The Newborn Foundation conducts research, implements programs, and develops technology innovations that save lives and improve health outcomes for the newest, most vulnerable citizens of the world. The Foundation programmatically delivers these solutions to those who need them most and drives policies that integrate with public health initiatives to provide sustainable impact for babies and families.

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Studies found that Masimo SET® contributed to increased sensitivity and specificity of critical congenital heart disease screening compared to physical exam alone^{1,2,3}

- > In the largest CCHD screening study to date, with over 122,738 subjects, screening sensitivity increased from 77% using clinical assessment alone to 93% when clinical assessment was combined with Masimo SET® pulse oximetry.⁴
- > Masimo SET® pulse oximeters and sensors were exclusively used in the two studies (59,876 subjects) that were the basis for the CCHD workgroup recommendation for CCHD screening protocols.^{1,3,6}

Eve™ Newborn Screening Software Application*

- > Automates each of the screening steps with animated instruction, including sensor application, measurement selection, and screening result determination.



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1 de Wihl Granelli A et al. BMJ 2009 Jan 8;338:a3037. 2 de Wihl Granelli A et al. Acta Paediatr 2007 Oct;96(10):1455-9. 3 Ever AK et al. Lancet. 2011 Aug 27;378(9793):785-94. 4 Zhao QM et al. Lancet. 2014 Aug 30;384(9945):747-54. 5 Meberg A et al. Acta Paediatr 2009 Apr;98(4):682-6. 6 Kemper AR et al. Pediatrics. 2011 Nov;128(5):e1259-67. * Referred to as "CCHD Mode" in Radical-7 Operator's Manual.
For professional use. See instructions for use for full prescribing information, including indications, contraindications, warnings, and precautions. Masimo devices with Eve has obtained CE Marking. Not available in the U.S.

Masimo

Principle Healthcare unveils its extensive range of Vitamin & Supplement products and services at Arab Health 2018

Principle Healthcare is participating for the 11th consecutive year at Arab Health, the largest annual healthcare exhibition within the Middle East in Dubai, which has continued to be an invaluable showcase of its extensive Vitamin & Supplement products and services.

Participation at the event has been a great opportunity for Principle Healthcare to launch the very best in vitamin & supplement modernisation, which is at the core of how the company has continued to operate since its inception in 2002. As one of Europe's most prominent manufacturers of vitamins, minerals and supplements, Principle Healthcare has the proven ability to cater to the needs and wants of the international market, with an unwavering commitment to unmatched quality and innovation.

The company's premium Principle Brand has been an unwavering fixture within the international market due to its devotion to quality and dedication to remaining a market leader of international research. It has maintained a profound commitment

to combining the latest in scientific advancements with specific consumer needs in order to formulate and manufacture products that are fully integrated with modern consumer lifestyles.

As Arab Health is one of the most influential trade shows within the Middle East with the power to connect industry leaders and pioneering innovation in all aspects of the healthcare economy, the company has seized the opportunity to introduce its prestigious supplement brands which have been scientifically engineered with a strict focus on not only general health but also specific ailment-led concerns.

"We are honoured to have this potential opportunity to work alongside over 150 countries on innovative products in order to benefit such a wide and varied audience and build lasting relationships within not just the Middle East, but the international market," said Mike Davies MBE, CEO of the Principle Healthcare Group.

For more information, please visit Principle Healthcare at Stand D10.



Pioneering Quality Management strategy that improves patient outcomes

Andreas Ludwig, a renowned executive leader from the Schön Klinik Group, is speaking at the 2018 Arab Health Congress about an award-winning quality management system designed to improve patient outcomes.

Schön Klinik is one of the leading providers of inpatient care in Germany with 80% of their activities focusing on Spine/Orthopaedics, Neurology and Mental Health.

Presenting on behalf of the group, Andreas Ludwig will highlight how they have established a unique quality measurement system 'Quality Empowered by Documentation' to deliver the highest level of medical care. The four-step process comprises of a quality indicator, collection of data, evaluation and the implementation of improvements. It uses science-based indicators to analyse and compare the data against benchmarks. It then offers expert group discussion to initiate continuous improvements to outcomes.

"We truly believe that medical excellence is the result of specialisation and experience," says Ludwig, speaking on behalf of the Schön Klinik Group.

"Experience can be used for continuous development and to aid improvement as long as this experience has been systematically collected, evaluated and discussed among experts. This is what our quality management process does. It is a comprehensive quality measurement system which has been embedded in all our hospitals for many years."

Developed over a number of years, the pioneering system is a result of the continuous collection of data. The types of information that the hospital group collect includes patient experience, patient safety and treatment outcomes - both from a patient and clinical perspective. Once collected, this data is then analysed regularly, reviewed and then discussed by a panel of experts. It is then used for quality improvement across all of Schön Klinik's 23 hospitals.

Ludwig explains: "There are 33 expert groups that review the data. The groups consist of medical staff and quality managers. Relevant quality indicators for important treatments are defined but they must be specific, significant and science based. Our expert groups then discuss the results in regular meetings and initiate improvement activities. Improvement in outcome is the major goal and this approach has resulted in better long-term outcomes."

The process of medical outcomes is also continuously measured and compared. Using clinical information systems, every patient and administrative clinical data is captured through questionnaires. This allows all data to be standardised and evaluated. Statistical analysis is perfected on a quarterly basis and companywide benchmarks are readily available for all clinicians to access.

One example of how the quality management system has improved outcomes is the clinic's reduction in blood transfusions. According to international studies the risk of needing a blood transfusion during hip replacement is around 22%. Through constant collection and review of data from patients undergoing this operation, the Schön Klinik consultants have been able to adapt procedures accordingly. Despite already being better than average, Schön Klinik has driven systematic improvements in blood transfusion rates over the last five years, reducing it to 0.5%. For patients, this means fewer complications and faster recovery from surgery.

In 2011 two thirds of Schön Klinik hip replacement patients left hospital with more than 70% flexibility. Through measuring outcomes and reviewing the data a new programme was introduced in 2012. This focused on mobilising



Andreas Ludwig is a speaker at the Quality Management conference at the 2018 Arab Health Exhibition & Congress.

patients within six hours of surgery and giving them additional intensive physiotherapy. The result was a marked increase in the percentage of patients achieving greater than 70% flexibility on discharge.

This quality management approach to outcome measurement has been recognised by international thought leaders in this field. In 2013 the renowned strategist Michael Porter published the article 'The strategy that will fix healthcare'* and identified the group as an exemplar of patient healthcare provision and measurement-led quality improvement.

Most recently, Schön Klinik has been recognised by Healthcare Business International (HBI) in their Business Model Innovation Awards. Around 70 companies in the healthcare sector were in the running for the awards granted by the English healthcare intelligence platform. In the "best quality data model" category, Schön Klinik succeeded over peers such as the University of Utah, taking first place in the category. They have also won the European Inspirational Award 2017 at the Value Based Healthcare Prize event.

Links to the Middle East

Schön Klinik has extensive experience in dealings with patients from across the globe including countries such as UAE, Saudi Arabia, Kuwait, and Bahrain.

Ludwig explains that the hospital group is fully aware of cultural differences and are well prepared to accommodate those differences.

He said: "We understand that families often accompany a patient travelling overseas for treatment, particularly if their time with us involves a prolonged stay. We have a team of dedicated liaison managers who have specific in-depth knowledge and appreciation of the cultural needs of patients and their extended families. They work side by side with each group for the entirety of their stay and can accommodate all manner of requests."

The group has had such a positive experience with their healthcare quality management approach that they will also implement it in their newest hospital opening soon in the Harley Street Medical Area, London, UK.

**<https://hbr.org/2013/10/the-strategy-that-will-fix-health-care>*

For more information, meet Andreas Ludwig at the Harley Street Medical Area stand, located on the UK Pavilion in hall 4.



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Finland's healthcare technology competencies highlighted at Arab Health 2018

Preventive healthcare, rehabilitation solutions, elderly care, hygiene and digital health are amongst the key focus areas of Finland at Arab Health 2018

Over 35 Finnish companies have returned to the 2018 Arab Health Exhibition & Congress, the largest healthcare exhibition and medical congress in the Middle East, in a bid to showcase the latest innovations in Finnish healthcare services and technologies highlighting their benefits to the expanding industry in the United Arab Emirates and the region.

A Finnish pavilion, organised by Business Finland in co-operation with Business Oulu, is currently featuring a total of 21 companies at Arab Health. Business Finland is the Finnish innovation funding, trade, investment, and travel promotion organization, headquartered in Helsinki. In



addition, 16 companies are participating as part of a delegation led by Ms Pirkko Mattila, Minister of Social Affairs and Health.

Following last year's successful mission to map out the UAE market and promote business, the aim is to support the UAE with its goal to become a medical hub in the region. The healthcare market in the UAE is expected to grow by 60% between 2017 and 2021 and be worth \$28bn by 2021, according to a study by MENA Research Partners¹.

This forms part of a wider focus to increase visibility and to widen the reach of Finland's medical export in the GCC. As one of the top three strongest health technology economies in the world and as the world leader in efficient healthcare systems, Finnish companies provide top-of-the-line technology and expertise in the field. The specialised fields of genomic research, diagnostics, chronic disease management, remote care technologies and services, imaging, patient monitoring, wearables, health services, elderly care and hospital IT, all position Finland as a healthcare thought-leader.

Finland's world-class research and technology competencies are the pinnacle of its health sector and one reason why Finland has one of the most efficient healthcare systems in the world. Finland is also a leading developer of health tech solutions,



with wide expertise in ICT and mobile technology and a vibrant start-up community. While all this provides an excellent basis for personalised healthcare solutions, Finland tops it with a well-organised healthcare system and national digital healthcare databases.

Preventive healthcare, rehabilitation solutions, elderly care, hygiene and digital health are amongst the key focus areas of Finland at Arab Health 2018.

Key highlights include Adesante's Clinical Operation Simulator (SurgeryVision™) which is a virtual reality solution for surgery planning. Virtual reality planning has been shown to be 40% faster and 10% more accurate than current solutions ensuring higher surgery success rates. Aino Health, who form part of Finland's prevention offering and who have been active in the GCC market for years, is also at the event. They are the leading solution providers in Corporate Health Management, offering a complete system of digitalised services that reduces sick leave, related costs and delivers long-term prosperity, increased productivity and employee engagement by adopting health, wellbeing and safety as an everyday activity.

Another highlight is the DigiRehab consortium, which includes SE Innovations, Goodlife Technology and Turku University of Applied Sciences and looks at using exergames as a form of medicine. Their business model is a joint digital physical therapy solution and ecosystem focusing on rehabilitation

services for the elderly. This interoperable, cost-effective solution can be used both in prevention and rehabilitation, changing the future of digital elderly care. The objective is to increase independent living of older adults in their living environments and to respond to real needs of caregivers. DigiRehab consortium is participating in EU Horizon's 2020 flagship project, ACTIVAGE which aims to build the first European IoT ecosystem across nine deployment sites in seven European countries.

Meria Heikelä, Director in Business Finland Health and in-charge of elderly care, prevention and rehabilitation themes in the organisation, said, "It's no surprise that, over the last two decades, the value of Finnish health technology exports has increased more than five-fold, and the net trade surplus has increased ten-fold. The reason being, Finland is an easy to reach, highly innovative technology superpower that knows how to solve problems and enhance the quality of patient life. We are back at Arab Health this year to present our technology to our market peers and to assist the UAE in achieving its healthcare goals."

The Finnish Pavilion, co-organised by Business Finland and Business Oulu is located at Hall 3, Booth A10.

¹<http://www.arabianbusiness.com/uae-healthcare-market-be-worth-28bn-by-2021--668907.html>

Prestigious UK medical clothing supplier announces Middle Eastern partnership

A prestigious UK clothing supplier has announced they will soon be supplying uniforms to medical and healthcare teams across the Middle East.

Attending Arab Health for the first time, Alexandra has joined forces with UAE's Eterna Garment Industries FZC, to offer their unique experience and capability to the wider Middle Eastern market.

The company now have a fully staffed showroom and sales team based in Dubai and are on hand to supply uniforms to organisations across the Gulf region. These include medical outlets such as care homes, dental services, hospitals and veterinary practices, as well as Government and educational authorities and private businesses.

For over 160 years Alexandra has been designing, manufacturing and selling workwear



for the healthcare sector and wider markets. The international retailer is the largest supplier of workwear to the NHS and each year they supply 20,000 different styles to more than 45,000 businesses direct from their UK warehouse.

They maintain a consistent 95% availability all year round on the most popular lines and as a Group despatch over 19 million parcels throughout the UK, Europe and across the globe. Over 400,000 nurses wear Alexandra garments every day.

In 2002, Alexandra was awarded the Royal Warrant for workwear services to the British Royal household, a proudly held accolade that has continued to be maintained to this day.

Adrian Baker, International Sales Manager at Alexandra, said: "We are so excited to be exhibiting at Arab Health this year and I really look forward to networking with healthcare

providers throughout the region. Our partnership with Eterna means that we now have a fully staffed showroom and sales team based in Dubai, headed up by Deepak Jethwani – a seasoned expert with many years of experience of the healthcare market."

As well as the local sourcing and manufacturing capability the company can now offer in the UAE, they also have a well-established supply and logistics chain across the world.

Alexandra's Managing Director, Martin Lyne, is also attending Arab Health. He added: "This is the first time Alexandra has exhibited at Arab Health. We see this as a tremendous opportunity to showcase our heritage to a wider audience, sharing our experience and capability as a trusted provider of healthcare solutions."

The Alexandra team is located on UK Pavilion stand H7 C16A.

Nexaris Therapy Suites supporting precision medicine by providing direct access to MR, CT and angiography imaging

Nexaris Therapy Suites can be installed as a single or multi-room solution, depending on customer requirements

Article provided by Siemens Healthineers

Siemens Healthineers has developed nexaris Therapy Suite to better integrate multi-modal imaging in surgery and interventional radiology. They provide support for precise diagnostics, intraoperative real-time imaging and direct check-up of results. Clinical workflows can be made more efficient, more convenient and safe for the patient. Siemens Healthineers is currently showcasing nexaris Therapy Suites to a global audience at the 2018 Arab Health Exhibition & Congress.

Combining angiography and CT imaging using nexaris Angio-CT

With Instant Fusion, the angiography and CT images are based on a common system of coordinates for the first time, so nexaris Angio-CT offers an automated overlay of image information. "Seamless access and quick switching between angiography system and CT scanner facilitate a faster and more precise treatment for combined procedures such as tumor ablation and tumor embolization. With the Instant fusion technology based on the first common coordinate system in a hybrid suite, the overlay of CT images onto live fluoroscopy images, make manual time-consuming image fusion a thing of the past. And since the image registration does no longer require additional imaging this valuable information can be provided without additional radiation dose," explains Michael Scheuring, Head of the Business Line Interventional Radiology at Siemens Healthineers. In addition, patient details need to be recorded only once, and the treating radiologist can then access them on both systems. Both modalities can be operated from just a single location in the control room.

Two-room solution for optimum system capacity utilization

Somatom CT Sliding Gantry systems are mounted on rails up to 12 meters long, which can be used to take them up close to the patient when required, or to make space for the ceiling-mounted Artis angiography system. The system can also be moved towards a second patient table in an adjacent room that is then partitioned off, to enable diagnostic or interventional procedures to be performed

using the CT system only while the angiography system can be used independently for routine examinations that do not require an Angio-CT. This two-room solution optimizes system capacity utilization. If required, nexaris Angio-CT can also be expanded to include the wireless Acuson Freestyle ultrasound system, to make access to arteries easier, for example. The ultrasound images can then be displayed on-screen alongside the images from the Angio-CT and directly compared.

Nexaris Angio-CT especially for procedures in interventional radiology

Nexaris Angio-CT makes interventional oncology easier, e.g. for the combined ablation and embolization of a liver tumor. With the standard procedure, the patient must be moved back and forth between the angiography system and the CT as separate treatment procedures, whereas with the nexaris Angio-CT, all treatment stages, from path planning to tumor embolization using angiography, and ablation with CT- i.e. surgically removing the tumor - take place in a single suite, with no need to move the patient. Nexaris Angio-CT also makes handling of polytrauma patients easier. As soon as an internal bleeding is detected with CT, the site of bleeding can be catheterized directly using the angiography system." In the setting of blunt trauma we can immediately diagnose internal bleeding with CT, allowing us to quickly stabilize the patient with angiography and transcatheter embolization, potentially saving lives," comments Dr Mark Wilson, Chief of Interventional Radiology, Zuckerberg San Francisco General Hospital.

Intraoperative Imaging with MR, CT and angiography in surgery

In the area of surgical procedures, nexaris Angio-MR-CT can be used to combine the robot-supported angiography system Artis pheno, the MR systems Magnetom Aera and Skyra, and Somatom CT Sliding Gantry systems to form a multi-room solution. In this case, too, to avoid the laborious and risky task of moving the patient between the different modalities, Siemens Healthineers has worked together with its strategic partner Getinge to develop the Pilot



transfer solution. If, for example, the patient is being treated using the angiography system, he/she will lie on the Maquet Magnus table, which enables the best possible imaging and patient positioning. If MR imaging is required during the procedure, the Maquet Magnus operating table gets connected with the MR-compatible Combi Dockable Table, using docking adapters. The transfer board is located below the surface of the Maquet table. It is made of Kevlar, a material compatible with MR and X-ray imaging. This base can be used to slide the patient onto the MR table without having to change treatment position. The patient can then be moved to the MR room, where imaging is performed using the Magnetom Aera, a 1.5-Tesla system, or the Magnetom Skyra, a 3.0-Tesla system for MR imaging.

Sliding Gantry CT for CT imaging in the hybrid OR

For surgical use, nexaris Angio-MR-CT includes both MR and angiography imaging, as well as imaging using the CT system, which is set up on rails in exactly the same way as the two-room solution for interventional radiology. Because the Maquet table used with the Artis pheno can also be used for CT examinations, there is no need to move the patient in this case. As soon as necessary, the Artis pheno can be removed and the sliding

gantry for the CT system drawn up to the table, to enable CT images to be taken during surgery. "These multi-modality imaging suites will be the laboratory of the future", Prof. Lee Swanström of the Institut de Chirurgie guidée par l'Image (IHU) in Strasbourg explains. To ensure the best possible system capacity utilization, all of the above systems can also be used individually: MR and CT for diagnostic examinations and Artis pheno in the hybrid OR for purely angiography-driven intervention.

First intraoperative whole-body MR images with the nexaris Angio-MR-CT

Nexaris Angio-MR-CT offers benefits for complete tumor resection, for example in neurosurgery. Using intraoperative imaging, surgeons can determine immediately if there is residual tumor tissue or if they need to adapt the chosen treatment approach. On top of that nexaris Angio-MR-CT makes it possible for the first time to perform MR imaging of the whole body at any time while surgery is in progress, with no need to move the patient. Not just neurosurgeons benefit from the additional representation of the tissue provided by MR imaging, but also visceral surgeons, for example, performing resections and ablations in the abdomen. It has the potential to have a critical influence on the treatment process.



New advances in paediatric sleep medicine

By Ignacio E Tapia, MD, MSTR; Attending Physician, Sleep Center; Director, Fellowship in Pediatric Pulmonology, Division of Pulmonary Medicine, The Children's Hospital of Philadelphia, Assistant Professor of Pediatrics, University of Pennsylvania School of Medicine

The field of sleep medicine has grown significantly over the past decades. The knowledge about the pathophysiology and treatment options of the obstructive sleep apnea syndrome (OSAS) has significantly increased. The current editorial focuses on the recent advances in the field of paediatric sleep medicine and proposes areas of further research.

Introduction

The field of sleep medicine has gained significant recognition over the last years. Specifically in paediatrics, studies have allowed to delineate the risk factors for the development of OSAS including obesity, adenotonsillar hypertrophy, neuromuscular disorders, craniofacial abnormalities, and genetic syndromes such as Trisomy 21 amongst others. In addition, research over the past decade has highlighted the importance of the balance between upper airway anatomy and neuromotor function, and studies of the upper airway afferent innervation pathways have become relevant.

Furthermore, the clear association between untreated OSAS and negative neurocognitive and behavioural outcomes has been established. This has been recognised in children with typical development and also in children with developmental disabilities. In another area of research, the association between sleep quality and metabolic disturbances has been demonstrated. Genetic advances have allowed to discover PHOX2B gene as the cause of the congenital central hypoventilation syndrome (CCHS), and to determine the severity of this syndrome based on the number of polyalanine repeats in the gene. Nonetheless, there are several areas of paediatric sleep medicine that require further development, some of which will be outlined below.

Obstructive sleep apnea syndrome (OSAS)

Diagnosis: The gold standard for the diagnosis of OSAS is the 16-lead overnight attended polysomnography performed in a sleep

laboratory. This study allows the interpreting physician to establish the presence and number of obstructive apneas, obstructive hypopneas, and mixed apneas; the sum of which is needed to calculate the obstructive apnea hypopnea index (AHI). This is defined as the sum of the obstructive events divided by hours of sleep. In general, an AHI greater or equal than 2 events per hour is considered abnormal. However, this cutoff is based on cohort studies and is not always associated with clinical outcomes. Home sleep studies for the diagnosis of OSAS have been used in typically developing children, mostly for research purposes, with adequate results. However, children with developmental disabilities or complex medical diseases who depend on supplemental oxygen, or require non-invasive or invasive ventilation via tracheostomy are still required to be studied in a dedicated sleep laboratory as they may develop complications throughout the night. Ambulatory portable home tests have been used in research studies to-date, and could be used clinically in the future.

Pathophysiology: Recent advances in the pathophysiology of OSAS have highlighted the importance of upper airway anatomical factors, such as adenotonsillar hypertrophy and obesity; and neuromotor factors, such as the ability of the upper airway to dilate in response to obstructive episodes. An active hypercapnic ventilatory response during sleep has also been associated with decreased OSAS risk. However, there is a need for more research in this field to further elucidate this.

Neurocognitive and behavioural outcomes of OSAS

The association between OSAS and its neurocognitive and behavioural outcomes has been well established. However, the pathophysiology of this association is not clear. It is important to highlight that the AHI or other polysomnographic indices have not correlated with neurocognitive and behavioural outcomes. Studies using magnetic resonance spectroscopy

imaging (MRS) have shown altered central nervous system metabolites in children with OSAS, which may be indicative of neuronal injury. Further research demonstrated that these metabolites were associated with attention and executive function and were located in the frontal cortex, normalised with treatment of OSAS, and correlated with improvements in attention. Others have hypothesised that this neuronal injury results in cognitive and behavioural consequences, and is caused by OSAS-associated hypoxemia.

OSAS, however, is not only characterised by periods of hypoxemia. Hence, it is likely that in children with OSAS, neuronal injury is due in part to other factors such as abnormal cerebral blood flow regulation associated with periods of hypoxemia or hypercapnia that result from repetitive episodes of upper airway obstruction. In fact, it has been shown that children with OSAS have blunted cerebral blood flow response to hypercapnia compared to healthy non-snoring controls. Further studies may elucidate in greater detail the etiology of these abnormalities associated with OSAS.

Genetic studies

Several studies have recently shown the utility of biomarkers for the diagnosis of OSAS. However, there is a paucity of genetic studies in paediatric OSAS. These studies could possibly help define several OSAS phenotypes. For example, they could elucidate the association between OSAS and cardiovascular versus neurocognitive abnormalities, or help identify the group of patients who are at risk for residual disease after adenotonsillectomy. It is important to take into consideration that OSAS has several different causes. Thus, it may be hard to establish a single gene as its culprit but rather a group of several genes.

Treatment

Adenotonsillectomy is the preferred treatment for pediatric OSAS. Continuous positive airway pressure (CPAP) is a secondary treatment

option for patients who are not considered to be surgical candidates or those who have residual disease. Over the past few years, other treatment options have gained significance such as the use of intranasal corticosteroids for the treatment of mild OSAS, the use of dental appliances for children with orthodontic issues or even the option of watchful waiting for those with mild OSAS. Future scientific advances may allow further definition of several OSAS phenotypes, similar to other chronic conditions such as diabetes mellitus. This will permit a personalised therapeutic approach and prevent the use of treatment options that may not be inappropriate for certain group of patients.

Sleep duration

In 2015, the American Academy of Sleep published guidelines regarding the hours of sleep necessary for each age group. These recommendations were based on the opinion of a group of experts in the field of sleep medicine. However, there are no prospective studies starting in the neonatal period until adulthood that can establish the benefits or consequences of specific hours of sleep.

Conclusion

Paediatric sleep medicine has made significant advances over the last decades. Amongst the field of paediatric sleep medicine, OSAS has been extensively studied. Nonetheless, there are still many unanswered questions that warrant further research, such as prospective studies to acquire further knowledge about the risk factors for the development of OSAS, the genetic profile of children with sleep disorders, circadian rhythm disorders, and the optimal duration of sleep specific for each age group.

References available on request.

Ignacio E Tapia, MD, MSTR, is a speaker at the Respiratory Medicine Conference held from 31st January to 1st February at the 2018 Arab Health Exhibition & Congress.



Sheikh Hamdan bin Rashid launches Dubai Health Authority Online Media Channel

Sahaa Wa Saada, the DHA online media channel, provides users with a wide variety of content such as live coverage of DHA's conferences and events, prevention tips for lifestyle diseases, awareness videos, etc.

His Highness Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, UAE Minister of Finance and President of the Dubai Health Authority (DHA) has inaugurated Sahaa Wa Saada (Health and Happiness), the DHA online media channel, at the 43rd edition of the Arab Health Exhibition and Congress.

Sahaa Wa Saada can be downloaded from the app store or Google Play. The app, called DHA Media, provides users with a wide variety of content such as live coverage of DHA's conferences and events, prevention tips for lifestyle diseases, awareness videos, etc.

His Excellency Humaid Al Qutami, Chairman of the Board and Director-General of the Dubai Health Authority, said: "In line with the vision of our leaders and in line with the Dubai Health strategy 2016-2021, we are keen to develop initiatives that promote healthy lifestyle and wellbeing. Prevention and healthy lifestyle is an important pillar of the DHA strategy and the launch of this online media channel stems from our goal to promote a healthy environment through community engagement.

"Providing the public with important health information can encourage them to adopt a healthy lifestyle. We hope that they will benefit from this information, which is now easily accessible on their smart devices."

Al Qutami added: "There is no doubt that poor lifestyle choices are directly linked to the prevalence of lifestyle diseases which are a global burden on health systems and negatively affect the lives of individuals and their families. Through such initiatives we aim to encourage the community to adopt healthier lifestyles and take charge of their health."

Talking about the healthcare trends of the



Emirate and the outlook for the health sector in the medium to long term, Al Qutami said: "Dubai provides encouragement and support for private sector investment and participation in the health sector, and this has resulted in significant growth in utilisation of health services in the private sector. The private sector accounted for over 75% of outpatient services and 70% of inpatient services in 2016. We expect to see continued rise in investments in innovative primary care models (especially

ambulatory care and urgent care clinics) to address the demands of the under-served segments and for new residential communities in South Dubai."

Al Qutami said that large investments are expected in specialised centres and centres of excellence for specialised services that will provide access to high quality health services to UAE nationals, residents and visitors.

He added that Dubai is currently developing a Clinical Services Capacity Plan that looks into the

demand, supply and gaps for health services and manpower over the next 30 years, which will be completed in early 2018.

"This will provide us with quantifiable information on investment priorities, and accordingly, efforts will be made to drive, support and encourage investments from the private sector, as well as foster partnerships to deliver health services that address the needs and gaps in the health sector," said Al Qutami.

RAK Hospital launches Stem Cell Therapy for treatment of arthritis and other joint problems

The revolutionary regenerative therapy, which uses patient's own stem cells is natural, allows quicker recovery and is far less invasive

At the 43rd edition of Arab Health Exhibition and Congress, RAK Hospital announced the launch of the revolutionary stem cell therapy for the treatment of arthritis and other joint related issues. This ground-breaking treatment is a non-surgical solution to the debilitating issue of increasing bone and joint problems in the UAE. Instead of having to replace a knee with an artificial implant, stem cell therapy in knee-joints can be used to re-grow new and healthy tissues that have been damaged or are degenerating.

Dr Raza Siddiqui, CEO Arabian Healthcare Group and Executive Director, RAK Hospital, also announced that Dr William Andrew Hodge, a leading Knee Regenerative and Reconstruction Specialist and patent holder of the 'Arabic Knee' in the Middle East, would lead the team of doctors at RAK Hospital's Bone and Joint Centre as Consultant Orthopaedic Surgeon to offer this innovative procedure.

"I am extremely delighted to introduce Dr Hodge at 2018 Arab Health and to bring his specialisation to the doorsteps of people in the

UAE," said Dr Siddiqui. "Doctors and scientists view the growth of stem cell treatments as very promising and the treatment of knee arthritis is very popular in US. Now, the people of the UAE can avail this procedure at a very reasonable cost."

He added that the procedure is relatively quick, compared to surgery, and the outpatient procedure can be done in a single day (a few hours, to be more precise).

Dr Hodge has designed, patented and perfected joint resurfacing, and conducted over 6,000 knee joint and 3000 hip joint procedures globally to restore patients to lead active lifestyles without significant limitations or pain. In all, he has treated over 100,000 joint patients worldwide using the revolutionary therapy.

Speaking at the launch at Arab Health Exhibition, Dr William Hodge said, "Arabs appear to injure knees earlier and more often than people in other parts of the world. In fact, a recreational football player in the UAE is five times more likely to suffer a serious knee injury requiring surgery than one in Europe or the US. Soaring obesity rates and kneeling down to pray several

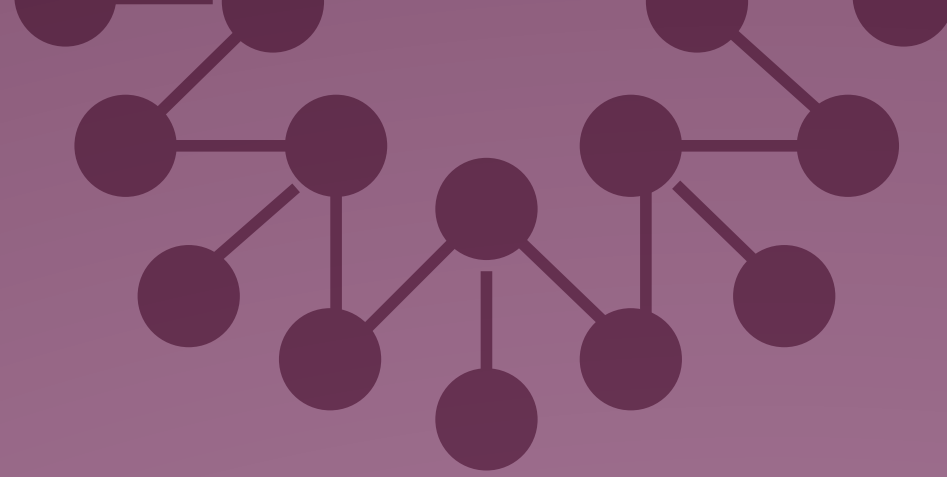
times a day can be some of the contributing factors to this situation. With the introduction of this new way of treatment, our aim here is to preserve the natural joint and utilise your body's ability to heal, getting back to active life quicker and pain-free. Additionally, cartilage damage and arthritis can be delayed and we can even avoid surgery. However, if the joint has advanced destruction then surgical resurfacing and repair may be needed."

Stem cell therapy for knees is natural; it uses Mesenchymal cells of the body that act as repairmen cells of the body and cultures them in the lab for treatment. As we age or get injuries, sometimes the body cannot get enough of these critical repair cells to the injured area. The Regenerative Cell therapy helps solve this problem by greatly increasing body's own natural cells repairing and promotes healing. This is accomplished by harvesting cells from areas of the body known to be rich in mesenchymal stem cells and then concentrating those cells in a lab before precisely re-injecting them into the damaged area in need of repair.

People who have encountered an injury to the knee or have chronic knee pain due to a past injury or arthritis are good candidates for knee stem cell therapy. The treatment is particularly useful for patients suffering from rheumatoid arthritis, osteoporosis, knee injury, torn cartilage or tendons and rotator cuffs.

As per published data, one in five UAE residents suffer from arthritis. Unhealthy, calories-laden diet, inactive lifestyle, active and passive smoking and Vitamin D deficiency further aggravate the condition, not only limiting the mobility of the patient, but also causing the joints to weaken and making patients vulnerable to injuries and causing chronic pain.

Dr Jean Marc Gauer, CEO, RAK Hospital, added: "Living with a painful condition that gets progressively worse is not an option. In the UAE, where thousands of people suffer from knee joint problems, regenerative treatment is the best possible solution. The key, however, is to address the pain early so that the road the recovery can be quick. Even slight swelling could be a warning sign of a more serious condition."



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